

EDW. RIDLEY & SON'S DEPARTMENT STORE

of New York was sold at auction and we secured the choice of the entire \$500,000 stock, enabling us to offer you extraordinary bargains in every department

THIS sale surpasses in magnitude and importance all previous sales. Our past mercantile achievements are outclassed when compared to this one. We secured the choicest and most desirable lots of merchandise in the entire \$500,000 stock at practically our own prices and are giving you values that have never been equaled.

BRANDELS "BOSTON STORE" & SONS

THE bargains we offer in this sale eclipse all former bargain records. The class of goods Ridleys sold and the excellent reputation they bore speaks volumes for the high character of the merchandise. We bought the goods at very low figures and are selling them equally low. Come tomorrow; you'll profit by your visit.

Ridley's 10c Ribbons 2 1/2 yd.

We will sell all the ribbons that Ridley sold up to 10c a yard, for, **2 1/2c**

Ridley's 20c Handkerchiefs 5c

Men's and women's plain white and fancy colored border handkerchiefs, worth 20c, at, each **5c**

Ridley's Hosiery, 5c pair

Women's fast black hosiery in plain and fleec lined, full seamless, good weight, per pair **5c**

Ridley's Hand Mirrors 39c

Beautiful hand mirrors, ebony case with beveled French glass, extra large size, only **39c**

Ridley's 20c Embroideries 5c

Fine lot of high class embroideries and insertions, worth up to 20c, on sale at, yard **5c**

Ridley's 75c Underwear 39c

Women's underwear in fine and heavy ribbed, plain and fleec lined, all sizes, worth 75c, at **39c**

Ridley's 15c Ribbons 5c yard

All the ribbons, no matter what the quality, that Ridley sold as high as 15c yard, we will sell at, **5c**

Ridley's 25c H'dkerch'fs 10c

Ladies' fine lace and embroidery trimmed handkerchiefs, worth fully 25c, on sale at **10c**

Ridley's \$2.00 Belts 49c

Women's wide satin belts with 12 rows of pleating, large steel beads, beautiful buckles, worth \$2, only **49c**

Ridley's \$2.50 Waists 98c

Women's fine flannel waists, beautifully corded and trimmed, worth up to \$2.50, at **98c**

Ridley's 25c Hosiery 10c

Women's, misses' and boys' plain, fine and heavy ribbed hosiery, worth up to 25c, at, pair **10c**

Ridley's 25c Laces 3 1/2c, 5c

Immense quantities of all kinds plain and fancy laces, worth 25c yd., at **5c**

Ridley's 25c Ribbons 10c Yd.

All the fine, all silk taffeta and fancy ribbons, Ridley's price was 25c, we will sell for, yd. **10c**

Ridley's Union Suits, 25c

Misses' and children's Jersey ribbed union suits from this stock, on sale at **25c**

Ridley's Chatelaine Bags 25c

Misses' chatelaine bags in leather and oxidized silver, all colors, at **25c**

Ridley's \$1 Handkerchiefs 25c

All the fine handkerchiefs from the Ridley stock for men and women, made of finest linen, silk embroidered, etc., worth up to \$1, go at **25c**

Ridley's 25c Hose 12 1/2c

Men's wool half hose, medium and heavy weight, worth 25c pair, **12 1/2c**

Ridley's 25c, 50c Laces, 10c

Plain valenciennes, point d'esprit, oriental, silk chantilly and many other styles of fine laces, worth 25c and 50c, at **10c**

Dress Goods, Silks and Velvets From the Ridley Stock

When you consider that Ridleys carried the finest imported and domestic fabrics and that we secured the choicest lots in their entire stock you will realize the magnitude of these offerings. Is there a woman in Omaha or nearby that can afford to remain away from this sale? We think not, and you'll be of the same opinion when you see the values.

Ridley's 75c Dress Goods 25c Yd.

Hundreds of these to select from, in strictly all wool imported Persian novelties, wool mohair jacquards, strictly all wool black novelty jacquards in floral designs and stripes, strictly all wool 50-inch striped suitings and chevrons, all wool striped serges, diagonal homespun, pure unspun silk novelties. Ridley's price on every yd. was 75c and up, on sale on bargain square, yd. **25c**

Ridley's 75c French Flannels 25c

All of Ridley's fine imported French flannel in plain colors, polka dots, floral designs, silk embroidered flannels, silk and wool waists, all on sale at, yard **25c**

Ridley's \$1 Dress Goods 49c Yd.

These include black tucked dress goods, camel's hair dress goods, all wool suitings and cassimeres for men's wear and ladies' walking skirts, 50-inch all wool camel's hair, checks and plaids, strictly all wool black and blue storm serge and chevrons, ladies' cloth, satin here, everyone of these Ridley's sold at \$1 and up, on sale at, yd. **49c**

Ridley's 50c Dress Goods 12 1/2c Yd.

