WHAT TO BUY FOR CHRISTMAS

This week you will be seeking just the right gifts for everyone. You will be laboring to make your Christmas list come within your Christmas Allowance. COME TO THE STORE THAT HAS EVERYTHING! Buy the gifts that are most appropriate at prices that are the most reasonable!

SANTA CLAUS HIMSELF

Will be in his House of Toys on 3d floor. See how he really comes down the chimney and into the fireplace. He has a present for every little girl and boy who comes to see him. Just as jolly and fat as his pictures.

Your Gifts Sent Free

By Parcel Post Anywhere in the United States

We will gladly pack and wrap them for you. We will hold your gifts here until you wish them sent to your home.

Brandeis Stores

MERCHANDISE CERTIFICATES

A splendid gift. Let the recipient of your gift select the present she wishes most. It is the easiest way, and absolute satisfaction is sure to follow.

SHOP EARLY IN THE DAY

And early in the week. Aisles are less crowded, street cars are less crowded and stocks are in better order. You can shop more quickly and with more satisfaction.

Tapestry Glove and Handkerchief Boxes, Satin lined, $1.00

$1 German Silver Vanity cases, very fine, special, 69c

Leather playing card cases, gold edge linen cards, 50c

Silver Plated Napkin Rings, with initial, 25c

3-bottle Salt and Pepper Castors, special, 79c

Hand Painted Comb, Brush and Mirror set, $1.98

$25 White Chinchilla "Sport" Coat, at, $10

Silk Dresses, smart afternoon frocks, $10

Kloxfit Petticoats, silk, many colors, $5.00

Boys' and Girls' $2 Solid Gold Signet Rings, $1.25

36x72 Hartford and Sanford Axminster Rugs, $4.00

27x60 Hartford and Sanford Axminster Rugs, $2.50

36x36 Genuine Wilton Rugs, $7.50

27x54 Genuine Wilton Rugs, at, $4.50

Sterling Silver Manicure Pieces in Holly Boxes, 29c

Silk and Net Waists Are Dainty Xmas Gifts

Many have the new open front effects with ruching collar and shadowed over comisole effects—3 specials at— **$3.98, $5, $7.50**

Pretty Voile Waists—in embroidered designs; new ruffled trimmings and open fronts, special **$1.98**

Japanese Bamboo Baskets 79c

Imported Baskets—fruit and sandwich styles, worth $1.00, on our third floor, at..

Hand Embroidered Sofa Pillows; worth $5 each, in silk with ruffles and cords; $6 values, each, **$2.50**

Sweater Coats for Women and Misses

Newest styles in these popular Wool Sweaters; Norfolk and shawl collar effects; worth $4... **$1.98**

Sweater Coats—In all sizes; new styles; made to sell at $2; for..... **$1**

Undermuslins for Gifts

Pretty Corset Covers— at.....50c, 75c, $1
Night Gowns at $1, $1.50, $1.98
Combination Suits at $1 & $1.98
Crepe de Chine Lingerie
Petticoats .....$2.98 to $15
Gowns .....$3.50 to $19
Combinations ..$3.98 to $12.50
Comisoles .....$1.50 to $3.98

Petticoats, excellent quality, Silk all shades, $1.98

Velvet Dresses for Women, new and very smart, $15

Babies' Solid Gold Locket and Chain, $1.98

2-Bottle Salt and Pepper Castors, for, 50c

Men's Full Dress Suits, Splendid quality, $17.50

Full Quart Size Thermos Bottle, special, $2.39

$1 Christmas Neckwear for Men, special, 59c

Men's Hose, 4 pair in Xmas Box, $1.00

Men's Pajamas, initial on pocket, at, $2.00

Men's Pleated or Plain Bosom Dress Shirts, $1.10

Boys' Leather Gauntlet Gloves, special, pair, 50c

Men's Black Russian Squirrel Caps, $1.50

Men's Genuine Sealskin Caps, at, $5.00

Women's Venetian Silk Bloomers, at, pair, $2.50

Women's Venetian Silk Vests and Bloomers, each, $1.98

SILK HOSIERY

Women's Pure Thread Silk Boot Hosiery, wide lisle garter tops, lisle double soles, heels and toes, full fashioned, pair..... **50c**

