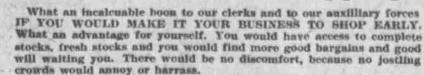
Double Green Trading Stamps





Early Christmas Shopping!



The leading stores of the country have (along with us) been requested by a band of philantropists to print the following in their adrertisements, now and again, from now on to near Christmas; we

TO CHRISTMAS SHOPPERS:

— Buy your presents early — early — early in the day and early in December. That will be your b ggest gift to the clerks be-Hind the counters and on delivery wagons.

> This is a Personal Matter; Personal in its advantages, both for You and for Us. DO YOUR CHRISTMAS SHOPPING EARLY See our mperb Toy Windows. The whole

store shows Christmas spirit from now

5-inch Warp Prints, small and large flowered effects, on white grounds, worth 35c

Dainty Ribbons for Holiday Use Ribbons are not only the daintiest things in our huge dry goods section, but they are generally the showiest. These suggest gaiety, therefore, they suggest joy, styles and qualities are strictly correct and up-to- ate and prices are his

> Excellent as-sortment of holly ribbon in widths from one - eighth inch to four inches, prices range from 35c to range Boc to-

than you'd willingly pay.

Taffeta Ribbon four inches wide, in novelty stripes and plaids, in the most desirable colorings, worth 29c, yard—

4 inch Pillow Ribbons, three corded kinds, all popular solid colorings, worth ings and combinations, yd.

3c 123c

fancy color-ings, worth twenty - nine cents, for-25c

17c All slik satin taffeta ribboh in Holly shades, from one inch to one and one-half inches, worth up to 15c, per yard.

Christmas Neckwear

We are showing the most exquisite lines brought out for Christmas wear that ever tell under the ey of a critic of costume accessories; Baby Irish sets and collars, French embroidered collars and bows, Marabout feather stoles and fancy feather sets.



Holiday Ruching. dainty assorted patterns. per box. 50c and

Fancy Silk Collars, beautiful lace designs in all colors, pretty lace trimmed or beaded effects, put up in a holiday box, excellent 25C values, two for Head and Neck Chiffon Scarfs, hemstitched, two and a half yards long, beautiful flowered designs, put in Christmas box, special \$1.98 at each \$1

Embroidered Collar and Cuff sets. from \$1.25 to 25c

GLOVES

This year we are better prepared than ever to please you in Gloves, as we carry nearly all the leading makes for men. women and children. We also sell glove certificates. It is a nice way to make a present of a pair of gloves when you don't know the vise.

Grand Specials

Square drawnwork dollies and round and square scalloped dollies, worth 15c, Monday each 716 Battenberg Scarfs, 18x54; also round and square Battenberg Lace Centers, worth \$1.50, Monday each SI Maderia Evelet and embroidered Scarfs, size 18x64, 18-inch Round and Square Battenberg Centers, worth 36-inch Damask Lunch Cloths, hemstitched by hand, 54-inch Hemstitched Damask Lunch Sets, cloth and half dozen napkins, worth \$5, Monday, set \$3.50

and STATIONERY This department new occupies the entire southwest section of main floor. It is Omaha's leading book storn and stationery headquarters,

OPENING SALES OF HOLIDAY GOODS Purchased for Christmas Gift Giving. Thousands of Suitable Books, Some Prettily Encased in Holly Boxes.

Great line of Calendars and Stationery Gift Boxes; Christmas Holly Tags and Tickets, Santa Claus Stamps and Labels, everything at the right price MAIN FLOOR.

Splendid values in....

high lustre

beavy taffets Ribbon in

The styles and qualities we offer are the same as are offered by our competitors for double the price

\$2.00 Bath Robes for \$1.00 \$3.50 and \$3.00 Robes for .. \$1.50 \$8.50 all wool Robes, for \$3.50

Best 10-4 Sheeting, Monday. 23¢ 25c and 35c Sateen, the finest designs. 15¢ Cotton Blankets, Monday, 75c grade. 48¢ Cotton Blankets, Monday, \$1.39 grade,

SILVERWARE

HANDKERCHIEFS

Last year it was conneded we had the best line of handkerchiefs in the city and this year we claim we have the best and largest stock west of Chicago. We would advice you to buy now while the stock is

Choice New Dress Goods DESIRABLE and APPROPRIATE

Unusual Bargains. New lines, full pieces. Imported materials from best foreign makers.

