

A Realization of Christmas at BOSTON STORE

OMAHA
J. L. BRANDEIS & SONS
112 DOWLING



Not only different from all other stores, but in reality the only store in the whole town that makes a display worthy of the name. Here at Boston Store it is all different from it's every day look.

The whole place is Holidayed. We wish you a Merry Christmas and a Happy New Year even before you enter the door. In the windows are pretty Christmas scenes and the whole store is brilliant with light. You commence to feel better already—the crowds that pass through our doors are happy throngs, and old folks grow young again looking at the pretty Christmas things.

CHRISTMAS AND SANTA CLAUS AT BOSTON STORE.

Just the way the little ones expect and the big folks wish. New yet old. An enchanted grotto, glittering with brilliancy—A fairy castle with a live draw and his tiny live horse—A real live big fat jolly Santa Claus, who does not wait until Christmas eve to distribute all his gifts, but gives a present at once to every child that comes to him—An immense hall filled with things to make glad the hearts of young and old. From a penny toy to diamonds and jewelry. There is hardly a wish that cannot be gratified from among our store of Holiday gifts. We have spent a great deal of time, money and care to please the children and the children's folks this Xmas, and we will feel more than repaid if you will bring the little ones to see the wonders on our third floor.

Extraordinary Purchase of 500 Pieces of Silks

A New York importer closed out to us his entire stock of full pieces and half pieces of new silks at ONE-THIRD THEIR ACTUAL VALUE. They are all the newest styles and latest colorings and go on sale tomorrow at the following extremely low prices—15c, 25c, 40c, 60c and 95c a yard. These are worth up to \$2.00 a yard.

- Over 3,000 yds. of all kinds of plain and fancy silks, sarahs, broads, etc., suitable for fancy work, trimmings and waists, worth 15c. Limited 12 yds. to a customer. Monday
- 3,750 yds. of silks, consisting of waist silks, dress silks and satins, taffetas, black and colored, china silks 27 inches wide, 36-inch fine plain and changeable lining silks, plain and figured drapery silks, that retail usually at 75c yd., all go Monday on bargain square
- 5,000 yds. of high grade silks, all new and fashionable designs, dark and light silks, including a lot of printed wrap satin broads, black and colored dress silks, Cheney Bros.' foulards, 27-inch rustling taffetas, 36-inch best Lyons dye Japanese silks in black and colors. All on bargain square, \$1.00 and \$1.50 values.
- 5,500 yds. of the sweetest silks ever shown, elegant black and colored dress silks in 20 different weaves, 24-inch and 27-inch all silk black satin de Lyon, rich peau de sole, heavy lustrous Duchesse, Gros de Londres, pure dye guaranteed taffetas, crepe de chine, meteor satin crepes for waists, swell evening silks, novelty printed wraps for petticoats. Something new, 46-inch wide fancy materials in greenadines for evening costumes, two-toned sole epingle and a very fine lot of extreme novelties in Panama velvets
- and fancy velours, worth \$2.50 yd., all go at..... **98c**
- 50 pieces of Black Silk Velvet, worth \$1.25, at 69c yard.

3,220 Ladies' Fur Garments on Sale Tomorrow

New York manufacturers entire stock of fine furs sold by order of the court and bought by us at a tremendous discount of its value.



This firm manufactured only for the finest retail stores in New York city, but finally became embarrassed and made an assignment for the benefit of its creditors. On account of the lateness of the season the court ordered the goods to be sold immediately and our resident New York buyer secured the greatest fur bargain of the year.