Women's Pure Thread Silk Hosiery, all silk or with lisle garter tops, double soles, black, tan, white and light colors, **$1**

Women's Pure Thread Silk Hosiery, heavy and medium weights, black, tan, white and colors, pair..... **$1.50**

Women's Pure Thread Silk Hosiery, wide lisle garter tops—black, tan and white, $1 quality, pair..... **69c**

Women's Mercerized Lisle Hose, double soles, high spliced heels and toes, pair..... **35c**

Men's Pure Thread Silk Hosiery, double lisle soles, high spliced heels and toes, pair..... **50c**

Wash Goods Dept.—Basement.

50c and 60c Fancy Brocaded Silk for, Yard, 35c

A practical silk and cotton fabric for dainty blouses and gowns; all the new shades; 27 in. wide; at, yard..... **35c**

A CITY OF DOLLS -- A WORLD OF TOYS

No matter what novelty or toy you seek—imported or American made—we have it. This is Omaha's one big modern Toyland. More toys, more dolls, more games, more clever novelties of all kinds for Christmas than any western store has ever before exhibited.

Every New Standard Card Game—Rook, Pit, Derby Day, Trail, Plaza, Bunco, Mock Trial, Crownola. Game of 42—all on sale at game counter, set....49c

Boys' and Girls' Ball Bearing Roller Skates, at $1.25

Mechanical Train Set, with Track — Engine, tender and coach...69c

Well Known Game of Flinch, game counter, at 25c

Game of Roodles, scientific, entertaining, 35c

25c Tumbling Bears, mechanical toy counter, at 15c

50c Mechanical, Galloping Jockey Horse Race at 15c

Sentence Building Board and Spelling Board, all in one; will educate the children while they play; at the game counter.....98c

50c Aeroplanes — Wright Bros. Model, at 19c

Bisque Baby Dolls and Jointed Dolls, 25c size 10c

Empty Molly Boxes—All sizes and shapes, 2 for 5c

Christmas Tree Ornaments—Candles, tinsel, garlands, etc., 2½c to 10c

Complete Miniature Wash Sets, 50c size, 25c, 25c size, 10c, 10c size 5c

Meccano Sets—Just the thing a boy wants most of all. He can build anything with it. Fascinating and instructive—
At, outfit.....$1, $2, $4, $6, $10 and up

Boys' All-Steel Hand Cars, at.....$3.50

Folding Tables, white and natural, 49c, 98c and $1.25

50c Complete Doll Bed, canopy top 25c

$1 Mechanical Taxi Cabs 49c
50c Taxi Cabs 25c

Savings Bank, for nickels, dimes and quarters, registers 98c

Simplex Typewriters, at each, $1, $2 and $3

SLIPPERS

This Style $1.49 Pair

Men's House Slippers, tan or black, in Romeo, opera or Everett styles, all sizes, at $1.49

Children's & Misses' house slippers — warm and comfy, felt or crochet — all sizes, at— 69c to $1.25

Leggings for children, in corduroy, velvet, etc., pretily finished; all sizes and styles — now at.....98c to $1.98

Women's Satin Dress Slippers, black or white satin with low Cuban or Spanish heels, worth $3 and $3.50, all sizes..$2.00

Women's Boudoir Slippers — pink, lavender or blue, silk finished Himalaya cloth, silk pompoms, all sizes $1.49

Pullman slippers for Traveling or Boudoir wear in leather cases to match; all sizes, $1.49

