

Make Your Selections Today Don't Wait Until the Last Minute. Avoid the Rush Today

OMAHA'S GREATEST STORE BOSTON STORE OMAHA'S FINEST STORE A STORE OF MERIT-A STORE OF ACTION. A POPULAR STORE-A BUSY STORE.

J. L. BRANDEIS & SONS, PROPRIETORS, N. W. COR. 10TH AND DOUGLAS STREETS, OMAHA.



And now we have succeeded in our efforts:—to give Omaha the finest, best appointed, best located, best lighted, most convenient, largest and healthiest store in the west, as all, friend and foe, will admit—and then to place before the people such a stock and such a variety of holiday goods as they have never seen or perhaps never dreamed of seeing.

If you want to make acceptable presents to your friends, such as you would like to receive yourself, make it a point to look through our immense stock. You'll find more new ideas in one of our aisles than in many other stores combined, and furthermore our famous low prices control everything.

OPEN EVENINGS FROM NOW UNTIL XMAS. GRAND CONCERTS EVERY EVENING. Real Live Santa Claus SEE THE Wonderful Turk, Dancing Girl, Automatic Figures, European Toy Novelties. See that the children drop their letters in Santa Claus Mail Box.

Jewelry, Watches, Silverware

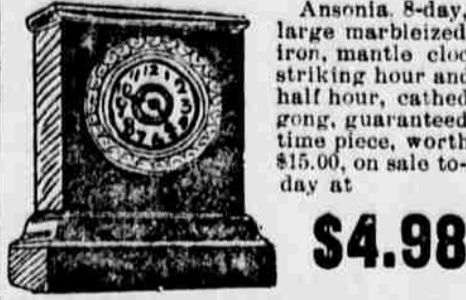
The largest line of jewelry in Omaha, the lowest prices anywhere. A special bargain sale for Saturday.



An elegant line of gent's and ladies' stick and scarf pins—nothing more suitable for a Christmas gift—nowhere such a fine to select from, at 39c 49c 69c 98c



Gent's 18 size, open face 14k gold filled watches, fancy engraved cases, guaranteed to wear 20 years, Elgin or Waltham movement, hinged back and Bevel inside cap, full jewel, fancy or plain dial, actually worth \$20.00, here Saturday for— 12.50



Ansonia, 8-day, large marbled iron, mantle clocks, striking hour and half hour, cathedral gong, guaranteed time piece, worth \$15.00, on sale today at \$4.98



Solid gold filled, pearl pendant brooches, set with genuine pearls, very fine white cut imitation diamonds, worth \$3.50, at \$1.49



Ladies' enamel, jeweled and rhinestone buckles, nothing more fashionable, nothing would please a lady more, worth up to \$3.00, at 39c, 49c, 59c, 75c and 98c

Silverware Samples

1,000 samples of all kinds of silverware, tea pots, pickle dishes, oyster dishes, nut bowls, cake baskets, bonbons, etc., at 98c each, worth \$2.50.



Children's gold lined drinking cups, 25c each, worth 75c 25c



High grade quadruple plate, four-piece tea sets, handsomely engraved and burnished, gold lined, large size, worth \$12.50, go at \$6.50



Plain 14k gold filled wedding rings, warranted to wear 10 years, at 98c, worth \$2.00, Ladies' solid gold, 14k, Marquise rings, set with turquoise, emerald, sapphire, worth \$10, at \$4.98



Holiday Handkerchiefs

10,000 all kinds of plain white and fancy bordered Handkerchiefs, all go at 3c each, worth up to 15c 3 1/2c

Thousands of dozens of ladies' and gent's very fine India lawn plain and fancy bordered hemstitched and swiss embroidered Handkerchiefs, worth up to 25c, all go at 5c 7 1/2c

75c and \$1.00 quality of all the finest imported swiss and hand embroidered real linen Handkerchiefs, worth up to \$1.00, go in three lots, at 15c, 19c and 25c

25c and 35c quality hand drawn thread hemstitched, lace edged and many styles of fancy imported swiss Handkerchiefs, go at, each 10c 12 1/2c

One bargain counter with many hundred dozen handsomely embroidered Japanese Silk Handkerchiefs, some worth up to 75c each, go at 15c 25c

