

3 1/2c a yard for standard gingham, worth 15c a yard. Over 10,000 yards on sale.

3 1/2c a yard for percale, worth 10c a yard. Fully 10,000 yards on sale.

2 1/2c a yard for blea hed muslin, all kinds Over 15,000 yards on sale.

6 1/2c yard for imitation French flannel, worth 15c a yard. About 8,000 yards on sale.

And thousands of other bargains equally as great on sale in basement.

1 1/2c yard for fancy drapery Swissoline, a wonderful bargain.

1 1/2c yard for twilled cotton toweling, worth 5c a yard

5c yard for comfort and dress sateens worth up to 25c yard.

# "REDUCTION SALE" to Make Room for Holiday Goods.

With Christmas but 19 business days hence it is imperative that our vast stocks of holiday goods now here and daily arriving should be displayed. The edict has gone forth that "All departments must reduce stocks at once." "Cut prices and create great demand" is the order, and that's what we are going to do tomorrow and the balance of the week. The values created by the reductions we have made are the greatest you have seen for many a day. Profit by them. Never did we sell so cheap, but we must have the room, and these prices will move the goods.

## BOSTON OMAHA STORE

J.L. BRANDEIS & SONS  
618 DOUGLAS

### Grand Reductions on Up-to-Date Dress Fabrics

#### 75c Dress Goods at 25c Yard

500 pieces of new all wool and silk mixed dress goods. These goods are all new fall weaves, extra wide, in plain and novelty effects, including homespuns, Bannockburn suitings, mohair jacquards, figured brillianines, whipcords, tweeds, diagonals, covert, French serges and German henriettas, in all colors, including a new lot of black goods. These goods are sold regularly up to 75c yard. On bargain square Monday at **25c** yard

#### Balance of M'ile Allus' Unmade Dress Robes, Worth \$15 and Sold Last Week for \$5, go Tomorrow for \$2.98

All the high grade dress patterns remaining from the M'ile Allus dress makers' stock, consisting of extra wide broadcloths, zibelines, cheviots, satin sol-cils, camels' hair, English vicunas, crystal bengalines, mohair crepons, melrose suitings, French serges and a grand variety of extremely well Paris novelties. These high grade dress goods are worth up to \$2.00 a yard, go on special sale Monday on front bargain square. The entire dress pattern for **\$2.98**

#### \$2.00 New Black Dress Goods 98c Yard

A late arrival of new black dress goods, the most serviceable and stylish fall weaves, especially adapted for separate skirts or handsome street dresses, including 56-inch new black mohair granite, 58-inch new pebble cheviots, 54-inch new English broadcloths, 52-inch new clay worsteds, 52-inch new shrunk cheviots, 54-inch new mohair storm serge, and an endless variety of new black silk and wool pique, in all the latest patterns. These goods were purchased at about half manufacturers' cost and sell usually up to \$2 per yard. Monday they go on special sale in our black goods department at yard **98c**

#### Handkerchiefs

All kinds of plain white and fancy colored border Handkerchiefs, thousands of styles, go at

1c, 2 1/2c, 3 1/2c, 5c

Big lots of ladies' and men's pure Irish linen handkerchiefs—thousands of styles—go at

10c and 15c

Thousands of dozens of ladies' fine imported Swiss, lace and embroidered, drawn thread, open worked and hemstitched handkerchiefs, worth up to 50c, go at

5c, 10c and 25c

#### Millinery Reduced

In order that we may sell all of our high-priced imported hats before the season advances any further. All of our hats that were especially bought and many of our exquisite hats designed in our own work rooms for Thanksgiving, we have put in our Millinery Clearance sale much cheaper than usual. All these beautiful hats worth up to \$25.00, have been marked down for quick selling.

