

The Christmas Shopping Season "Officially" Opens

THOSE who take pleasure in buying holiday gifts will appreciate the value of making early selections from our complete stocks.

Brandeis Stores

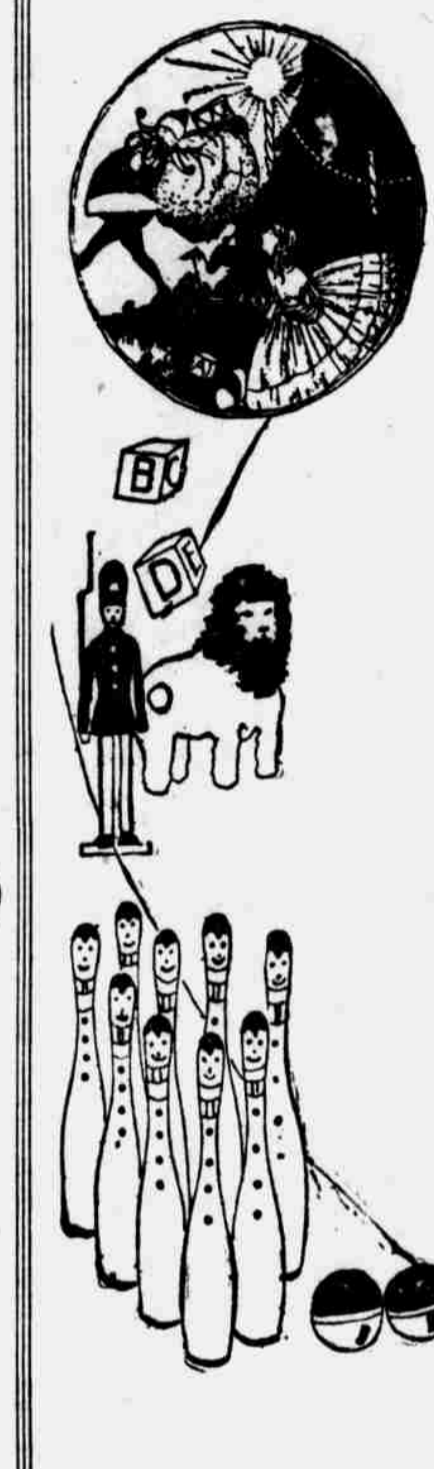
SETS THE PACE FOR GROWING OMAHA

TOY OPENS

Oh, what a delicious treat it is to come to the Brandeis Stores for games and toys, among which are interesting new ones, as well as old-fashioned, smilingly arrayed, for the wee, fond-hearted little mother and father, too—oh, so many things to choose from.

Santa Claus Has for Every Good Girl Who Comes Their Parent or Sister's Toy

The magical spot where children's dreams come true; the radiant realm where the lovable land of dreams and the wonderful world of toys and would-be...



Jewelry The Beautiful Gift

Ladies' Bracelet Watches

Very small 10 1/4 ligne Ladies' Bracelet Watch, 10-year fold filled case, either ribbon bracelet or gold filled flexible bracelet. Price **8.98**
Very small 10 1/4 ligne 15-jewel lever nickel movement in 20-year gold filled case, engraved or plain. Price **12.50**

Men's Watches

Men's 12 size, open face Sterling Silver case, 7-jewel standard or normal movement; guaranteed. Price **7.50**
Men's 12 size, open face, Elgin movement, 15-jewel; guaranteed 20-year gold filled case; plain or engraved. Priced at **15.00**

Men's Military Watches

Gunmetal case, solid brass movement. Radiolite dial, guaranteed on Kitchener leather strap. Price **4.50**
Men's Military Wrist Watch, 7-jewel nickel lever movement. Radiolite dial. Nickel case; a small, good looking watch on a Kitchener leather strap. Sale price, at **10.00**

The New Flexible Bracelet

For use in wear with bracelet watches for men; they come 3/4-inch wide and in three metals.

Sterling Silver, at **2.50**
Gold Filled, at **1.98**
Nickel, at **1.00**
For ladies they come 1/2-inch wide Gold Filled and Sterling Silver at **1.98**
Nickel, at **1.00**

Pearl Earrings

Pearl Earrings, finest Oriental pearl and finest gold filled mountings **1.00**

Pins and Brooches

Imported French Enamel Brooch and Hand Painted Onyx Bar Pins, in green gold finish. Mountings something new and distinctly different. Price **1.00**

Pocket Knives

Pocket Knives, Finest Steel Blades and gold filled handles, engraved or plain Roman designs. Special, at **1.00** each. Pocket Knives, sterling silver handles, plain or engraved designs. Price **1.00** each.

