

Only 14 Shopping Days 'Till Christmas

Omaha's Holiday Headquarters

The subject of gift buying is now uppermost in your minds and with Christmas but a trifle over two weeks hence you should not delay making your selections. If you are undecided and don't know "just what to buy," take a roam through our vast establishment. We have the grandest exposition of holiday goods ever shown in the city. Every department is teeming with merchandise suitable for gifts and all are priced considerably less than similar qualities cost elsewhere.

BRANDEIS "BOSTON STORE" & SONS

Closing Out the Ridley Stock

Tomorrow we will place on sale all the holiday goods from the Ridley stock at considerably less than half the usual prices. It's an unusual opportunity and those that avail themselves of it will profit greatly. We call your particular attention to the great bargains in Furs, Silks and Dress Goods this sale affords. They all make very useful and acceptable gifts.

OUR GRAND TOY OPENING MONDAY ON THE THIRD FLOOR

Our Toy Store on the third floor is a veritable fairyland. A single glance will impress you with its magnificence. It's a dazzling and bewildering array of the newest novelties of Toydom. Here Santa Claus reigns supreme. Bring the little ones to see him and talk to him and let them tell him what he should bring them.

Dress Patterns Are Useful Gifts

Our offerings from the Ridley stock of dress goods are extraordinary. Ridley's \$7.50 Unmade Dress Robes, \$2.98

All of the dress fabrics from the Ridley stock, in 50-inch black and blue all wool storm serges and chevilles, suitings, habit cloths, silk poplins, silk and wool imported novelties, many patterns that Ridley's sold up to \$1 and \$1.25 yd.; entire pattern, 2.98 enough for ladies' dress, on front bargain square, at... \$5 for high class novelty dress patterns. These include also panne and zebaline cloths, broadcloth, Venetians in all colors, including black, also materials for reception and evening gowns, many sheer goods, etamines and grenadines for which there is such a demand, goods worth up to \$2 and \$3 yd.; \$5 enough for entire robe or dress pattern, at... \$5

800 Dress Patterns at \$1.75 \$3 Dress Patterns at 98c
These include two-toned granites, silk and wool mixtures, strictly all wool mohair, jacquards, blacks, browns, greens and daves, tweeds and all wool plaids, every yard Ridley's priced at 50c to \$1; entire pattern of 7 yds. at... 1.75
In this immense assortment you will find plaids, checks and plain dress goods, many handsome novelties, all on sale at 98c for entire pattern— 98c

Remarkable Cloak Selling

Extraordinary bargains in women's tailor-made suits, box coats, raglans, and New Markets, from the Ridley stock.
Women's Tailor-Made Suits
The balance of the suits Ridley sold for \$15, \$18 and \$20, in Norfolk, blouses and eon effects, jackets lined with heavy taffeta, skirts with flares and flounces, all colors, of various fabrics, at... 7.50
Women's High-Grade Suits
In most desirable fall styles, many with full silk drop linings, richly trimmed, stylish fabrics, beautiful garments, \$22.50 and \$30 values, at... \$15
Women's Box Coats
In the newest styles, guaranteed satin lined, many have Persian lamb and marion collar and reverse, \$12, \$15, \$17 values... 9.98
Raglans and New Markets
Made up in the newest ideas, yokes and loose backs, manish cloths, worth \$15 to \$17.50, all go at... 6.50
\$3.50 Waists at 98c
All of Ridley's \$3.50 waists, large assortment to select from, on sale at... 98c
Ridley's \$7.50 French Flannel Waists at \$2.50
All the high price this season's French flannel waists, tucked, chenille trimmed, tailor stitched, in reds, blues, white, heliotrope, also many elaborately embroidered waists, all sizes, at... 2.50

Fine Fur Garments at Less Than Half Their Value

The choice of all the magnificent furs from the Ridley stock and from the New York Retail Furrier on sale at considerably less than half their actual worth.



We have divided the entire stock of cluster scarfs, storm collars and storm collarettes in 3 lots and placed on tables.
TABLE NO. 1 contains all of Ridley's \$5 and \$7.50 storm collars, collarettes and cluster scarfs, in electric seal, imitation stone marten, Canada marten, mufson, etc., choice of entire lot at... 2.50
TABLE NO. 2 contains Ridley's \$10 and \$12.50 collarettes, storm collars and cluster scarfs, handsome combination furs, Persian lamb and electric seal, Canada marten and electric seal, imitation stone marten with astrachan yokes, many with long tab fronts, go at... 3.98
TABLE NO. 3 contains Ridley's \$15 neck pieces at \$4.98. These include genuine marten neck scarfs, Persian lamb combination storm collars with tab fronts and large cluster tall trimmings, at... 4.98

