The omaha bee.

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## WE HAVE

Stayed at the head of the procession; we have given good goods to the people for the same price for which others gave them shoddy. We have

## Proven

that by many comparisons, and we feel satisfied that the public has had it proven

## Conclusively

We have a little surprise in store for you It is in our children's department. In the rush and heat of our many efforts we somewhat neglected the little and big boys. Now then, for one week, we will give a straight 20 per cent discount int the entire department, including waists, single pants and boys' and children's:

## That weCan'tbe

making a cent by this tremendous offer* you can readily see for yourself. It is simply a question with us of reducing and overstocked department. There will bo no danger of our being

## Undersold

as our pixes, sa stey sand on ourg golss, even without the discount, are the lowest. mentioned in the city. We have concluded to continue our

sale a few days longer. It has proven the greatest card for our business and it is verbal advertising that is telling. It

## Beats Them All

has been the verdict of the people. Stick to the bridge that has carried you safely over and we will give you the benefit o our many years' experience, and we will promise to do unto you as we wish to be
done by. Always a dollar's worth of goods for har soors
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