Cuff Links

Sterling Silver Soft Cuff Links, finest hard enamel. In beautiful designs. Price **75c**

Solid Gold Lavallieres

Solid Gold La Vallieres, beautiful designs in pendants set with real pearls, and other stones; all on solid gold soldered link chains. Price **2.98**

Genuine Pink Shell Cameo Brooch in finest gold filled mounting; green gold ornamentation. Price **5.00**

Cameo Brooches

Genuine Brown Shell Cameo Brooch, finest gold filled, hand engraved mounting, like cut. Sale price **2.98**

Diamond Rings

Diamond Ring, 14 karat, solid gold Tiffany mounting; pure white, perfect cut diamond. Weight 15-100. Price **12.50**

Lavallieres

Cameo Lavalliere, genuine cameo pendant with colored gold raised ornaments and finest gold filled chain. Price **1.98**
Sterling Silver and gold filled belt buckles, dozens of different designs, at **1.98**

Service Pins, Like Cut

Sterling Silver and finest hard enamel, at **15c** each.
Sterling Silver and finest hard enamel, at **19c** each.

New Smart Coats For Misses--\$25 to \$85

Very handsome models, youthfully smart in styles, and of the choicest materials—worthy of particular mention are these fur trimmed and tailored, belted and button trimmed models in all the new colors. Materials—Bolivia, Pom Pom, Velour, Plush Duvetyne.

Blouses for Gift-Giving

In Georgette Crepe, Charmeuse Satin, and Crepe de Chine

4.95 to 15.00

High Neck Models, Hand Beaded Models, Lace Trimmed Models, Frill and Fichu Blouses, Semi-Tailored Blouses, in white, flesh and all suit shades.

REMEMBER—A Blouse makes an excellent Christmas Gift. Christmas box given upon request.

Second floor.



The Women's Underwear Section Offers These

One cannot feel comfortable without the right sort of underwear. Here you have choice of the best. For Saturday, we present these few splendid values from large stocks purchased months ago, and priced accordingly.

Women's Suits and Chemise

Women's Italian Silk Union Suits or Envelope Chemise, styles daintily trimmed with touches of embroidery or lace, in white or pink; regular, 5.95, on sale at **3.95**

Women's Italian Silk Vests

Women's Italian Silk Vests, tailored band or bodice top, in white or pink; all sizes, at **2.50**

Women's Union Suits

Women's Fleece Lined Union Suits, Dutch or low neck, elbow sleeve or sleeveless, ankle length; regular sizes; regular 1.25, at **1.00**

Children's Vests and Pants

Children's Vests and Pants, extra heavy fleece lined, in cream or white; sizes 2 to 12 years; special at **50c**

Children's Union Suits

Children's Fleece Lined Union Suits in white or cream; high neck, long sleeves, ankle length; sizes 2 to 12 years; regular 1.25, at **98c**

Women's Winter Weight Wear

Women's Heavy Fleece Lined, Cotton Silk and Lisle, and Mercerized Lisle Union Suits, pink or white; low neck, sleeveless; Dutch neck, elbow sleeve, ankle length; extra and regular sizes; 3.50 and 3.00 values, **1.95**

Wool or Silk and Wool Suits

Women's Wool or Silk and Wool Union Suits; low neck, sleeveless, or Dutch neck, elbow sleeve, ankle length; regular 4.00 values, at **3.48**

Infants' Wool Vests

Infants' Wool Vests, button fronts; sizes 6 months to 3 years; regular 75c, at **50c**

Boys' and Girls' Suits

Boys' and Girls' Wool Union Suits in white or gray; high neck, long sleeves, ankle length; sizes 10 to 16 years; regular 3.50 and 3.75, at **2.95**

Boys' and Girls' Heavy Suits

Boys' and Girls' Extra Heavy Fleece Lined Union Suits in cream or gray; high neck, long sleeves, ankle length; sizes 2 to 16 years, at **1.50**

Third floor.