Immense lots of ladies' and gent's finest initial linen Handkerchiefs, in all widths of hemstitching, all letters for initials, worth up to 65c each, go in lots at 10c, 15c and 25c

Three big bargains in large size, best quality Japanese Silk Handkerchiefs, hemstitched and all hand embroidered initials, many in this lot worth \$1.00 each, go at 25c, 39c and 49c

5,000 fancy boxes, containing all styles of Handkerchiefs for misses, children, ladies and gent's, many in this lot worth \$1.00 a box, go at 25c 50c



A New York manufacturer's entire sample line of high grade and latest novelties in infants' and children's Caps, Hats and Bonnets, in every imaginable shape, style and color, will be sold in three lots—worth \$2.00 each—at 39c 49c 75c Great sale of ladies' Christmas Neckwear. Over 2,000 dozen of the very latest styles in Ladies' Neckwear including stocks, Jabot, fronts, etc. all made of the finest silks, satins and velvets, go in three lots—some worth up to \$2.00—at 19c, 25c and 75c each.

On sale Saturday, the entire stock of a MEN'S NECKWEAR FACTORY

embracing everything in the place—including all the made up neckwear—the partly made—and all the cut silks—and pieces of silks brought from Adolph Friedman, 1 and 3 East 13th st, New York

At One-fourth their Value



All the 50c Men's Silk Neckwear in all the latest patterns and shapes, go at 15c

All the 75c Men's Silk Neckwear in tecks, puffs, bands, shields and four-in-hands in all the very latest bright colorings—in every known shade, go at 25c

All the \$1 Men's Silk Neckwear in all the very latest bright colorings—in every known shade, go at 35c

Your choice of the VERY FINEST NECKWEAR made for the finest retail trade in the United States—no better neckwear made, go at 50c



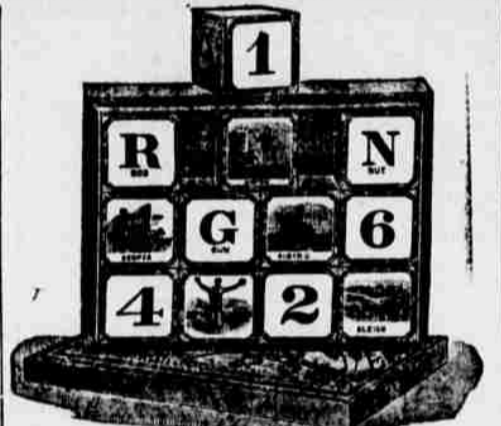
All the cut silks and unfinished Neckties in this purchase go at 2c, 5c, 10c, 15c, 25c each.

TOYS Two wholesale stocks of Toys bought by us at Less Than 50c on the Dollar ON SALE for the first time SATURDAY



16-inch long Kid Body Dolls, 89c each, worth \$1.25. Large Dressed Dolls, with silk dresses, worth \$2, go at 75c each

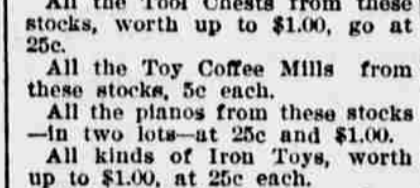
After reading these prices it will not take you long to make up your mind that the Boston Store is the place to buy Toys. By buying these two large wholesale stocks at less than 50c on the dollar it will be seen that we are nearly giving toys away.



All the Toy Coffee Mills from these stocks, 5c each. All the pianos from these stocks—in two lots—at 25c and \$1.00. All kinds of Iron Toys, worth up to \$1.00, at 25c each. All the Magic Lanterns from these stocks, worth \$1.50, go at 50c. All the \$1.00 Doll Wigs at 25c. All the Children's Books, worth 25c, go at 5c each. All the Toy Flat Irons, worth 75c, at 10c. All the 50c Musical Toys, 10c. All the 25c Tin Toys, 5c. All the Children's 50c Dishes, 10c set. Immense line of Albums, 50c, 75c, \$1.00 and \$1.25 each. Slides, 25c, 50c and 75c. All the \$2.00 Indexed Bibles, 98c. All the 25c and 50c Dressed Dolls, 15c. All the Christmas Tree Candles 5c box. All the 15c and 25c Christmas Tree Ornaments, 5c and 10c. All the Fur and Woolly Animals 10c. All the \$2.50 Doll Carriages, \$1.25.