In this immense lot we include strictly all wool double width all checked and plaid dress goods, 1 1/2 yards wide rapellant cloth, double width English cassimeres in all colors, mercerized novelties all on sale in our basement, at, yard **12 1/2c**

Ridley's \$2 and \$5 Dress Goods, 98c

These include the highest price dress goods that Ridley & Sons in New York carried, in broadcloths, Venetians, camel's hair, panne cloth; many exclusive robes in this lot imported for this fall's business suitings, stettians, etamines, Russian crapes, silk and wool high cost imported fabrics, silk and wool crepe de chine in all colors, on sale at, yd. **98c**

Ridley's Man's Tailor Cloths, \$2.50 to \$5 Fabrics at 50c and 98c Yd.

Ridley & Sons were noted for carrying one of the largest departments of men's cassimeres and we have bought these goods at a fraction of their worth. The entire lot consists of cassimeres, English worsteds, serges, fancy chevrons, Scotch tweeds, plaids and checks, covert cloths, homespun; in this immense assortment you will find all the high-class cloths, suitable for men's and boys' wear, also for ladies' walking skirts; their price from \$2.50 to \$5 a yard, go in two lots, at **50-98c**

Ridley's \$1.50 and \$2 Silks, 75c Yd.

This well known firm was noted for their fine silk department and we sell Monday many imported novelty silks, printed warp Lousene, striped and figured crepe de chine, grenadines, wide black and colored taffetas and peau de soie, all in silk department, at, yd. **75c**

Ridley's \$1 and \$1.50 Silks, 49c and 25c Yd.

We have taken the entire lot of waist silks, lining silks, yard wide china silks, 27-inch colored and black taffetas, satin duchesse, panne velvets, black and colored silk grenadines, all go in two lots on bargain square at, yd. **49-25c**

Ridley's \$1.25 Underw'r 69c

Ladies' underwear in plain wool, silver gray, all sizes, worth up to \$1.25, on sale at **69c**

Ridley's 45c Hose 18c

Ladies' fine imported hose, plain and fleec lined, full regular made, worth 45c, at, pair **18c**

Ridley's \$6.50 Waists \$3.50

Ridley's finest French flannel waists in all the new and popular styles, all colors, very handsome corded effects, \$6.50 values at **3.50**

Ridley's 50c Embroid' 15c

Fine nainsook and cambric embroideries and insertions, worth up to 50c, go at **15c**

Ridley's \$1.50 U'n Suits 98c

Women's union suits, all wool, jersey ribbed, made to button across the chest, all sizes, worth \$1.50, at **98c**

Ridley's 35c Ribbons 15c yd

All the ribbons that Ridley sold at 35c and 39c yd., some wonderful ribbons in this lot, they go at, yd. **15c**

Ridley's 35c Hose 15c

Misses' and boys' all wool and fleec lined hose, fine and heavy ribbed, worth 35c, go at, per pair **15c**

Ridley's Ebony Sets 25c

Handsome ebony sets, consisting of cuticle knife and file, sterling silver mounted, each set in fancy box, per set **25c**

Ridley's Chatelaine Bags 79c

Ladies' steel beaded chatelaine bags with heavy embossed frame, fringe all around, only **79c**

Ridley's 50c Neckwear 15c

All the choicest men's neckwear from the Ridley stock, dozens of styles, hundreds of patterns, worth 50c, at **15c**

Ridley's \$2 Tights 98c Pair

Ladies' fine wool tights, open or closed, medium and heavy, worth \$2, at **98c**

Ridley's \$1 Ribbons 25c yd

All the ribbons Ridleys sold for up to \$1 yd., including many extreme novelties, very heavy double faced silk ribbons in the best makes, go at **25c**

Ridley's \$7 Silk Waists \$3.50

Women's fine silk waists from the Ridley stock, beautifully corded and hemstitched effects, all popular colors and styles, worth \$6, \$7 and \$8, at **3.50**

Ridley's 50c Underwear 25c

Men's fleec lined underwear from the Ridley stock, worth 50c per garment, on sale at **25c**

Ridley's 75c Men's Gloves 35c

50 different styles of men's fine gloves and mittens, the regular 75c kinds, on special sale tomorrow **35c**

Ridley's \$2.00 Gloves 75c

Men's fine dress gloves from the Ridley stock, the kind that they sold for \$1.50 and \$2, on special sale tomorrow, per pr. **75c**

Ridley's High Art Costumes



Tailor-Made Suits and Raglans at 1/2, 1/3 and 1/4 Their Value

Ridley's \$100 Costumes and Suits, \$25
All of the highest cost suits from this stock, including many imported model suits, silk costumes, velvet and velvet cord suits, also tailor-made suits, all of them beautifully trimmed, every one silk lined, 44 of these suits on sale at **\$25**

Ridley's \$75 Suits, \$15

30 handsome gowns and tailor-made suits, of cloth, taffeta and foulard silks, silk lined, all at **\$15**

Ridley's Silk Skirts

A handsome assortment of high cost silk skirts in taffetas and peau de soie, tucked, hemstitched and corded, elaborately trimmed with open work, also insertion, also tailored taffeta skirts, Ridley's price \$35 and \$50, go on sale at **\$10, \$15, \$25**

Raglans from the Ridley Stock

Over 40 handsome Raglans, in oxfords, castors and black, both loose and half-fitted back, some full taffeta and satin lined, go at **7.50, 9.98, 12.50, 19.00, 24.50**