Becoming Hats



In a... Including... in wanted... quise, black... to fit, all... old to the... soft hats...

Good Books For Gift Giving

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|--|---|--|
| <h4>New Fiction</h4> <ul style="list-style-type: none"> "Winds of Chance," by Rex Beach, 1.50 "Reclaimers," by McCarter, 1.50 "You're Only Young Once," by Wildemer, 1.50 "Hearts Haven," by Burmann, 1.50 "Joan and Peter," by Wells, 1.75 "Daughter of Land," by Porter, 1.40 "Tarzan Jewels of Opar," 1.35 "Elizabeth's Campaign," by Ward, 1.50 "Young Diana," by Correlli, 1.50 "In the Heart of a Fool," by White, 1.60 "Rough Road," by Locke, 1.50 "Birth," by Gale, 1.60 "Sky Rider," by Bower, 1.40 "Amazing Interlude," Rinehart, 1.50 "Tang of Life," by Knibbs, 1.50 "Making Life Worth While," by Fairbanks, 1.00 "Shaving," by Lincoln, 1.50 "Man and a Woman," by Drummond, 1.50 "Magnificent Ambersons," by Tarkington, 1.50 "House of Torchy," by Ford, 1.50 | <h4>New Books at 65c</h4> <ul style="list-style-type: none"> "Girl Philippa," by Chambers. "Border Legion," by Zane Gray. "Following the Star," by Florence Barclay. "Road of Ambition," by Elaine Sterne. "Bab, a Sub-Deb," by Rinehart. "Heritage of Sioux," by Bower. "Major," by Ralph Conner. "When a Man's a Man," by Wright. "Son of Tarzan," by Burroughs. "Princess of Mars," by Jones. "Vindication," by Comstock. "Rising Tide," by Margaret Deland. "Rainbow End," by Rex Beach. "Mr. Opp," by Alice H. Rice. "Voice in the Wilderness," by Grace Lutz. "Little Lady of the Big House," Jack London. "Mary Gusta," by Joseph Lincoln. "Big Timber," by Sinclair. "Kingdom of Blind," by Oppenheim. "Penrod & Sam," by Tarkington. | <h4>New Books for Children</h4> <ul style="list-style-type: none"> "Tin Wood Man," by Baum, 1.35 "Georgiana's Service Stars," by Johnson, 1.38 "Raggedy Ann," by Grullie, 1.00 "Fables in Rhyme," by Larned, 1.00 "Wild Flower Children," by Gordon, 1.00 "Sunny Bunny," Putnam, 50c "Wise Gray Cat," by Hoffman, 50c "Peeps," by McCormack, 50c "Little Allies," by Hale, 1.50 "Little House in Fairy Wood," 1.35 "On Our Hill," by Bacon, 2.00 "Sandman's Forest," by Dodge, 2.00 "Happy Jack," by Burgess, 1.25 "Little Miss Anzac," by Rodd, 1.50 "How to Be Good," by Stones, 1.50 "Little Mother Goose," 1.00 "Pixie Out of Doors," by Smith, 1.25 "Peter Patter" Book, 1.50 "What Happened" Stories, Dyer, 1.25 "Little Black Rabbit," 1.25 "French Twins," by Perkins, 1.25 |
| <h4>Books for Boys and Girls, 65c</h4> <ul style="list-style-type: none"> "Airship Boy" Series, by Saylor. "Tom Slade," by Fitzburgh. "Big War" Series, by Ross Kay. "Go-Ahead Boys," by Ross Kay. "Bobby Blake" Series, Warner. "Boy Scouts of Air," Stuart. "Jules Verne," by Verne. "Dave Porter," by Stratmeyer. "Big Game," by Whitney. "Rover Boys," by W. efield. "Aunt Jane's Nieces," Edith Van Dyne. "Motor Girl" Series, Margaret Penrose. "Dorothy Dale," Margaret Penrose. "Mollie Brown," Neil Spies. "Mary Louise," Edith Van Dyne. "Corner House Girls," Grace Hill. "Amy Marlow" Series. "Mary Rose of Miflin," Sterret. "Emmy Lou's Road to Grace," Martin. "Flying Girl and Her Chum," Van Dyne. "Sylvia of the Hill-top," Fyser. | <h4>Books for Boys, 39c</h4> <ul style="list-style-type: none"> "Bobbsey Twin" Series, Laura Hope. "Bunny Brown," Laura Hope. "Grace Harlow," Jessie Flower. "Marjorie Dean," Lister. "Campfire Girls," Hildegard Frey. "Ruth Fielding," Emerson. "Out-Door Girls," Laura Hope. "Girl Aviators," Burnham. "Three Little Women," Jackson. "Motor Maids," Stokes. "Meadow Brook Girls," Aldridge. "Dorothy" Series, Raymond. "Moving Picture Girls," Hope. "Girls of Central High," Morrison. "Helen's Babies," Haberton. "Pinocchio," Colloidi. "Elsie Dinsmore," Finlay. "Heidi," Spyri. "Black Beauty," Sewall. "Little Lame Prince," Mullock. | <h4>Books for Girls, 39c</h4> <ul style="list-style-type: none"> "Boy Scout" Series, Ralphson. "Frontier Boys," Wyn Roosevelt. "Jack Harkaway," Heming. "Tom Swift," Appleton. "Aeroplane Scouts," Porter. "Boy Allies," Drake. "Frank Merriwell," Standish. "Speedwell Boys," Rockwell. "Dare Boys," Stephen Cox. "Pony Riders," Frank Patchin. "Circus Boys," Darlington. "Grammar School Boys," Hancock. "Motorcycle Chums," Lincoln. "Out-Door Chums," Allen. "Bert Wilson" Series, Duffield. "Fred Fenton" Books, Chapman. "Tom Fairfield," Chapman. "Saddle Boys," Carson. "Moving Picture Boys," Appleton. "Uncle Sam's Boys," Hancock. "Henty" Series, Henty. "Alger" Series, Alger. |