Fur Jackets

Astrachan and electric seal jackets, 24 inches long, fine full jackets, guaranteed interlined and heavy furrier's price \$150, our price \$25 and \$27, choice... \$15
Two Alaska seal jackets, one has Persian combination collars and cuffs, Ridley's price \$150, our price... \$50
Two XXX Alaska seal jackets, 22 in. long, exceptional quality, Ridley's price \$200, our price... \$98
One plain XXXX quality Persian lamb jacket, Ridley's price \$100.00, our price... \$45
3 Persian lamb jackets with blended mink collars, revers and cuffs, fine quality silk curts, exceptional quality, Ridley's price \$125, our price... \$69
Two XXXX quality Persian lamb jackets with blended sable collars, revers and cuffs, Ridley's price \$150, our price... \$98

Silks from the Ridley Stock

It's a rare silk opportunity and one that prudent buyers will surely take advantage of.

Ridley's \$20 black silk dress patterns, containing 12 yards of 24-inch guaranteed pea de soie, pea de gant, satin de Lyon, new black granite silks, imported Guinot and Honnet black silks, Ridley's price \$1.50 to \$2.00 yd.; the entire lot will be placed on sale Monday at, per pattern... 1175
Extraordinary Sale of Holiday Silks
500 elegant exclusive waist patterns in all the new fashionable silks, each pattern containing 3 to 3 1/2 yards of 21-inch and 24-inch wide silks, beautiful printed warp Louisiana in light and dark grounds, plain and fancy pea de Cygne, Corsteas, new Ombre effects, silks that Ridley's sold up to \$2.60 yd., all go in one grand lot, entire pattern for... 298
Ridley's Silks on Bargain Square
5,000 yards of all kinds of silks, black and colored taffetas, 27-inch wide fancy dress and waist silks, pretty foulards, a big lot of high colors and fancy silks in short pieces that have been selling up to \$2 yd., Monday's special, yd. at... 45-67 1/2c

Holiday Handkerchiefs

Visit the new department on main floor.
15c Handkerchiefs, 5c
All the ladies' and men's handkerchiefs in white and fancy border, all widths of hems, hemstitched, also a great variety of lace and embroidery trimmed handkerchiefs, all go at... 5c
50c Handkerchiefs, 25c
Big lots of fine imported handkerchiefs from the Ridley stock, in plain all linen with hand embroidered initials, elaborately lace and embroidery trimmed, all linen handkerchiefs, hundreds of styles, worth 60c, go at... 25c
35c Handkerchiefs, 15c
Ladies' and men's handkerchiefs, neatly hemstitched, also all linen embroidered and lace edge handkerchiefs go on bargain counter... 15c
Big lots of plain and fancy silk mufflers, worth \$1.25, go at... 49c
Women's Convent Made Handkerchiefs
A Belfast manufacturer's entire sample line, including embroidered initial handkerchiefs of pure Irish linen, worth up to \$1.50 each, at... 25c, 39c, 49c and 69c

Beautiful Jewelry Novelties, Watches, Rings and Silverware in Great Variety

We have more Jewelry Novelties, more Watches and more Silverware than any two other stores in Omaha. This store is emphatically Holiday headquarters. Note these prices:

- Ladies' solid gold hand-chased rings, extra heavy, very special— 75c
- Ladies' solid gold rings, beautifully set with turquoise, emeralds and sapphires, the newest styles, worth \$2.50 and jewelers get that price, our special price— 98c
- Four-piece silver sets, stamped quadruple plate, warranted to wear 10 years, consisting of tea set, creamer, sugar and spoon holder, \$5.50 value, at... 3.98
- Boys' gun metal watches, American movement, with handsome fob, special— 1.49
- Men's open face watches, 7-jewel Elgin or Waltham movement, silver cases, very special at— 4.49
- Ladies' enamel chatelaine watches, guaranteed hand enamelled in turquoise blue, Royal blue, with pin to match, each watch in elegant box, at... 6.98
- Ladies' O size watches, Elgin and Waltham movement, case 14K filled and warranted to wear 10 years, special— 9.98
- Ladies' O size watches, sterling silver cases and Swiss movement, only... 2.98
- Men's open face watches, 15 jewel Elgin or Waltham movement, cases warranted to wear 20 years, special... 9.98
- Beautiful rosewood and ivory manucure pieces, sterling silver trimmed, very good up to and quality, only... 25c
- Shaving sets put up in fine leather cases, handsome mug and razor, special... \$1.69
- A manufacturer's entire sample line of fine toilet cases for ladies' and men will be placed on sale tomorrow. The sets consist of large size mirror, brush and comb, put up in fine leather cases, worth \$3.50, at... \$1.79
- Men's military brushes, silver mounted, ebony backs, put up in fancy box, special price per set... 75c
- Men's military brushes, sterling silver trimmed, very fine stock, each pair in fancy box, per set... 1.39
- Brush and comb sets of the ebony, each set in fancy box, special, set... 98c
- Carving sets made by Landers, Franz & Clark, fine steel, only... 2.98
- Women's sterling silver bracelets, extra heavy, with lock and key, only... 98c
- We have the finest stock of purses ever shown in the city; prices range up to... \$10
- Ladies' shopping bags, large size, beaded, oxidized frame and hook, extra special... 98c
- Cigar or tobacco jar, jewel top, special at... 75c
- Brush and comb sets, hand painted porcelain backs, good French bristle stock, each set in fancy box, \$2.00 values for... 98c
- Child's knife, fork and spoon sets, warranted Rogers Bros., with pearl handles, only... 98c