- \$69** for astrakhan jackets worth \$25. Good heavy jackets, close cuffs and guaranteed lining.
- \$15** for China seal jackets worth \$25.00—22 inches long, Skinner satin lined, and in nobly up-to-date shapes.
- \$22.50** for China seal jackets with combination collar and revers worth \$35.00.
- \$35.00** for Nutra, Bear, Martin, etc., worth up to \$50.00.
- \$85** for astrakhan capes at \$150, \$175, \$190 and up to \$250—20 to 36 inches long, big full sweep, guaranteed lining, selected skins, worth from \$22.50 to \$65.00.
- \$12.50** for fine electric seals at 98c, \$1.25, \$2.50, \$3.98 and \$4.98.
- A big special feature is our tab collars
- Beautiful combination fur collarettes worth from \$6.00 to \$17.50, in combinations of electric seal and astrakhan, Persian and near Martin, Muffin and Krimmer, etc., at \$2.50, \$4.98, \$7.50 and \$9.98.
- Fine storm collars in combinations and plain, of all the popular furs of the season, extreme high grade furs, and exclusive ideas.
- \$75** and \$85.00 for blended Beaver jackets, 22 inches long, matched furrier's satin lining, worth \$125.00.
- \$69** for Krimmer jackets, 24 inches long of selected curl, and beautiful blended shading, fancy lining, worth \$100.00.
- \$34.50** for \$50.00 and \$60.00 fur jackets, worth from \$50.00 to \$100.00.
- This lot includes fine electric seal and near seals, with fine quality Beaver, Mink and Martin collars and revers.
- \$125** for fine seal jackets, 22 inches long with heavy furrier's lining, high collar and big roll revers, worth \$185.00.
- \$150** for XXXX Seal Jackets, 22 inches long, in elegant selected seal furrier's satin lining, new shapes, worth \$250.00.
- \$75** and \$85.00 for blended Beaver jackets, 22 inches long, matched furrier's satin lining, worth \$125.00.
- \$69** for Krimmer jackets, 24 inches long of selected curl, and beautiful blended shading, fancy lining, worth \$100.00.
- \$34.50** for \$50.00 and \$60.00 fur jackets, worth from \$50.00 to \$100.00.
- This lot includes fine electric seal and near seals, with fine quality Beaver, Mink and Martin collars and revers.

Grand Book Sale

Monday we continue the great book sale that has caused such a stir in the city. We bought a large quantity at our own figure and are thus enabled to sell the very books you want at about one-fourth their value.

- Buy Books for Christmas Gifts**
- One big lot of copyrighted books of the best titles, bound with the best possible binding, with gilt edges and silk markers, books that generally sell at \$1.50 each, go at..... **39c**
- One big table of all the handsomely bound gilt back books, cloth bound, that generally sell at 50c and 75c, we offer in this sale **15c**
- One big lot of Webster's Unabridged Dictionaries, large heavy books, handsomely bound, worth \$2.50, for..... **69c**
- One big counter of all kinds of handsome books, bound with buckram—a book that generally sells for \$1, all the current titles, we offer at..... **25c**
- One big lot of small size 16-mo. cloth bound books that everybody sells at 50c, all new and current titles; we offer them tomorrow at..... **5c**
- One big table of those handsome gift books, gilt and silk bound, one in a box, just the thing for Christmas gifts, worth up to \$1.00, we offer them at..... **19c**
- One big table of those handsome gift books, gilt and silk bound, one in a box, just the thing for Christmas gifts, worth up to \$1.00, we offer them at..... **19c**
- Black Beauty**—One of the most popular books of the day, an interesting story for the young and the old, printed on fine enameled book paper, good clear type, hand some illustrated, and neatly bound, actually worth \$1.00—on sale for..... **39c**
- Grand Special Sale of Children's Picture Books**
- Never was there such a line in Omaha. We have divided them into lots as follows—
- All the 25c Picture Books at 5c. All the 50c Picture Books at 19c. All the 35c Picture Books at 10c. All the 75c Picture Books at 25c. All the \$1.00 Picture Books for 39c.

Sale of Watches, Jewelry and Fancy Goods, the

greatest assortments in the city—priced fully 25 and 33 1-3 per cent lower than the usual selling prices for these goods. Remember we guarantee every article to be just as we represent it.

- Shaving sets put up in plush lined boxes, fine bristle brushes, with quadruple plated handles, quadruple plated mug, sale **1.98**
- Three piece toilet sets, put up in silk lined plush boxes, mirror, comb and brush, sterling silver mounted, sale price, only **1.25**
- Gentlemen's fine stick pins, all varieties, choice designs, also studs, 50c and 75c values, on sale **25c**
- Large line of men's cuff buttons, dumb bell and all styles, on sale tomorrow **25c**
- Clear and tobacco jars, quadruple plated cover, surmounted with design of a pipe, jar imitation cut glass, special **.75c**
- Boys' New England watches, open face, fine movement, silver nickel, warrant 249 for 1 year, special **2.49**
- Men's 16 size watches, Essex case, 20-year guarantee, stamped and warranted, Elgin movement, 15 **12.98** jewel, special sale.....
- Ladies' 6 size hunting case watch, hand engraved, solid gold raised figures, with 15 jewel, Elgin movement, warranted for 20 years, \$24.00, \$40.00 and \$60.00 for fur special..... **15.98**
- Handsome Military Brushes, very fine bristle, ebony backs, sterling silver trimmings, 1.98 special price.....
- Storing silver manicure articles, including nail file, cuticle scissors, hair brush, etc., etc., all on 29c sale tomorrow.....
- Thinbles made of fine sterling silver, for sale on sale **19c**
- A choice lot of dresser novelties, including combs, clothes brushes, hair brushes, mirrors, etc., ebony handles, sterling trimmings, on sale at **49c**
- Four piece quadruple plated tea sets, very handsome designs, beautifully engraved, actual **4.49**
- Solid Gold 11k rings for ladies and men, special **98c**

The Third Floor is Filled With Toys, Dolls and

Games of every description—Come and choose from the great and dazzling array we present. The showing is one of beauty and splendor, and our prices cannot be matched anywhere. Note these for tomorrow.