For Saturday--Special

100 China Wolf Scarfs, regular **6.95**

A practical fur neck piece of China Wolf, long, fluffy haired skin, animal shape, with head, claws and tail—lined and interlined, good and warm, chain fastened—a sensible Xmas gift—buy them here Saturday.

For Saturday--Special

200 Wool Knitted Slip-Over Coats, 5.00 values, at **3.90**

A practical Xmas gift for everyday comfort. Heavy rope stitch pattern with deep sailor collar, breast pocket and deep purring at waist and cuffs; all desirable shades; all sizes. Special.

For Saturday--Special

250 Smart Silk Petticoats, regular 5.00 and 6.00 values **3.45**

A lucky pickup of a small lot of fine silk petticoats of taffeta silk, splendid quality in changeable or plain shades, also silk jersey and combination of both, rich pleated, accordion pleated, tucked and ruffled, deep flounces, in time for a Xmas gift.

Drug Department

- Needs for the Family Medicine Cabinet, as well as every day Toilet Requisites, may be purchased here at considerably less than "regular" prices.
- Sal Hepatica, 1.25 size, at **98c**
 - White Pine Cough Syrup, 25c size, at **19c**
 - Senna Leaves, 10c package, at **5c**
 - Danderine Hair Tonic, 35c size, **22c**
 - Bromo Seltzer, 30c size, at **19c**
 - S. S. S., for the Blood, 1.10 size, **89c**
 - Ulypto Ointment, 25c size, at **17c**
 - Lyon's Tooth Powder, at **19c**
 - Asperin Tablets, 100 in a bottle, special, at **49c**
 - Milkweed Cream, 1.00 size, **69c**
 - Abonita Vanishing Cream, 35c size, at **19c**
 - Pinaud's Eu De Quinine, 1.25 size **79c**
 - Derma Viva Liquid Face Powder, 50c size, at **39c**
 - Mavis Talcum Powder, at **18c**
 - Mavis Perfume, oz., at **98c**
 - Locust Blossom Perfume, oz. **29c**
 - White Rose Perfume, oz. **29c**
 - 2-Qt. Maroon Hot Water Bottle, **59c**
 - Rubber Gloves, extra heavy, special **69c**
 - 4711 White Rose Glycerine Soap, special **15c**
 - Essex Peroxide Soap, special **8c**
 - Kirk's Elderflower Soap, special **8c**
 - Spanish Castile Soap, special **12c**
 - Coco Castile Soap, special **8c**
 - KoKo Palm Soap, special **5c**
 - Toilet Paper, regular 10c roll, crepe, at **5c**