\$2.50 for hats worth up to \$10.00  
\$5.00 for hats worth up to \$15.00  
\$7.50 for hats worth up to \$20.00  
Your choice tomorrow of a lot of felt and velvet shades, various colors, worth up to \$2.50 and \$3.00, for **49c**

#### Silks Reduced

\$8 Unmade Waist Patterns, \$2.98—500 elegant unmade waisted patterns, in black and colored silks, all this season's styles, high novelties, ordered silks, silk poplins, taffeta, epingle, black taffetas in lace effects, black and colored d'Almeida, soiree, fancy panne novelties, all worth up to \$5 per pattern, Monday, at, per pattern, **\$2.98**

\$1.50 and \$2 New Crepe De Chene 98c—75 pieces new crepe de chene, in the latest fashionable street and evening shades—We show the latest crepe de chene meteor, crepe de chene broche, etc. Ladies wishing something new for entire gowns should inspect these high grade crepe de chene which we are selling at about half their regular price—yard **98c**

12 pieces of black Crepe De Chene Luxor, 48 inches wide, worth \$3.50 yard, Monday at **\$2.50** yard.

Black Taffeta Special, 33c and 69c a yard—Having bought over 200 pieces of the finest black taffeta ever manufactured, at one half regular price—worth up to \$1.50 yard—we will place on sale Monday the entire lot at, per yd. **33c-69**

## Reduction Sale of Cloaks

In order to reduce our stocks we have made great reductions on the prices. All odd garments and broken sizes have especially been marked way down. This sale offers you an excellent opportunity to secure a high class garment at just about one-half its worth. Note the prices and bear in mind that there is not an undesirable garment in the lot. Made according to latest modes and fashions.

#### \$3.98 for Ladies' 7.50 Jackets

Here are ladies' jackets such as most dealers are selling at \$7.50. They are worth it, to be sure—the styles are the newest and every garment is well made. The materials are golf backed coverlets, kerseys, meltons, etc. with storm and coat collars, in all colors and all sizes—our price is **\$3.98**.

#### \$9.50 for Ladies' 17.50 Jackets

The fact that these are sample garments does not decrease their value. On the contrary, you can be sure that particular care was taken in their manufacture. The assortment is very large and includes all the desirable materials, in all colors, applied and plain, heavy satin and silk lined—worth up to \$17.50, choice **\$9.50**.

#### \$14.50 for Ladies' 30.00 Sample Jackets

This lot of jackets are all odd garments. They reach the acme of perfection in style and fit. The materials are the best—\$30.00 values for **\$14.50**.



If you are thinking of buying an automobile or English box coat, now is your chance. For this sale we have marked a number of sample garments down to cost. When you consider that we purchased them at just about half their value you will realize what this offer means. Every garment is decidedly modish and made according to the latest fashions.

\$4.98 for children's \$5.00 Box Coats—made of fine coverlets, kerseys, etc., stylish box coats—strap trimmed, velvet collars—worth up to \$5.00, for **\$4.98**

This sale has made such a decided "hit" that we concluded to continue it for tomorrow. Once more we added several of our high grade suits to "sweeten" it, as it were. The reason of the great success of this sale is the great values we offered. Just think of buying well made, high grade and stylish suits worth up to \$30.00, for **\$10**

#### \$5 Crepon Skirts \$2.50

Made of fine blistered crepon, with new inverted back, well lined and nicely bound—worth fully \$3.00, on sale tomorrow **\$2.50** for.....

#### \$7.50 Golf Skirts \$3.98

Made of heavy all wool suitings and novelty goods—thoroughly well tailored—actual \$7.50 values—on sale **\$3.98** for.....

#### Hosiery Reduced

Wonderful Bargains.

5 cases of 12 1/2c hosiery, including men's, ladies' and children's fast black, full seamless hose, good weight, all go at, pair **5c**

2 cases of men's medium and heavy weight socks, in camel's hair and oxford grays, full seamless, worth 20c, go, at pair **10c**