GLOVES

An Ideal Gift for Christmas

In the selection of gloves many elements merit attention beside mere price. The reliability of the store from which you purchase is of deep importance, because you wish to know if any possible defects in the gloves will be made good. A store of thorough reliability such as this always aims to make its adjustments both satisfactory and generous. Be sure of the reputation of the maker of the gloves. First class gloves are usually found only in first class stores. Among the greatest glove makers the name of "Perrin" stands without a peer. We have the distinction of being the exclusive agent for Perrin's gloves in this section. Our varieties of Perrin's street and evening gloves were never before so complete as they are now. Prices range as follows in 2-clasp short gloves:

"Irene" brand overseam, Paris point back, pair...$1.25
"Eglantine" brand, real kid overseam, 3-row embroidered back, pair.....$1.50
"La Mure" brand, real French overseam, national kid, pair $1.75
"Elysee" brand, best French kid plain or fancy...$2.00
"Belfort" quality, finest real national French kid, plique sewn $2.50

Prices on Perrin's 16-button length gloves are, a pair—
$2.85, $3.50 and $4.00.

Other makes specially priced:
Women's 50c 2-clasp imported overseam kid gloves, black, white and colors 65c
Women's $1.50 German imported kid gloves, overseam sewn, pair $1.10
Women's 16-button length white kid gloves, splendid fit and wear, pair.....$1.98

Children's Gauntlet Kid Gloves and Mittens.
Mostly lined, broad cut to fit even the softest little hands; larger sizes for growing boys and girls—
49c, 59c, 98c and $1.25.

All gloves in fancy Xmas boxes if you wish. Glove bonds are splendid gifts. Buy some this year.

RIBBON SALE Main Floor

Extraordinary Values Monday

Entire Lot at 75c Yard

9-inch Warp Prints, in exquisite colorings and beautiful rose designs, dark tones, worth $2 a yard.....
7-inch Cretonne effects, on light and dark grounds, beautiful designs, worth $1 a yard .....
Brocaded Ribbons, in rich color tones and gold effects, 6 inches wide, worth $1.25 a yard.....
Ribbons of the most exquisite character and suitable for bags and fancy work of all kinds, so acceptable as gifts .....

6½-inch Dresden Ribbons—Pretty colorings and designs, yard .....39c and 49c
Brocaded ribbons for sashes, in white, pink and light blue, 6½ inches wide, yard.....29c
4½-inch Ribbons to match, for hair bows, yard....29c
A large assortment of Ribbons, 5½ inches wide, at, yard 25c
On Bargain Square—Fancy warp prints, in fancy stripes, polka dots and plain taffetas, 3½ to 4 inches wide, at, yard.....15c

SILKS Specially Attractive for Holiday Season

An extraordinary purchase of Brocades at big reduction in prices.

107 pieces 40-inch Brocade Satin de Luxe; worth $2.50 and $3 yard; at.....$1.59
120 pieces 40-inch Brocaded Crepe de Chine; worth $3.50 and $3.95 yard; at.....$2.50
87 pieces 40-inch Brocaded Poplin; worth $3.50 to $3.95 yard; at.....$2.50
85 pieces 36-inch Brocaded Charmeuse; worth $1.50 yard; at 98c

All the newest street shades including evening tints; will make handsome Christmas gifts. Each pattern put up in box.

New Foulards for 1914 Just Received—Profusion of patterns; jardiniere and Balkan effects, dots and geometrical; some oriental designs; worth 85c to $1.00; special price, per yard **59c**

Gifts of Watches, Jewelry, Toilet Goods, Silver

Women's Watches—O size, gold filled case, hunting or open face, guaranteed 20 ears—Elgin or Waltham Movement, worth $16.50 at $9.98
Men's Watches—12 or 16 size, open face or hunting case; gold filled, guaranteed ten years—Elgin or Waltham movement, worth $15, at $7.98
Bracelet Watches, up from $5
$5 Solid Gold Links, at per pair $2.98
$3 Solid Gold Brooches, gem set $1.49
$3 Gold Scarf Pins, at, each $1.79
Solid Gold Baby Bracelets $1.98
Solid Gold Lapel Chains, at $3.98
$5 Solid Gold Pendant La Vallieres $2.98
Men's Heavy Solid Gold Rings, set with Ruby, Garnet or Emerald...$5
3-Piece Sterling Toilet sets $10
$5 Quadruple Plate Toilet Sets $3.69
3-piece Silver Plated Toilet Sets $1.49
Oneida Community Silverware, every piece guaranteed 50 years.
$8 Sterling Silver Tea Spoons, 6 for $5

