



**Please** shop in the morning if you possibly can; the afternoon crowds will tax the capacity of the store.

**Please** take your small parcels with you whenever convenient. We will consider it a favor. When goods are to be delivered see that the salesperson gets your full name and address correctly; saves delay and disappointment.

PLEASE KEEP TO THE RIGHT.

# BRANDELS

"BOSTON STORE" & SONS

**Children's Silk Hoods**

We offer you the choice of an immense line of children's fine silk hoods at very low prices. You can choose from dozens of styles and colors, all handsomely trimmed with fur, ribbon, etc.

49-98c



## There is Pleasure in Christmas Shopping

WHEN YOU COME TO BOSTON STORE. Here the aisles are broad and liberal, typifying the policy of the store; the ceilings are high, ventilation perfect and the salespeople skilled and courteous. Every feature of the store is brought to the highest point of perfection.

Holiday stocks were never so complete, so perfect. It's Omaha's broadest and most brilliant gathering of dependable merchandise, all displayed in a manner to make selection easy. All priced in the most pleasing and tempting way.

In the next two days we must dispose of every dollar's worth of Toys, Games, Dolls, Books and Novelties; in fact, all classes of merchandise that we bought expressly for holiday trade. In order to force the selling we have made radical reductions on all these goods.

### Remarkable Dress Goods Values

High art fabrics and exclusive patterns considerably under priced for tomorrow's selling. A dress pattern makes a good, sensible Christmas present for any woman.

**Exclusive Patterns in—**  
English and Scotch tailor cloths, Range chevrons, Camel's hair tweeds, Yorkshire tweeds, Doekins, Venetians and Zebellines; Also French productions of Vogue, Eolienne, Poplins, Barage and Etamines—  
Entire patterns for \$4.98 and \$7.50. (ON SALE AT DRESS GOODS COUNTER)

**Full Dress Patterns of—**  
Storm serge, chevrons, mohair jacquards, Henrietas, cashmeres, tweed suitings, Fancy granites, etc. (black or colored), for.....

**Full Dress Patterns of—**  
Prunellas, chevrons, etamines, Canvas, granite, clay worsted, Vigoureux, cloth suitings, etc., in black or colored, for.....

We are making a general clearing of waistings and French flannels, "Kocheline Freres, best French flannels, at.....

Highest grade waistings, Persian stripes, pleated effects, cords and silk fancy stripes, all at.....

**\$4.98**  
AND  
**\$7.50**  
For a Full Dress Pattern

**\$1.95**

**\$2.95**

**39c yd.**  
**69c yd.**

### Tomorrow we begin to close out all the Toys and Holiday Goods on Third Floor

IT IS a well known fact that ours is the one toy department that opens up every year with an entirely new line of toys and holiday goods. Never do we show the same toys two consecutive seasons. The way we do this is very simple. We close out every dollar's worth of toys each year. A visit to our toy department tomorrow will show you how this is done. The prices are less than half what other dealers ask for the same goods.

**\$1** crokinole boards we will close out at 25c.

Closing out all the children's 50c rocking chairs, 15c.

Closing out all the children's 15c chairs for 5c.

Closing out all the 25c savings banks for 5c.

Closing out all the stoves that sold for 25c at 5c.

Closing out all the stoves that sold for 50c at 15c.

Closing out all the children's 25c red chairs for 5c.

Closing out everything in the toy department at about the same proportion. Hundreds of bargains will be placed on sale. They will be on special tables and as soon as one line is closed out it will be replaced by another. All day long will it be a busy bargain day on the third floor.

Closing out all the children's see-saws, worth \$2.50, at \$1.

Closing out all the 25c furniture, bureau, dressers, chiffoniers, etc., for 10c.

Closing out all the 10c and 15c Christmas cards at 2c.

Closing out all the \$1 pipe racks at 25c.

Closing out all the \$1 typewriters for 50c.

Closing out all the 50c gift books, imitation silk covered, 10c.

Closing out all the holiday stock of cups and saucers at 10c, worth 25c.

Closing out all the \$2.50 hobby horses for \$1.

