

**GRAND OPENING TOYS** **BOSTON OMAHA STORE** **J.L. BRANDEIS & SONS.** **161 DOUGLASS** **1000 dozen Boys' and Girls' Yarn Knit Mittens, 2c pair.**

**HOLIDAY GOODS HEADQUARTERS**

Make some of your Holiday purchases today. **IT'S ONLY TWO WEEKS TO CHRISTMAS** Don't wait for the last minute, come today.

We urge and advise you most emphatically to commence your purchases for the holidays today. We cannot impress upon you too strongly the good reasons for selecting and purchasing Xmas presents before the grand rush that always sets in the last few days before Christmas. Today is our holiday goods opening all over the store---everything is ready. In every line of goods we handle we are clearly and easily better able to please you than anyone else. Our goods are the newest, prettiest, most desirable, useful and ornamental that money can buy or wishes dictate. We have better facilities for handling the trade---wider aisles, more elevators, wider stairways, bigger doors, more experience and courtesy, better and prompter delivery service, purer air, higher ceilings, better lights, everything better than ever, and better than anyone else in Omaha.

**HERE ARE SOME WONDERFUL BARGAINS TO CELEBRATE OUR HOLIDAY OPENING**

**Useful Holiday Presents**

Silk and French flannel waists, especially stylish and always acceptable as a Christmas gift, at special prices.

**\$10.00 Waists at \$3.75**—Choice of 400 silk waists and French flannel waists, all of them new, clean merchandise, made in the latest style, in this Saturday sale, choice..... **\$3.75**

**Ladies' Tailor Made Suits**

Choice of 200 tailor made suits in all the new materials—coverts, mixed English tweeds, venetians—in the new shades of oxford, navy, tans, including black. These are made in the latest styles and were heretofore \$19.00 and \$25.00—**\$10.00** in Saturday's sale at.....

**Ladies' Box Coats**—so stylish this fall in tan, brown, navy, also black—go at **\$12.50 and \$15.00.**

**Greatest Bargain of All New \$25 Jackets \$9.98**

200 new jackets shown for the first time Saturday, extra fine kersey, silk lined throughout and trimmed with large fur collar, real marten, opossum and beaver. These were never before offered for less than \$25.00—in this sale at..... **\$9.98**

**Golf Capes** 50 new golf capes in the latest plaids, all the new style cut, that were early in the season \$10—**\$3.98** in this sale at.....

**Children's and Misses Jackets**

In this department we are especially well equipped to show you just what you want, we have the new English box coat for children and misses, also the long automobile coat for the little folks. In fact everything that is new and stylish will be found in this department at special prices for this Christmas sale.

**Extra Values in Millinery**

for Saturday selling One dollar will buy as much millinery at this sale as three dollars would buy two weeks ago.

- Metal and Jet Ornaments, worth 25c, each **1c each**
- Fancy Patches and Wings, worth up to 75c **5c each**
- Black Ostrich Tips, worth 75c, bunch **35c each**
- Black Ostrich Tips, worth \$1.00, bunch **59c each**
- Black Ostrich Plumes, worth 75c, each **25c each**
- Black Ostrich Plumes, worth 50c, each **59c each**

**Black Velvet Shapes, worth \$1, go at 35c each**

Choice of any colored felt shape in our stock—some marked as high as \$3.00—each only..... **25c**

About 10 dozen ready-to-wear hats left in all good fall colors, have been sold for \$2.50 to \$3.50 each—choice of this lot..... **69c**

**Trimmed Hats** We are losing a pile of money by marking our Trimmed Hats down to these prices, but our loss is your gain. An early visit to our Millinery Department Saturday will convince you that this statement is not exaggerated.

Every Trimmed Hat in our stock marked from \$3.00 to \$5.00 each, will be sold Saturday at..... **\$1.98**

**Trimmed Hats** marked \$5.00 to \$7.50 each go at..... **\$2.98**

**Trimmed Hats** marked \$7.50 to \$10 each go at..... **\$3.98**

**Trimmed Hats** marked \$10.00 to \$15.00 each go at..... **\$4.98**

**Watches, Jewels Silverware, etc.**

Just the very thing for an Xmas Gift at prices everybody can afford.