Ridley's Artistic Millinery

On Sale at a Small Fraction of the Prices Ridleys Had Them Marked

Ridley's \$12 and \$15 Pattern Hats, \$4.69

There are about 150 French pattern hats in this lot; Ridley's trimmed hat fame extended throughout the union and they were especially known to the Parisian modistes, as they were one of their best American customers, so you can readily see that these hats must be correct in style; they are \$12 and \$15 values; your choice **4.69** of the lot for **4.69**

Ridley's \$5 and \$6 Trimmed Hats, \$1.75

Trimmed hats in black and colors, some made of velvet, some of chenille braids and some are the fine French felt; all are trimmed with the finest of this season's materials; the styles are absolutely correct; \$5 and \$6 values at **1.75**

\$1 English felt hats, all colors, best shapes

25c 75c Black Parrots at **15c**
\$3 Black Ostrich Plumes **1.45** 75c Seagulls, large size **69c**
1.50 Black Ostrich Plumes **50c** 50c Assorted Fancy Feathers **5c**
50c Bunches of Roses, all shades **15c**



Ridley's Fine Carpets and Rugs will Be Placed on Sale Tomorrow in Connection with Nearly

A Carload of Wet Rugs & Carpets

THIS is an unprecedented opportunity for carpet and rug buyers and we expect to see the carpet section crowded Monday morning as it never was before. The carpets and rugs that became wet are of a very superior quality and the water has not hurt them a particle, nevertheless we are going to sell them at just about one-third their value. The shipment included Moquette, Axminster and Velvet carpets, and Wilton, Moquette and Smyrna rugs in all of the best makes. The damage is slight and hardly warrants the great reductions we have made on the prices.

\$45 Rugs, Size 9x12, on Sale at \$15—All the Royal Wilton 9x12 Oriental pattern rugs, all the 9x12 Smyrna rugs, all the 9x12 best quality axminster rugs, some of them absolutely sound and perfect, others have been wet, worth up to \$45, all go at **\$15**

\$5 Smyrna Rugs \$1.98

—All the 36x72 best grade Smyrna rugs that generally sell at \$5, **\$1.98** go at **\$1.98**

\$25 Smyrna and Wilton Rugs go at \$7.98—All the very best Smyrna rugs, 7-6x10-6 size, and all the Royal Wilton rugs 9x12 size, that generally sell at \$25.00—many of them sound and perfect, others have been wet—all go at **\$7.98**

30x60 Smyrna Rugs 98c

—All the 30 x 60 Smyrna rugs in great variety of handsome patterns, go at **98c**

\$1.25 Carpets, Slightly Damaged, at 59c a Yard—All the best grades of Wilton, Axminster and Savonnerie carpets, most of them absolutely sound and perfect, some show slight stains from having been wet, all absolutely new and beautiful patterns go in one big lot at, yard **59c**

All the velvet carpet, all the moquette carpet and axminster carpet that have been wet on the edges, but are in nearly sound and perfect condition, go at, yard **49c**

All the Brussels carpet, absolutely sound and perfect, worth up to 65c, go at, yard **39c**

Wet Linens at 1/2 the Regular Price

This is a splendid opportunity to lay in a supply of linens of all descriptions.

MONDAY we will place on sale every article included in our purchase of the 31 cases of wet linens. Discriminating buyers will realize the great advantage this sale affords. Linens you know are of such a nature that water cannot hurt them a particle. Of course they don't look as fresh as a regular stock does, that's why we secured them at the price we did, and that's why we are able to offer such extraordinary bargains. Every housekeeper should attend this sale and lay in a good supply for an opportunity like this, one comes but seldom. We are going to devote a large selection of the basement for linen selling tomorrow and you'll find a crowd around each counter from opening until closing time. Women know good linen values. This sale embraces linens of every description, including **towels, damasks, table cloths, scarfs, napkins, etc., etc.**

We will sell all the all linen checked barber towels that generally sell at 5c, for, each **2 1/2c**

All the damask towels that generally sell at 12 1/2c, go at, each **6c**

All the very large, extra heavy absorbant damask towels that generally sell at 15c, go at, each **8c**

All the large knotted fringe damask towels that generally sell at 25c, go at, each **12 1/2c**

All the 50c knotted fringe damask towels with drawn work, very large size, and very fine quality, at, each **17 1/2c**

\$1.25 table cloths up to 3 yds. long, in fine all linen, white and small colored borders, each **49c**

All the bleached & unbleached table damask generally sells at 50c, go at, each **25c**

All the dresser scarfs, fine double damask with draw work, at, each **29c**

One big lot of turkey red napkins, at, each **3 1/2c**

One big lot of large size dice pattern napkins at, dozen **\$125**

All of the 50c turkey red table damask that has become wet, go at, yard **15c**

All the toweling, some extra heavy Barnsley crash, worth 15c—some fine all linen glass cloth, worth 12 1/2c—some fine twilled crash, worth 15c, in fact all the crash worth from 15c to 19c yd., go at, yard **6 1/2c**