Closing out the balance of the WET LINENS

All the balance of the wet towels, worth up to 15c, go at... 3 1/2c
All the doylies, worth up to 10c, go at... 3 1/2c
All the balance of the glass towels, worth 5c, go at... 2 1/2c
All the toweling that is in any yard worth 12 1/2c, go at... 5c
All the balance of the big knotted fringe damask towels, worth 50c, go at... 15c
All the turkey red table damask, go at... 15c

Ridley's \$1.25 Kid Gloves 69c Pair

The finest kid gloves from the Ridley stock will be sold tomorrow at 69c. They come in two clasp styles, in all the new fall shades, including white and black, fancy embroidered backs, all sizes, per pair... 69c
50c Golf Gloves and Mittens, 25c—All the golf gloves and all wool mittens for ladies, misses and children, all sizes, in plain and fancy backs, worth 50c, go at... 25c

Men's Fashionable Clothing

We do not claim that our clothing is better than the highest price merchant tailor productions, but we do claim that no tailor uses finer fabrics, better trimmings or linings than are put into the Rogers, Peet & Co. garments. No tailors can make more stylish or better fitting garments. The Rogers, Peet & Co. suits and overcoats reach the perfection point, those that wear them realize the fact. There are hundreds of men in Omaha now wearing ROGERS, PEET & CO. CLOTHING who previously wore nothing but \$40 and \$50 tailor made suits. They find the only difference between Rogers, Peet & Co. clothing and the suits they formerly wore is the price, which is just about half—\$17.50 to \$35.00.
Correct Styles in Overcoats
The Kitchener yoke is one of the season's latest productions; we have them in the newest fabrics, oxfords, green, overlaid plaids and tweeds. Also other popular styles, including the Chesterfield, English box and raglans, they \$10, \$12, \$15 are extraordinary values, at...
Correct Styles in Men's Suits
Suits made up in single and double breasted styles, military and regular cut, with high vests, with and without collars. The trousers are cut in the latest "bag top" style. There is not another house in this city that shows such a vast assortment of correct styles and new fabrics, besides our prices are a great deal less than the same quality would cost elsewhere. Come and see the remarkable values we offer you at... 6.90, \$10, 12.50



Swellest Shoes Ever Made

They are finer and better than any you could find in any ordinary exclusive shoe store. The workmanship is exceptionally fine, the leathers are the finest in the world. The styles are absolutely the newest; some are almost too extreme, but they are the kind that society people want in New York and what they wear in the best circles in the east.
\$5, \$6, \$8 and \$10 Carriage Boots \$1.50 and \$2.50—These are silk quilted or fur with velvet or silk uppers—on sale at... \$1.50
\$5, \$6 and \$7 Swell Shoes for Women.
—For street or evening wear, will be sold for \$3, 3.50, \$4
This offering includes every style and kind of leather used today in the most up-to-date shoemaking, as well as every new pattern or use... includes all the new ideas in soles, in plain or fancy stitching, light, medium and double soles. We wish to state most emphatically that these are NOT on bargain squares, but we have them arranged so handily that the salesman can wait upon and fit you without the slightest delay. It is a shoe sale that will make us more friends and add more to our reputation for carrying finer goods than anyone else—than any shoe sale ever held.
Swagger Slippers
TO ADD TO THE IMPORTANCE OF THE OCCASION would be impossible, but of equal importance in the sale and exhibition of women's evening slippers. We are in absolute earnest when we say that no house outside of New York can show such a complete or magnificent stock of slippers. Every artiste on the stage that comes to Omaha buys from one to a dozen pairs of us before she leaves. We call your attention to this sale because you can buy slippers for the holidays or the coming dances and parties at prices that no one else would dare to name.