### Buy Her a Silk Dress

for Christmas. The cost is very moderate if you'll buy it here. We have made some special reductions on high class novelties and evening silks. Come and see the splendid lines of black and colored Dress Silks, Foulards, Crepe de Chine and Fancy Velvets and Corduroy Waistings. You'll marvel at the showing and the values.

**Brilliant Crepe de Chines** in a great variety of the newest colorings, also black; 24 inches wide; the regular price is \$1.25 per yard, on sale at, yard..... **\$1.00**

**New Satin Foulards**—Jacquard effects, satin finish and twills, all the newest designs. In the following colors—new blues, grays, old rose, navy, white and black; mostly all are exclusive patterns of 12 to 15 yds.; they will be offered tomorrow at 75c and 98c a yard.

**Bonnet & Lyons' Black Taffeta**—Pure dye, extra soft finish and beautiful lustre, every yard guaranteed 22 and 24 inches wide, worth \$2 and \$2.50 a yard, on sale at \$1.25 and \$1.39 a yard.

**Silk Waist Patterns**, some 500 in number, of a great variety of fine silks, including new corded Louisenes and fancy printed warp novelties; patterns contain from 3 to 4 yards, per pattern..... **2.98**

Many patterns are worth more than double.

### Buy a Handsome Fur Piece

Nothing adds so greatly to the beauty of woman's street dress this season of the year as a handsome fur piece, and with these prices in force no one need deny themselves the comfort and pleasure you are sure to derive. We suggest to the men that they buy them for gifts. Nothing is more appropriate or more practical. Note these special values.

**Women's electric seal coats** 22 inches long, guaranteed, satin lining and reverses, worth \$25.00, at..... **\$12.50**

**Woman's guaranteed astrakhan jackets**, nobby styles, with roll reverses and storm collar, heavy satin lined, \$20.00 values, for..... **\$15**

**Handsome fur scarfs** with large cluster of tails of all the popular furs—immense values, at..... **\$1.98, \$2.50, \$3, \$4.98**

**Childs' and misses' fur sets**, large cape collar, with purse or muff, angora and lamb combination, at..... **98c, \$1.50, \$1.98, \$2.98**

Large sable for scarfs with two full Large fur muffs of Canada marten, near natural tails, very stylish furs, at \$9.98, \$12.50, \$15.00

**\$3.98, \$4.98, \$7.50, \$9.98 and up to \$20**

### Reduced Prices on Jewelry, Novelties, Toilet Cases, Etc.

The time is short and our immense stock of jewelry, novelties, toilet cases and every article of that kind MUST be disposed of. We adopt the usual method by cutting prices.

Special offerings in ladies' solid gold rings, a great variety of styles, various mountings and settings, at \$1.25, \$1.75, \$2.50, \$3 and..... **\$5**

Gentlemen's scarf pins, worth \$1.50, cut..... **75c**

Gentlemen's Roman gold sleeve buttons, warranted 14K, set with fine double stones, \$2.98..... **\$5**

Imitation cut glass cuff boxes with fancy sterling silver tops, tobacco jars, cigar jars and hundreds of other dresser novelties, such as button boxes, hairpin boxes, etc., made of sterling silver, have all been subject to vast reduction in many instances the prices are about one-half what they formerly were.

Toilet cases of every description, containing from 3 to 20 pieces, ranging in price from 98c to \$2, have all been marked down an average reduction of 25% per cent and so per cent. They are great values.

Glove boxes, handkerchief boxes, neck wear, fancy jewel and watch boxes of every description are priced half, yes, even one-third of what they are worth. No end of styles, no end of varieties, no end of prices. The values we offer you are positively two and three-fold.

Toilet requisites of all kinds, including hair brushes, combs, clothes brushes, military brushes, etc.—all such articles that are sterling silver trimmed and made expressly for gift purposes—have been reduced to about half the former prices.

Opera glasses have all been reduced, handsome pearl, mother-of-pearl and enamel mountings, from..... **\$1.50 to \$8**

We offer unusual bargains in silverware of all kinds, from the triple-plated to the pure silver 925-1,000 fine. This includes silver knives, forks, spoons, silver table sets, fruit dishes, etc.