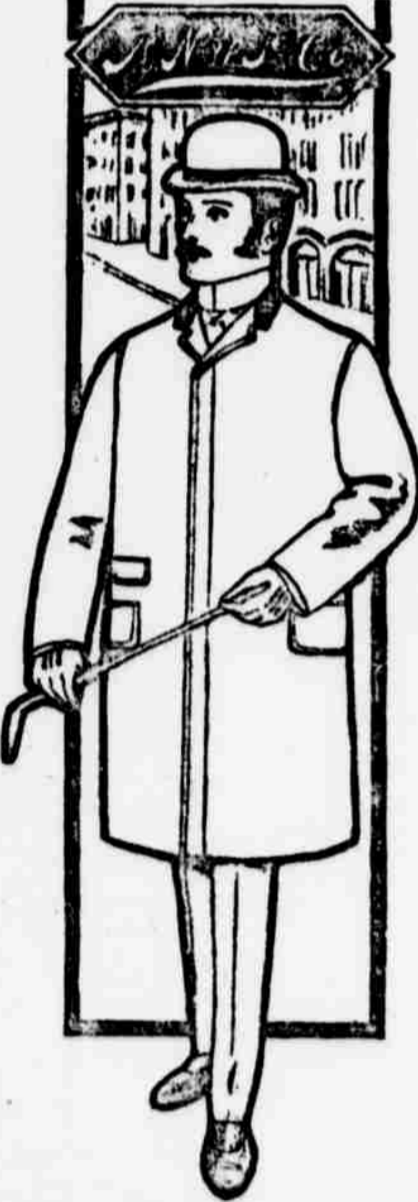
10 cases of ladies', men's and boys' plain fleece lined and heavy ribbed, fast black hose, medium and heavy weight worth 35c, go at, pair..... **10c**

#### Dress Trimmings

At Greatly Reduced Prices.

Immense lots of all kinds of silk braids, mohair and worsted guimps, and a great variety of tinsel, iridescent and jet trimmings, worth up to 50c, go in lots at.... **1c, 3c, 5c**

Big lots of all kinds of buttons, large and small sizes, also many styles of plain and fancy pearl buttons, some worth 1c, 5c up to 50c dozen, all go at doz... **1c, 5c**



## The Clothing Stock

of Kuh, Nathan & Fisher Co., Chicago, now on sale

### At Half the Cost to Make

This stock was sold at pre-emptory auction owing to the reorganization of the firm. The high standard of the clothing made by this concern is too well known to need of further comment. Suffice to state that we secured the choice of the \$300,000 stock at our own figures and are thus enabled to offer you these marvelous values.

#### \$5 for \$10 Suits or Overcoats.

Your choice of Kuh, Nathan & Fisher's \$10 Tricot Lawn Suits, \$10 Black Worsted Suits, \$10 Fancy Striped Suits, \$10 Cheviot Suits, \$10 Union Beaver Overcoats, \$10 English Covert Cloth Overcoats, \$10 Irish Frieze Extra Long Ulsters for..... **5.00**

#### \$7.50 for \$15 Suits or Overcoats.

Your choice of Kuh, Nathan & Fisher's \$15 English Worsted Suits, \$15 German Clay Worsted Suits—in sacks and frocks, lined with Skinner's satin, \$15 Quilted, Satin Lined Kersey Overcoats, \$15 Double Back Covert Coats, \$15 Patent Beaver Overcoats **7.50**

#### \$9.50 for \$17 Suits or Overcoats.

Your choice of Kuh, Nathan & Fisher's \$15 Auburn Melton Suits, \$17 Imported Clay Worsteds, \$17 Black and Blue Unfinished Worsted and Thibet Suits, \$17 Fancy Striped & Plaid Pure Worsted Suits, \$15 Kersey, Melton and Covert Overcoats, \$17 Chinchilla Ulsters..... **9.50**

All Kuh, Nathan & Fisher's \$15, \$20 and \$25 Men's Suits and Overcoats, including the very finest and choicest garments they made, in the very best of imported and domestic woolsens, worsteds, cheviots, cassimeres, covert cloth, kerseys, montagnacs, chinchillas, beavers, etc., made by the best workmen, and lined with most elegant materials, garments that absolutely cost up to \$25 to make, go at..... **\$12.50 & \$15**

#### Flannel Gowns

Reduction sale of ladies' outing flannel gowns, made full size, of good outing flannel—all colors—go at..... **49c**