Boys' fine silver hunting case watches—fine jeweled movement, <b>\$5.98</b>	Boys' full jeweled Elgin movement watches, with German silver cases, warranted <b>\$9.98</b>	Ladies' O size sterling silver hunting case Watches, with 7-jewel movement, warranted 10 years, <b>\$5.98</b>
Ladies' O size Chatelaine Watches with 14-K filled cases, warranted to wear 20 years, with fine jeweled movements, <b>\$8.98</b>	Ladies' Watches, O size, German silver cases, fine movements, <b>\$1.98</b>	Ladies' Chatelaine Watches, fancy dial, German silver cases, finely jeweled, <b>\$2.98</b>
Ladies' sterling silver Chatelaine Watches, gold hands, fancy dial, sale price, <b>\$3.49</b>	Ladies' 14-K solid gold Empress Rings, set with opals, pearls, rubies, garnets and turquoise, positively worth \$5.00, <b>\$2.69</b>	Gents' 18 size 14-K Watches, filled cases, warranted to wear 10 years, with fine jeweled American movement, <b>\$5.98</b>
Gents' 16 size, thin model, 14-K filled cases, warranted to wear 15 years, with fine jeweled Elgin movements, <b>\$9.98</b>	Ladies' 6 size 14-K filled cases, warranted to wear 10 years, with the best Seth Thomas mov'ts, sale price, <b>\$6.98</b>	Ladies' O size 14-K filled cases, warranted to wear 10 years, with 7-jeweled Atlas movement, <b>\$8.98</b>
Ladies' O size solid gold, U. S. assay, with full jeweled movement, <b>\$17.98</b>	Ladies' 6 size Watches, 16 size filled 14-K watches, with 16-jeweled Waltham movements, jeweler's price \$23, <b>\$15.98</b>	Gents' 16 size, thin model, 14-K Bows filled cases, with 16-jeweled Elgin movements, <b>\$15.98</b>
Ladies' 14-K extra heavy solid gold hand chased Band Rings, warranted 20 years, <b>\$1.25</b>	Ladies' solid gold Rings, with the latest settings in sapphire, very stylish, jeweler's price \$3.00, <b>\$1.98</b>	Boys' Chains, warranted to wear by Hamilton & Hamilton of Providence, R. I., at <b>49c 98c \$1.49</b>
Gents' Chains of fine rolled plate, with charan, <b>49c 79c 98c \$1.49</b>	Gents' Chains, made by Hamilton & Hamilton, 10-K filled, every chain warranted to wear 10 years, <b>\$2.25 \$2.79 \$3.49</b>	Four-piece quadruple plate Tea Set, consisting of teapot, sugar bowl, cream and spoon holder, fully warranted, at..... <b>\$3.49</b>
Elegant four-piece Tea sets in full quadruple plate, warranted to wear ten years, <b>\$4.98</b>	4-piece extra quality quadruple plate Chatelaine Tea Set, guaranteed and bright finish, at..... <b>\$7.98</b>	Quadruple plate Silverware, warranted 20 years, fruit and nut bowls, elegant hand chased and bright finish, at..... <b>\$2.98 \$3.98 \$4.98</b>
Cake Baskets, quadruple plate and fully warranted to wear 10 years, <b>\$1.25 \$1.49 \$1.98 \$2.49 \$2.75</b>	A beautiful line of Bohemian Glass Fruit stands at..... <b>\$1.98 \$2.49 \$3.49</b>	An elegant four-piece Tea Set, satin of hand engraved, at..... <b>\$5.98</b>
Elegantly hand engraved fully warranted Butter dishes at..... <b>\$1.19 \$1.49 \$1.98</b>	1,000 sets sterling silver gents' Cuff Buttons, purchased less than half price, worth 25c, 75c and \$1.00, on sale at..... <b>25c</b>	Ladies' sterling silver Manicure Pieces, set with jewels, glove stretchers, curling irons, files, paper cutters, extra large pieces, positively worth \$2.50, at..... <b>98c</b>
See in our show window the Manicure Pieces, extra large, jeweler's price \$2.50, \$1.50, \$1.00, all at..... <b>25c 39c 49c</b>	500 ladies' solid gold Rings with the very latest settings of sapphire, emerald, turquoise, opals and rubies, worth \$2.50, all at..... <b>98c</b>	Smoking Sets, warranted full quadruple plate, fine lines, 40 pieces, at..... <b>69c 98c \$1.59 \$1.98</b>