Handsome beaded chateaine bags, heavy oxidized frames, only..... **98c**

Thousands of sterling silver manicure pieces, worth 50c, on sale at..... **25c**

### Sale of Silk and Flannel Waists

#### A Great Silk Waist Purchase

**\$2.98** for \$8 silk waists. A purchase of 2,000 peau de soie waists, made in two striking styles, the prettiest ever placed on sale, made expressly for the holiday trade by one of the greatest silk manufacturers in the country. These new styles are so different and so artistically trimmed that you will readily recognize the great value. They come in all the evening shades; actually worth \$8.00.

#### Great Flannel Waist Sacrifice

A purchase of 2,000 ladies' high class waists made of strictly first class all wool botony and French flannel, in the most wonderful varieties, prices below cost of production. The values we offer tomorrow are most astonishing—tucked cording, fancy combinations, trimmed effects and plain styles, making one of the most desirable Christmas presents for mother, wife or sister.

**85c** for \$2.00 Flannel Waists. **\$1.98** for \$3.00 Flannel Waists.

### Kid Gloves, Mittens and Boas

All wool Saxony wool knit mittens for ladies and children, plain and fancy mittens, go at..... **35c**

15c, 25c and..... **49c**

Great variety of styles in ladies' and children's golf gloves, black and all colors, on bargain counter at 25c and..... **49c**

Misses' and children's kid mittens with fur top, fleece lined, worth 70c pair, go at 25c and..... **49c**

**\$1.50 Kid Gloves, 98c**

Immense lots of ladies' kid gloves, all the well known brands, all colors and sizes, worth..... **98c**

**\$2.50 Kid Gloves \$1.98 and \$1.50**

All the finest imported kid gloves, no better made, imported especially for this holiday trade, suitable for dress and evening wear, great variety of styles, worth up to \$2.50, go at..... **1.50**

**Fancy Silk Boas**—Made of liberty silk and chiffon, in black, white, and all colors, worth up to \$4.00, on sale at..... **98c, \$1.50, \$1.98**

**Fancy Silk Neckwear**—Imported and domestic, in automobile ties, wide and narrow silk scarfs, fancy jabbeaux, and all colors of silk stock—a hundred styles—..... **25c, 50c, 98c, 1.50, 1.98**

### One Hundred Thousand Handkerchiefs

At Half Price

Every kind and style of holiday handkerchiefs priced lower than ever before.

**10c Handkerchiefs, 5c**

Ladies' and men's plain white and fancy colored border handkerchiefs, in great variety, also ladies' all linen handkerchiefs, at..... **5c**

**15c Handkerchiefs, 8c**

Ladies' and men's all linen hemstitched and embroidered handkerchiefs, in great variety of styles..... **8 1/2c**

Women's fancy silk handkerchiefs, the 25c quality, for..... **12 1/2c**

Men's 25c fine linen handkerchiefs, all widths of hems,..... **12 1/2c**

**25c Handkerchiefs, 15c**

Ladies' and men's plain and fancy handkerchiefs, including all linen embroidered fine sheer hemstitched, Irish linen hemstitched handkerchiefs, worth 25c, go at..... **15c**

**50c Handkerchiefs, 25c**

Ladies' and men's finest imported, all pure linen, handsomely embroidered handkerchiefs, French reversed handkerchiefs, plain and fancy silk handkerchiefs, great variety of styles, worth 50c, at..... **25c**

Women's 75c and 50c fine lace handkerchiefs at..... **25c**

Men's 35c and 50c quality initial and plain linen handkerchiefs at..... **25c**

Men's silk initial handkerchiefs, hand-embroidered letters, worth \$1, at..... **39c, 50c**

**\$1 and \$1.50 Handkerchiefs, 59c**

50 styles of high-class handkerchiefs, edged with finest valenciennes lace and insertion, real linen, worth \$1.50, go at..... **59c**

**\$1 Silk Mufflers, 49c**

100 styles of all kinds of plain and fancy silk mufflers, worth \$1.00, go at..... **49c**

**75c Silk Handkerchiefs, 35c**

Big lot of ladies' and men's plain and fancy silk handkerchiefs, many styles, silk embroidered, worth 75c, go at..... **35c**