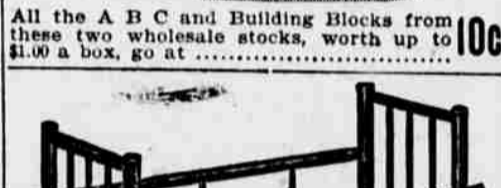
Large Extension Tables, like cut, 75c



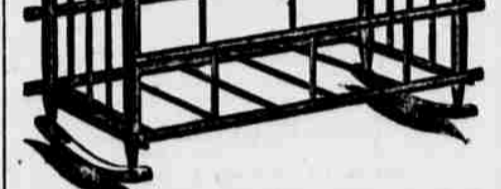
Red Rocking Chairs, like cut, 10c



Children's perforated seat Rocking Chairs, large size, worth, 75c, go at 29c



All the A B C and Building Blocks from these two wholesale stocks, worth up to \$1.00 a box, go at 10c



All the Doll Beds and Cradles from these wholesale stocks, worth \$1.00, go at, each, 25c



All the Games from these wholesale stocks worth up to \$1.50, go at 50c, 25c and 10c 5c

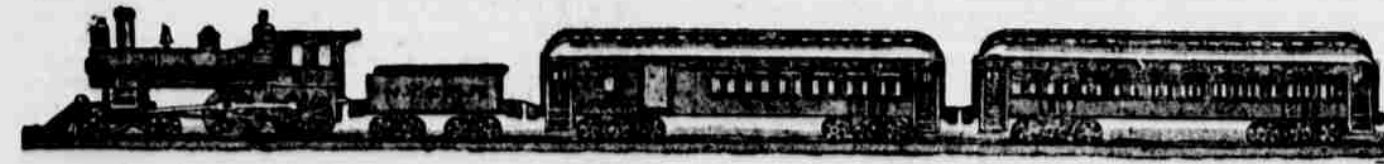


DOLL CABS, like above cut, 10c each Air Guns, the Daisy brand—like above cut, 75c each

Hundreds of other things too numerous to mention and of which the quantity is not large enough to advertise, and they will be sold so cheap you will have to call early Saturday morning to secure the biggest bargain in toys ever sold.



All the Shoo Fly Rocking Horses from these wholesale stocks go at 25c



All the Iron Trains from the whole stock, worth wholesale up to \$1.50 each, go in two lots; all the regular 50c and 75c trains go at, each, 25c All the Trains, the regular \$1.00 and \$1.50 kind, go at, each, 50c

CANDY We carry the most complete line of candy in Omaha. It's always fresh, and our prices are always the lowest.

- Chocolate Creams, 20c Cream Caramels, 30c Cream Wafers, 30c Butter Scotch Wafers, 30c Italian Chocolates, 35c Chocolate Bon Bons, 35c French Fruit, 1/2 lb box, 18c 1 lb box, 35c 1 lb box, 60c

Grand Holiday Sale Art Goods



All the Samples of Fancy Art Goods From the Campbell, Metzger & Jacobson Stock, At Less Than 50c on the Dollar. Finest Line Art Goods in New York—Drummer's Sample—Over 75 Trunk Full, and Bought by Us at Less Than 50c on the Dollar. On Sale Today on Second Floor.

It will be impossible to exactly describe this immense lot of goods, but suffice to say it is a sample line of one of the largest wholesale importers and manufacturers of fine Art Goods, such as Stamped Linens of all kinds, from the small all linen Doyle, which we sell at 1c, to the large, hemstitched Irish Linen Table Cloths at \$15.00 each.

In Battenberg Lace Ties there is everything from the little Doyle, which we sell at 15c, to the large 36-inch Pillow Shams at \$12.50 each. They wholesale at \$25.00.