White French Ivory Toilet Ware—Hair Brushes Clothes Brushes, Ivory Novelties, Trays, Manicure pieces, etc. Jewelry Dept.
Sample Line of Toilet Sets and Manicure Sets—Real Ebony, Silver Plated and French Ivory, put up in silk lined boxes, at **One-Half Regular Prices.**
$2 Scarf Pin and Tie Clasp Set $1
$1 Link and Tie Pin Set 50c
$2 Gold Filled La Vallieres $1
$1 Combination Set; Bar and Beauty Pins, in box, at 50c
Sterling Silver Manicure Sets $1.98
Heavy Sterling Military Brushes $5
Sterling Silver Nail Polishers 69c
$5 Ring Mesh Bags, 7-inch $2.98
$3 German Silver Mesh Bags $1.98
Real Seal, Real Walrus, Real Pin Seal and Real Saffein Bags at $2.98
$2 Leather Bags, all styles.....$1

FURS

Gifts That Every Woman Welcomes for Their Beauty and Utility.

There is an air of elegance pervading a set of beautiful furs that appeals strongly to a woman's love of luxury. You can buy furs here with every confidence. The reputation of Brandeis Stores stands behind every set and every garment.

$10 Matched Sets at $5—Plain and fancy scarfs, full size muffs, in brown sable, black French and Belgian coney, worth up to $10, at, set **$5**

$15 Sets at $10—Several styles in French coney and Belgian lynx, brook mink, kit coney, gray fox, etc.; excellent values, at **$10**

$22 Sets at $15—Kit fox, coney, natural raccoon, gray fox, Belgian lynx, brook mink, large muff, plain or fancy scarf, at..... **$15**

$27 Sets at $19—Scores of popular styles with plain or fancy muffs, large or medium scarfs; worth up to $27, at, set **$19**

$35 Sets at $25—Newest shapes and styles in Jap mink, red fox, near seal, American marten, blue wolf, raccoon, etc., at..... **$25**

A $250 Mole Set, special.....$135
A $125 Kolinsky Set at.....$69
A $125 Skunk Marten Set.....$85
A $59 Mole Coney Set at.....$35
A $59 Natural Wolverine Set.....$35
A $65 Hudson Seal and Imitation Ermine Set $35
$50 Russian Pony Coats.....$25
$39 Belgian Coney Coats.....$19
$100 Caracul Coats at.....$59
$75 Pony Coats, combination collar, for $42.50
$150 Near Seal Coat, natural raccoon collar $98
$85 Novelty Near Seal Coat.....$59

HANDKERCHIEFS---Women Always Appreciate Them

Women's Fancy Linen Handkerchiefs—Fine point Venise, Maderia and Armenian edges; men's pure Irish linen and colored silk handkerchiefs; many worth 50c; at, each..... **25c**

Women's 25c Linen Handkerchiefs—Fancy embroidered corners; some embroidered all around; also men's plain and initial pure Irish linen handkerchiefs, at, each **15c**

Women's and Men's Handkerchiefs at 10c—Women's embroidered corner and edges; also men's plain and initial pure linen handkerchiefs, worth 15c and 20c, at, each..... **10c**

Women's Initial Linen Handkerchiefs—Shamrock initial and embroidered men's plain white handkerchiefs; 10c values, at..... **5c**

Women's Pure Irish Linen, Long Initial Handkerchiefs, 4 in fancy box at **$1.50**

Women's Irish Linen Handkerchiefs with fancy embroidered initial, 6 in fancy box **$1**