#### Women's Petticoats

This lot includes petticoats made of the finest silk finished sateens, plain and fancy stripes—also a great variety of knit, warm under-skirts—worth up to \$1.50—go at..... **49c**

#### Fascinators

Reduction sale of fascinators, shawls, ladies' and children's hoods, black and all colors—worth up to \$1 each—go at..... **25c, 49c**

#### Children's Caps

Infant's and children's silk caps, plain and handsomely silk embroidered, in white and colors, all sizes, worth up to \$1 each, go at..... **15c, 25c**

#### Ladies' Gloves

Reduction sale of ladies' cashmere and wool fleeced gloves, medium and light weight—hundreds of styles—worth regular up to 60c pair—go at..... **15c**

## That UNDERWEAR Sale

Has won for us the appreciation of thousands of people

—and there is enough left to supply a few thousand more. People that buy the very underwear they need at from 1-4 to 1-2 the regular selling price must feel appreciative. We bought the stock from a jobber who was pressed for cash, and consequently bought it at a very low price—and a very low price for us means a very low price for you.

#### Ladies' 35c Union Suits 15c

Ladies' silver gray ribbed union suits worth fully 35c a garment, on sale for.... **15c**

#### Ladies' \$1 and \$1.50 Oneita Union Suits 75c

They are all wool and part wool, perfect fitting garments, worth \$1 and \$1.50 a suit **75c**

#### Ladies' jersey ribbed fleeced and natural gray wool underwear; worth 50c—only..... 25c

Ladies' heavy ribbed and extra heavy plain fleeced lined underwear; worth 75c a garment—on sale for..... **39c**

All the misses' and boys' 50c and 75c heavy cotton and wool fleeced and all wool natural gray underwear—go at, per garment.... **25c**

#### 15c for Men's 50c Underwear

Remember "its not what you pay, but what you get." We are offering in this sale men's natural gray, camel's hair, and fleeced lined underwear, in all sizes—shirts **15c** and drawers, actual 50c values for.....

#### 25c for Men's \$1.00 Underwear

Did you ever hear of buying any all wool men's underwear at 25c a garment? We call it remarkable, but a more forcible term would express it much better. Here we offer you all wool scarlet underwear, all wool fancy striped, brown, blue and camel's hair underwear—also fine fleeced lined garments—worth up to one dollar, at..... **25c**

#### 50c for Men's \$1.25 Underwear

If you have been accustomed to paying a dollar or so for your underwear, come here and see if you cannot find the same grades in this 50c lot. It includes silk fleeced underwear, derby ribbed, Swiss combs, and fine lamb's wool in various colors. \$2.50 a suit to a reasonable price for them—we offer them for tomorrow—per garment, at..... **50c**



## We Sell Better Shoes and Sell Them for Less Money Than Any Store in Omaha

Men's Fine Shoes  
hat others ask \$4 for, such as We sell Patent Leather shoes, Velfours Cat shoes, Enamel Shoe Viol Kid Shoes, dri and leather lined. We sell at **\$3** and **\$3.50** and.

Men's Calf Shoes  
single and double toes—such as others sell for \$2.00 and \$2.50, we will sell at **\$1.25** and **\$1.50**

Women's Skating Boots and Short Skirt Boots  
they are 10 inch high, heavy, and comfortable. We sell at **\$3** and **\$3.50** and. hat others ask you **\$4** and **\$5**

Women's ladies' hand and hand turn shoes, for **\$3**  
That others sell at \$4 and \$5, and we sell at **\$3** and **\$3.50** and. other stores in town.

To sell ladies' 7 1/2 inch black Overgaiters for **10c**  
Others sell the same kind for 25c and 35c pair.

We sell 4 Pairs of Laces for **5c**  
The same kind that others get 5c a pair.

Women's Fine Shoes in bargain square hat others sell for \$3 and \$4, we sell at **\$1.59** and **\$1.98**

Women's Kid Shoes such as others think great bargain for \$1.50 and a half, we sell at **98c** and small sizes of ladies' \$1.50, \$2 and \$2.50 shoes we sell at **50c**