In Sofa Pillow Tops everything from 15c to \$5 00

Ready made Sofa Pillows, some of them handworked, others of tapestry, some frilled, some fringed and some corded, at all prices from 25c to \$50 00

The new Printed Panels, at 75c and \$1.25

Pin Cushions from 5c up

Laundry bags, shoe bags, brush and comb bags, from 5c up

Immense line of Table Covers at 50c, 75c and \$1.25 each

Real Battenberg Lace Ties, 15c each

Stamped Linen Doyleys at 1c

Stamped Linen Doyleys at 2c

Stamped Linen Doyleys at 5c

Center Pieces, 10c

Splashers, 15c

Tray Cloths, 5c

Large sized Battenberg Ties, 75c Large size Spachtel Ties, 25c Battenberg Patterns from 1c to 15c

There are hundreds and hundreds of other articles too numerous to mention, but all will be found on our second floor Art Department, on sale at less than 50c on the dollar.

SMOKING JACKETS, ROBES



A particularly fine assortment of Smoking Jackets in brown, maroon and oxblood shades—splendidly tailored and finished—worth from \$6 to \$9, go at \$3.48 Smoking Robes in hunters' green, buff and navy blue trelcot, with silk quilted collar and finished in satin binding, satin faced pockets—worth from \$9 to \$12, go at \$4.98 Finest \$15 grade Smoking Jackets in latest double faced Highland plaids and mixtures, as well as highest grade Trelcots in dark brown, green, drab, etc., an excellent showing of the finest productions—well worth \$15, go today only at \$7.50

Grand assortment and sale of fine Holiday SILK and WOOL MUFFLERS



in elegant styles and designs—plain and fancy colors—very rich effects— 25c, 49c, 75c, 98c, \$1.25

BOYS FINE ALL WOOL SUITS

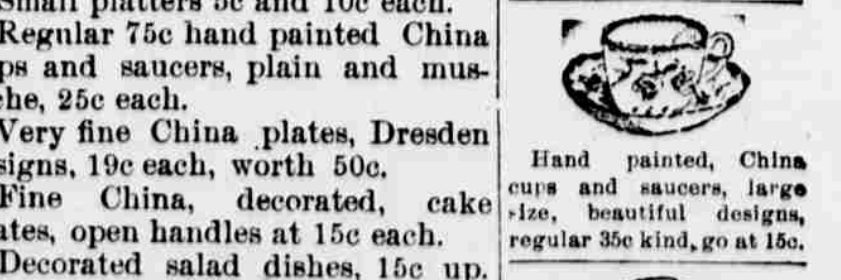


The entire stock of a New York manufacturer, consisting boys' double breasted sack suits, Reefer suits and vestee suits—all knee pants suits—in sizes 3 to 15 years. Made to Retail for Up to \$5.00, go at \$1.98

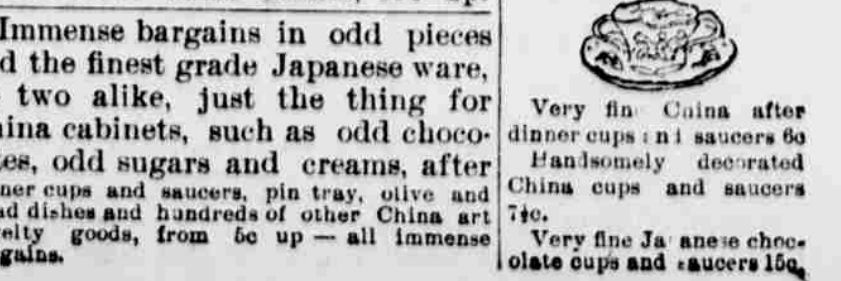
CHINA and GLASSWARE SALE



Fine glass tumblers 2c, 3c and 5c, worth 15c. White porcelain plates from 1c up. Handsomely decorated China plates 5c. Large size platters, handsomely decorated, worth 75c, go at 15c. Small platters 5c and 10c each. Regular 75c hand painted China cups and saucers, plain and mustache, 25c each. Very fine China plates, Dresden designs, 19c each, worth 50c. Fine China, decorated, cake plates, open handles at 15c each. Decorated salad dishes, 15c up.



Hand painted, China cups and saucers, large size, beautiful designs, regular 35c kind, go at 15c.



Very fine China after dinner cups and saucers 50c. Handsomely decorated China cups and saucers 75c. Very fine Japanese chocolate cups and saucers 10c.