- Large size blackboards revolving chart **98c**
- Child's Laundry Sets, complete like cut **25c**
- Mechanical toy machines, can be wound up to run long distances, special..... **50c**
- Large size iron trains, consisting of engine, tender and three coaches, nicely painted, special..... **25c**
- Nice rocking chairs, small size, nicely finished, strong built, special **10c**
- Crokonole boards, worth \$1.50, special **98c**
- Nice rocking chairs, strongly made, leather saddle and iron stirrups, special **75c**
- Good size drums, metal body, sheep skin head, complete with sticks..... **25c**
- Globe air guns, first-class air rifles, special price tomorrow **75c**
- Tomorrow we place on sale a large quantity of iron toys, carts, wagons, etc., complete with horses and drivers, special values, at **10c**
- Nice dressed dolls, good size, tomorrow **25c**
- Large size kid body doll, jointed limbs, Blaque head, nice hair, slippers and stockings..... **59c**
- Odd Blaque heads in all sizes. A special lot go on sale tomorrow at 5c and up.
- Iron safes, can be opened only by combination, pickle finish, very special **10c**

Holiday Gloves

10,000 pairs ladies' high class real French Kid Gloves, in English reds, modes, tans, browns and black—all sizes—worth up to \$1.50 a pair—**69c** go at.....

Ladies' high class finest quality real Kid Gloves—including English modes, mochas in all colors, bought for this season, and lemon, also black and brown, including the best makes, such as Ondre, Beauty and Juvenile. Every pair guaranteed and fitted to the hand if desired—go in lots at **98c \$1.25 \$1.50 \$1.75 \$2**

Xmas Neckwear

25c quality all silk Windsor ties, all colors, go at..... **15c**

Great variety of ladies' silk and satin stock collars, all new styles, go at..... **25c**

500 dozen ladies' ties, made of the best quality silk and chiffon, silk, gauze, wide ruffled effects and fine lace ties, hundreds of different patterns, worth up to \$1.50—go in lots at..... **25c 49c 75c**

Ladies' newest style neckwear, including fishias, Boleros, sailor collars and revers, made of Point Venice lace, black and white silk lace effects, felous and raffines, worth in the regular way up to \$2, go in lots at..... **75c \$1.50, \$2.98, \$4.50 Each.**

Before Ordering Your Christmas Candies

Be sure and visit the Boston Store Candy Dept.

WE carry the largest assortment of fine candies in the city. Every ounce is pure and made under our own supervision. Our prices, as you know, are fully 25 per cent lower than the usual prices.

Fancy Boxes Fancy Baskets
Candy Chains Candy Canes
Candy Toys
Chocolates and Bon-Bons
Gold Medal Frappe Chocolate
Candied Cherries Candied Pineapple
Salted Almonds

(All at Boston Store prices.)

The Finest Shoes and Slippers

that money can buy—and skilled workmen can make—in every material—in every color—every shape and size for less money than any other store could or would sell them—

from **29c to \$5.00** a pair.

Fine Shoes for women's wear, from **\$10 to \$1.50** a pair.

Fine Shoes for Men from **\$1.25 to 5.00** a pair.

Shoes and Slippers for Boys, Girls and Infants, from **25c to \$2.50**. Buy our Misses' Sewell Button Patent Leather Shoes, worth \$3.50, for..... **\$2.25**

Sale of Holiday Handkerchiefs

500 dozen ladies' all pure linen fancy lace handkerchiefs—worth 50c—go at..... **19c**

5,000 dozen all kinds of handkerchiefs, initial, plain white and fancy bordered—hemstitched, lace edged and embroidered, worth up to 25 cents each, go in lots **3c & 5c**

Thousands of dozens of ladies' and men's handkerchiefs, all pure linen, all widths of hem, hemstitched, sheer and extra. See quality, worth up to 50c, go at..... **10c, 15c**

Great variety of fancy silk and colored silk embroidered handkerchiefs go at..... **8c & 15c**

Immense lots of men's silk handkerchiefs in plain white, fancy bordered, silk embroidered initial, all sizes, worth up to \$1, go in lots at..... **19c, 25c, 49c**

Special Prices to Churches and Schools

Get Your Lunch at Boston Store