**Grand Opening Sale Holiday Handkerchiefs**

1,000 dozen ladies' fine imported swiss embroidered handkerchiefs, trimmed with lace and insertion, scalloped edges, embroidered corners, regular price 50c—go at..... **10c**

500 dozen ladies' fine imported, pure Irish linen handkerchiefs with hand embroidered initials—go at, each..... **12½c**

Immense lots of men's very nice quality, large size hemstitched handkerchiefs with hand embroidered initial—go at, each..... **12½c**

Large bargain table with ladies' and gents' all kinds of hemstitched and fancy bordered handkerchiefs, some with lace edges, others embroidered corners, some plain, regular price up to 15c—go at..... **5c**

Thousands of dozens of men's pure Irish linen handkerchiefs, handsomely hemstitched with all widths of hems, worth regular 25c each, in this sale at 10c and 12c each.

Grand sale of embroidered and lace edged Handkerchiefs. This is one of the finest lots of imported Swiss and French handkerchiefs ever shown in Omaha. This lot consists of all the samples of three of the largest New York importers. Over 500 different styles, most of them are on sample cards just as they were taken out of the New York Custom House, and bought up especially for the Christmas trade. They will be sold in lots at 12½c, 15c and 25c each. Many handkerchiefs in this lot worth up to \$1.00.

3000 pair of Infant's Finest Zephyr Yarn, hand knit and Hand Crocheted Booties in plain and fancy colors, worth up to 25c, go at 3c pair..... **3½c**

6,000 Plain and Fancy All Wool Shawls, fascinators and head scarfs in plain and fancy colors, worth up to 35c, go at..... **15c**

Large bargain table of Children's and Infant's All Wool Mittens, single and double knit, go at..... **5c**

Misses', Boys' and Ladies' double knit yarn and coral Saxony Mittens, all sizes, worth up to 30c, go at 10c, 15c and 25c pair.

Large bargain table with many hundred pairs of fine Imported Kid Gloves in black, brown and red, also white. Many gloves in this lot worth up to \$1.50 pair, all go at 59c pair..... **59c**

**Art Needle Work**

and Novelties for Xmas Gifts. Thousands of dainty, useful and ornamental articles are placed at your disposal Saturday at the lowest prices ever heard of. Ours is the one complete, up-to-date Art Needle Work Department in the west. Everything in high class art needle work is always to be found on our counters, all the new ideas as soon as they come out. A full line of the cool and fancy artistic pillow tops that are selling all over Omaha at 50c and 65c, we offer at..... **38c**

A complete line of fancy pin cushions, satin, ribbon and lace trimmed, at 25c, 50c, 75c and 98c each.

A full line of pin cushion forms from 4c up.

**STAMPED PIECES**—We have a most complete line and all the new stampings on the finest grade of German linen. They range in price from 5c for the smallest, to 35c for large center piece. We carry only the best, no better cushions at any price, we offer them for 25c, 45c, 65c and 75c.

**DOWN CUSHIONS**—A full line of NEW CORDS that are now so popular for pillows and other fancy work at 15c yard, regular price 25c.

A full line of BATTENBERG PIECES at 15c, 50c and 75c. And the large pieces from \$5.00 to \$25.00.