### Men's and Boys' Winter Caps

Men's electric seal caps, just what you need for these cold days, at..... **2.50, \$3**

Men's plush and cloth caps, in Brightons, Windsor and golf styles, at..... **25c, 50c, 75c and \$1**

Boys' cloth caps, in Brighton, golf and yacht styles..... **23c, 45c**

Children's camel's hair Tam O'Shanter, all colors, at..... **19c, 45c**

Children's toques, in all colors and combinations, at..... **19c, 35c, 45c, 69c**

### Bargains in Silk Umbrellas

We are offering a fine lot of men's and women's silk umbrellas at bargain prices. They are covered with extra quality material, have steel rod and extra strong frame and have solid silver mountings; the handles are particularly handsome and the variety is very extensive, grand bargains at..... **1.98 a d 2.50**

### Holiday Offerings in Men's Suits

These are all fashionable suits, cut in the season's newest styles and made of the newest fabrics, such as chalk-line and hair-line stripes, serges, chevrons and oxfords; all are pure wool fabrics. They are lined with best materials and are the products of highly skilled tailors. In each instance is the saving considerable. The values certainly warrant your attendance.

Your pick from thousands of suits at..... **\$5.00**

Your pick from thousands of suits at..... **\$7.50**

Your pick from thousands of suits at..... **\$10**

Your pick from thousands of suits at..... **\$12.50, \$15**

Every suit at a saving of from \$2.50 to \$7.50.

Men's yoke and new gown overcoats, 48 inches long, actual \$15 values, at..... **7.50**

Men's yoke and swagger overcoats of finest oxford and frieze, \$20 values, at..... **\$10**

### Thousands of Presents for Men and Boys

Everything that man can wish for, everything that is stylish, everything that is durable can be found in our men's and boys' furnishing goods section. Everything is priced according to Boston Store's method.

Boys' dog skin and mocha warm lined gloves, plain and fur trimmed, only..... **50c**

Men's warm lined and dog skin and astrachan gloves, the \$1.00 kind, at..... **50c**

Men's fine dog skin, mocha and kid lined gloves..... **\$1.00**

Men's finest gloves, plain and fur trimmed, Paris kid, pair..... **1.50**

Men's fancy suspenders, silk finished, rich colors, kid and leather, trimmed, at..... **25c**

Fancy silk tuxedo suspenders, dark and light effects, each pair in separate box, at..... **50c**

You can choose from the finest suspenders ever shown in this city: prices range up to, pair..... **2.98**

Men's all silk oxford mufflers, silk and satin effects, stripes, plaids and figures, at..... **50c**

Smoking jackets in a great variety, the serviceable sorts, something that looks well, something that will wear well, many styles and colors, at..... **2.50, \$5, 6.50, 7.50**

Boys' fancy silk oxford mufflers, with plaids, stripes and figures, at..... **50c**

Reversible four-in-hand ties, hand bows and tecks, only..... **15c**

New novelties in silk tecks, shield bows and hand bows at..... **25c**

Fancy neckwear in separate boxes, exquisite patterns and colors..... **35c**

Newest creations in men's finest silk neckwear, tecks, four-in-hands, etc. \$1 quality, at..... **50c**

\$1.50 and \$2 mufflers, made of fine imported silks, beautiful colorings and styles..... **98c**

Men's fine silk and satin brocaded oxford mufflers, satin quilted back, many styles and patterns..... **75c**

### Shoes and Slippers

We Sell and Show More and Better

than any other store west of Chicago. We have fancy slippers for little tots that can only just walk, and we have them in every style and size you can think of for every body else, in every kind of material—in silk, velvet and leather, and in every price from 50c up to \$5.00.

**Special Ladies' 9-strap Sandals, \$1.98**

**Men's Slippers**  
60 different styles from 59c to 1.50 a pair—all sizes—all colors.

**Women's full dress patent kid, patent calf and enameled leathers in all widths from AA to EE, \$3, \$3.50, \$4, \$5**

**Men's patent kid, patent calf and enameled shoes \$3 to \$5**

A PAIR.