AB Wool Challies. Elegant Persian Designs, All Colorings, Neat Elfects, Stripes or

Dots, the

Finest

Qualities,

Yard-

best quality we have ever offered for \$3.75 and \$4.00-Monday, per yard \$1.95 54-inch Broadcloths, in every new fall shade made—these qualities are exceptional vallavender, yellow or gray shades, as well as the darker colorings every yard is worth Beautiful Fancy Broadcloths, Cheviots or Serges for fall suits, fabries that were offered for \$3.50, \$8.00 and \$2.50-come in elegant ombre effects, stripes, etc .- colorings are exquisite, such as you see only in

56-inch plain black French Broadcloth, the

46-inch and 54-inch choicest all-wool materials for fine tallored suits-Broadcloths in checks or stripes, fancy Plaid effects, beautiful Silk and Wool Plaids-worth from \$1.25 to \$1.50-Monday 48¢ \$2.00 Coatings, the very best qualities for separate jackets or long coats, either tight or loose fitting, stripes, checks or mixtures of nearly all colors-Monday \$1.15 See pretty Plaids for children's dresses or

the very choicest materials-Monday we

sell 27 pieces (as much as you want), per

VELRY DIAMOND, SILVERWARE, COMBS 400 GOODS We carry everything in solid gold and high grade gold filled jewelry, Sterling silver and plated toilet and table wares.

Solid Gold and Gold Filled Watches from \$5.00 to \$150 A FEW EXTRA SPECIALS 16 size, 20 year, gold filled, thin model watch complete, with 15 jewel Ham-pden movement, special at...... 1075

watch complete, with 17 jewel

est line in the west to select

lets 25¢ to \$10

at 50¢ to \$60.00

Ladies' fine Belts make a de-

from, \$1.00 to \$40.00.

Gents' Purses and Wal-

strable Christmas gift-

Elgin or Waltham, special YOUR MONEY'S WORTH MENEY BACK



Traveling Cases at.....\$1.98 to \$40 Every Article We Show is the best of its class. Every class repre-Collar Bags. . S1 to S5 for Christmas Gift giving and so secure THE VERY PICK OF THE MARKET. Full line Leather Noveltits.

Solid Gold Rings, set with semi-precious stones -emerals, turquoise, opals, etc., otc.---beautiful designs, thousands to Gent's 20 year, gold filled

select from \$1.50 to \$25.00 Solid Gold Cuff Buttons. . . \$1.98 to \$20 Solid Gold Stick Pins \$1 to \$15 Solin Gold Brooches. \$2.50 to \$50 Solid Gold Lockets \$2.98 to \$45 Solid Gold Signet Rings . . . \$1.50 to \$25 Solid Gold Festoons..... \$7 to \$50 Gold-Filled Festoons. \$2.50 to \$15 Solid Gold Bracelets..... \$7.50 to \$25 Gold-Filled Chains....... \$1 to \$12

Gold-Filled Lockets \$1 to \$9 Gold-Filled Cuff Links.... 25c to \$2.50 Gold-Filled Hat Pins 50c to \$3 Solid Gold Thimbles..... \$4 and \$5 Sterling Silver Thimbles. . . 25c to \$1.50

COMBS Thousands of beautiful designs in metal and Rhine stone combs, from 50c

Plain combs, shell and 25c

CLOCKS Gold plated clocks in 98¢ to 835.00 Beautiful large mantel \$5.00 to \$35.00

Largest assortment of fine Umbrellas west of Chicago -solid sliver and fine goldfilled and ivory and pearl handled, best of silk, hundreds to select from, \$2.50 to \$38.00. Our \$1.00 Umbrella cannot be beat. Try it.

Smoking Sets \$1.98 to \$10.00 Shaving Mugs \$1.98 to \$7.00 Jewel Boxes 25c to \$7.50

plate.

STERLING

SILVERWARE

We carry a full

line of sterling

silver table ware

at popular prices

and all standard

makes of silver

Choice New Fall Silks

Monday morning we offer exceptional values in fine new silks, especially in Crepe de Chenes. These extraordinary values are not exaggerated—these values are on the square.

Beautiful choice crepe de chene, in plain colored or fancy designs. We offer every shade you care for, Mon- 36-Inch Black day \$1,50, \$1.00, 89c and 59c \$1.25 and \$1.00 fancy Silks. The most beautiful plaids, elegant Persian stripes, checks of all kinds, several thousand yards to choose from, Mon-27-inch Taffeta Silk, in nearly all choicest shades, changeable effects, worth up to \$1.00, Monday 39c 27-in. fancy Suiting Silks, similar to Rajah, come in light and dark styles: these silks are stunning; every yd. is sold in Omaha for \$1.25-Monday at48c EXTRA SPECIALS FOR MONDAY Moreen Skirtings, in all colors, best quality, Monday 28c

Underskirts Linings, Every Yard Guaranteed to Wear,

Yard-

Very Heavy

Lutrous.