Women's Fancy Linen Initial Handkerchiefs, 4 in fancy box..... **69c**

Women's Fine Tiffany Colored Initial Handkerchiefs, 6 in box..... **50c**

Women's Tissue Embroidered Handkerchiefs, 3 in fancy box, at.. **25c**

Men's Pure Irish Linen Handkerchiefs, narrow hems; all letters; 6 in box **$1.39**

Men's Pure Irish Linen Handkerchiefs with embroidered initials, narrow hems, 6 in box..... **$1**

Men's Fine Initial Handkerchiefs, satin corded border, 6 in fancy box.. **69c**

Children's Handkerchiefs, 3 in colored picture box, Monday at..... **15c**

Four Women's Hand Embroidered Linen Handkerchiefs or 6 fancy embroidered handkerchiefs in fancy box..... **$1.50**

Women's Fine Embroidered Pure Irish Linen Handkerchiefs, 4 in fancy Christmas box **$1**

Six Women's Fancy Embroidered Handkerchiefs or 3 embroidered linen in fancy box, at..... **59c**

Bath Robes and Negligees

Pretty Blanket Robes—They are very acceptable as gifts, at.. **$1.98**

Silk Kimonos and House Robes — Becoming styles and beautiful trimmings, worth up to $3.50, at.. **$3.50**

Silk Crepe de Chine Negligees and Matinees—Beautiful lace embroidery and ribbon trimmings, dainty colors, worth to $25, at—

$10, $12.50 and $15

Trinkets for the Baby—Rattles, baby books, comb and brush sets, silk covered water bottles, teething rings, puff boxes, etc.—
At..... **25c 39c 50c 75c** and **$1**

Aprons—Fancy styles in dotted Swiss, dimities, lawns, etc at.....**25c 39c 50c 75c** and **$1**

Christmas Stationery

Beautifully Boxed Stationery in great variety of designs; paper and envelopes daintily tied with ribbon; very appropriate for Christmas gifts; big assortment at—

48c, 35c, 25c and 15c

Also handsome and elaborate boxes from $1 to $4

Initial Stationery—Many styles to select from—Gold initial, 1 quire of paper and envelopes; per box .....**25c** and **48c**

Gold initial, 2 quires of paper and correspondence cards, with envelopes; per box.....**68c**

Pearl initial, 1 quire paper and envelopes; very handsome box.....**98c**

Stationery Sets—Containing pencils, erasers, rubber bands, rulers, etc., in holly and fancy boxes, at.....**98c 50c** and **25c**

Children's Stationery—In small sizes; put up in fancy gift boxes, at.....**25c 19c** and **15c**

Playing Cards, fancy backs— **25c and 45c**

Sealing Wax Sets in fancy boxes— **58c and 25c**

Book Racks, brass, etc., **$1.25 to $5**

Kodak Albums— 25c to $1.48

Big Variety of Brass Goods—Ink Wells, Paper Weights, Desk Pads, Paper Knives, etc.

Fountain Pens—Waterman and others— **$5 Down to $1**

Fancy Address and Memorandum Books— 19c to $1

Diaries for 1914 at— 25c to $2.50

Tally and Dinner Cards—Special holiday designs; per dozen, **25c** and up.

Empty Holly Boxes and other material for **dressing Christmas Gifts,** such as holly wrapping paper, tissue paper, tags, seals, gummed ribbon, gold and silver cord, etc. Dress up your Christmas gift—it adds greatly to its appearance and value.

Electric Iron

Fansteel Electric Irons—the iron with the new secret heating element. With this your ironing can be done now at one half the former cost of current. Guaranteed a lifetime, at..... **$3.50**

Wizard Gas Irons—Special at.....**$1.89**

Haviland China Dinner Sets—46 pieces, beautifully decorated on Derby shape; per set **$22.85**

Electric Parlor Reading Lamps—Empire shape, decorated in three exquisite finishes, old ivory, French bronze and Empire gold; at **$9.95**

A wonderful display of Chafing Dishes, Percolators, Toasters, etc.—**China Dept., West Arcade.**