**FINISHED PIECES**—We are now making a large display of FINISHED PIECES in our front show window. You should see them as they are positively the handsomest ever shown in Omaha.

**Rug Sale Extraordinary**

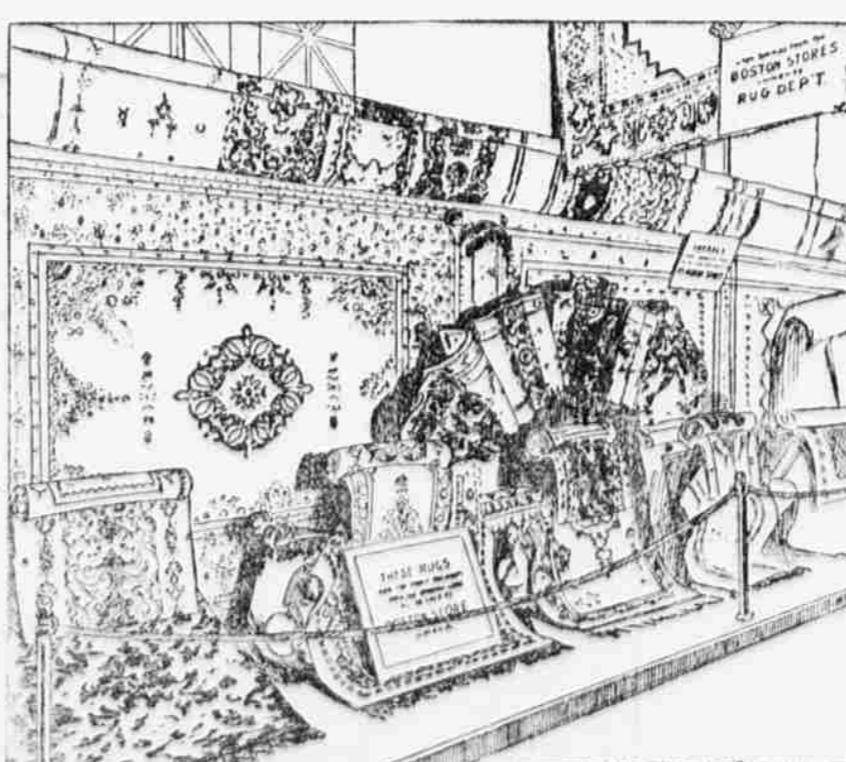
Just in time for you to buy one for a Christmas Gift.

Several fortunate purchases lately consummated have placed us in a position to show an immense line of everything new, useful and desirable in Rugs, whether for your own home or for holiday presents. Quantity inexhaustible. Prices just about one-half what you usually pay for the same grade of goods.

At **98c** one immense table of Nubian, Scotch Wilton-Moquet and Brussels Rugs. Not one in the lot worth less than \$2—sale price 98c each.

At **\$1.59** 300 fine Moquet pattern Rugs, size 27x60 inches, in all the very latest designs and colorings. Never offered before for less than \$2.50 each—sale price \$1.59.

At **\$1.98** 25 bales of Sanford's best quality Axminster Rugs, handsome line of patterns and worth not less than \$3.00 each; sale price \$1.98.



At **\$1.98** all the very finest Wool Smyrna Rugs—size 27x54 inches. Immense assortment of patterns; regular \$3.00 grade; sale price \$1.98.

At **\$2.98** 500 best quality Moquet pattern Rugs; size 36x72 inches; very latest colors and designs; would be cheap at \$4.50 each; sale price \$2.98 each.

At **\$3.50** all the 36x72 inches Wool Smyrna Rugs. Nothing better made in this class of rug and no finer line of patterns ever shown. Actual value \$5; sale price \$3.50.

At **\$5.98** your choice of our elegant line of Ne Plus Ultra Rugs, size 36x72 inches. They are the handsomest and best wearing rug on the market and worth \$10.00 of anybody's money; sale price..... **\$5.98**