Just the

Thing for

15c and 121/2c Flannelettes, Monday, 71/2C

As advertised last week; sale is new on at especially low Twenty Per Cent. (One-Fifth Off) on all parlor goods. Twenty Per Cent. (One-Fifth Off) on all Brass Beds.

Oak-Costumer or Hall Tree

Only a limited number of them, we can't take phone orders, Monday, at, each-



ROMAN SEAT

(Like out) -In golden oak, on Mahogany finish, Monday,

MORE EXTRAORDINARY Ladies' Suits

Forty-Five and Thirty Nine-Fifty Fine Tailored Suits for

Twenty-Five Dollars Monday we also add to these bargains

fifty-seven sample suits that were made to sell at \$50.00 and up. Broadcloth in all the new fall shades of browns, garnets, blues, greens, blacks.

Twenty-Nine fifty and Twenty-Five Dollar Tailored Suits for \$14.75 Just one hundred and thirty-nine of these

bargains and no two alike. You must see them to appreciate their great value. Made in all shades of broadcloth and fancy cheviots, in plaids and stripes.



Pride of Bennett's Flour, sack......\$1.45 And 75 Green Trading Stamps Bennett's Breakfast Coffee, 2 pound can. . 48c And 40 Green Trading Stamps. Bennett's Capitol Baking Powder, lb. can 24c And 20 Green Trading Stamps.

A large quatity of fresh made Pretzels, lb. 6c 1,000 pounds new Mixed Nuts, pound 15c Raisins, California, new, pound......10c Currants, cleaned, new, pound Seeded Raisins, new, package.....

Fancy Filberts, special, pound 20c Fancy English Walnuts, pound 25c And 10 Green Trading Stamps. Genessee Corn, three cans......25c And 10 Green Trading Stamps. Franco-American Soup, pint can 20c And 15 Green Trading Stamps.

Bennett's Capitol Mincement, 3 pkgs.25c And 10 Green Trading Stamps. Hartley's Imported Marmalade, jar. 28e And 10 Green Trading Status. Bayles' Horseradish Mustard, jar. . 18c

And 10 Green Trading Stamps.

Marshall's Tomato Herring, can.....20c And 10 Green Treding Stamps.

New York Full Cream Cheese, pound....22c

Granulated Sugar, Double Green Trading Stm'ps Tea, assorted, pound.....48c

See Windows

Bennett's Big Grocery Specials in Hardware Peninsular Home Oak Heater, 10-inch f

Peninsular Home Oak Heater, 11-inch fire pot, special.....\$7.50 Peninsular Home Oak Heater, 15-inch fire Peninsular Base Burners, all prices up Peninsular Ranges, prices up from \$24.00 DON'T MISS SEEING THOSE ELEGANT CHAFING DISHES, SPECIAL \$5.00 Another big sale of 12-quart enameled ware pails, blue and white mottled outside and

white inside, regular \$1.08 value, while sup-Asbestos Stove Mats, 5c value, special 8140 Scraping Knives And to Green Trading Stamps.

And 20 Green Trading Stamps.

Mrs. Pott's Pattern Sad Irons, regular \$5c value,

And 30 Green Trading Stamps. Sad Iron Handles, regular 10c value

Closing Out all Oriental Rugs

Our space being limited in carpet department, we have decided to limit ourselves to Domestic Rugs. Therefore to close out our entire stock of Oriental Rugs, we offer them all this week at ONE-THIRD OFF (33 1-3% Discount.) Beginning Monday morning. Come early and make your selections.

Advance Showing of Christmas Toys Opening of Our Teddy Bear Circus Grand Opening Display of Dolls Grand Opening Display of Dells

Omaha's Leading Heliday Bazaar - the deserved appellation of our great second floor holiday display - already

See Windows offers a guarantee of a more immense patronage than ever.

Way back last January our buyer visited the leading toy factories in tarious parts of the country, following this up by interviewing the biggest European importers. Weeks ago Santa Claus delivered the goods and fast as can be done these are being all unpacked and put on display.

There is a greater variety than ever; there is a more splendid perfection than ever; there is a triumph of scientific genius in those mechanical toys—walking, jumping, running, flying, and the scores on scores of steam-power models. The dolls are of a greater range of size and style of dress, with a finer expression of countenance

There's a sounder ring of quality than criticism ever distinguished in Omaha's holiday experiences before.

Reduced Prices-LACE CURTAINS AND DRAPERIES

Nottingham Lace Curtains, full size, in neat parior effects, big variety, worth up to Cluny Lace Curtains, 2 1/2 yards long, 48 inches wide, in white and ecru, with lace and inser-Fine Ivory Nottingham Curtains, beautiful parlor ef-

lects, in extra fine quality, sell for

Drapery Silks and Imported French Madras, in beautiful colorings, a big variety, sell up to 85c-Monday, yard