

THIRD AND LAST CALL.

THIS WEEK IS POSITIVELY THE LAST OF OUR GREAT

CASH REDUCTION SALE

Every Department in the store will produce its Greatest Bargains at prices in keeping with this Great Cash Clearing Sale. This is your last chance positively.

Those who favor us with mail orders will be pleased with their purchases and will find that, regardless of the rush, our facilities for promptness are well nigh perfect.

N. B. FALCONER.

Third and positively the last week of our great cash clearing sale of Black and Colored Dress Coats.

Startling bargains in new fall dress goods. We aim to sell more goods this season than in previous years, and we are alive to the fact that prices tell. Therefore we offer this week some of the most startling bargains ever offered in or out of Omaha.

We can only quote a few of the more special things for this week.

Just opened a handsome line of all wool cashmeres in new and pretty colorings. Regular price 65c, now 55c. This cloth makes very pretty house dresses. Just opened a new and nobby domestic cheviot, with camels hair stripe, makes good school dresses and will wear. Regular price 50c, now 37c. This cloth is dark and serviceable colorings for fall.

40 and 44 inch crepon in most exquisite colorings and handsome designs. This is going to be a popular fabric for early fall. Regular \$1.25, now \$1. Examine this cloth well, it will pay you. English whipcord has always had a good run, but this season more so than ever before. We have the popular cloth this season. Regular price \$1.25, now \$1. Comes in entirely new colorings and is a beauty.

Something entirely new and very stylish this season, is the "Nouveau Pompienne," a most fascinating fabric for a fall dress. \$2.

New brocade cheviot in navy blue and brown, something entirely new and nobby. \$2.

Surah royale the best fabric to wear in the market this season; 54 inches at \$1.50 and \$2.

Corkscrew diagonals still continue in favor. 54 inch \$1.75.

Wide wale chevots are very popular for traveling costumes, 50 inch, at \$1 and \$1.25.

46 inch black all wool serge, reversible and worth \$1-25. This week 75c.

38 inch black silk warp henrietta, worth \$1. This week 65c.

66 inch imported broadcloth, for wear, finish and excellence this cloth has no equal. \$1.

40 inch corkscrew diagonal, a nobby and pretty effect, \$1 per yard.

40 inch all wool ottoman cloth, sold everywhere for 85c. This week 50c.

40 inch all wool French diagonal, was \$1, this week 75c.

Priestley's new novelties are now on our counters, and it is needless to say we have the largest and best assortment in Omaha. We guarantee every yard of our black goods, as we only carry those brands made by the most reliable manufacturers.

Examine the "New Swan Brand" cashmere—it's a beauty.

Also the new weave "Merino Cashmere," heavy, rich and lustrous. Comes 46 inches wide at \$1.00, \$1.25, \$1.50 and \$1.75 per yard.

20 inch black gros grain silk, worth 90c, sale price 55c.

21 inch black gros grain silk, regular price \$1.50, sale price \$1.00.

21 inch black gros grain silk, sold at \$1.85, sale price \$1.25.

22 inch black gros grain silk, a good quality at \$2.00, sale price \$1.35.

20 inch black peau de soie, our price has been \$1.25, sale price 85c.

21 inch black peau de soie, regular price \$1.85, sale price \$1.25.

21 inch peau de soie, an elegant quality for \$1.85, sale price \$1.35.

24 inch black bengaline, you cannot buy them anywhere for less than \$2.25, sale price \$1.50.

24 inch black bengaline, a beautiful quality and well worth \$2.75, sale price \$1.85.

Third and positively the last week of our great cash clearing sale of White Goods.

This department is a great favorite with nearly every lady in Omaha, and well it may, for we have the assortment and we have the right prices.

25 pieces check and plaid nainsook, regular 12c quality, will be offered for 5c per yard.

Our entire stock of checked and striped white goods that we sold at 12c, 15c, 18c and 20c, will be closed out at 10c yard.

25 pieces fine printed organdy that we sold at 10c and 12c, will be closed out for 8c per yard.

Third and positively the last week of our great cash clearing sale of Linens.

This is positively the last week of the great cash clearing sale. We have still a great assortment of bargains left.

MUSLINS AND SHEETINGS AT NET COST.

Our \$1.25 bed spreads for 92c.

Our \$1.50 bed spreads for \$1.15.

Our \$2.00 bed spreads for \$1.45.

Our \$3.00 bed spreads for \$1.95.

Our \$4.00 bed spreads for \$2.65.

Get some of those towels we are selling at 12c, 15c, 19c, 25c, 50c and 65c each. Nothing like them ever seen.

In bleached and unbleached damask and napkins we are offering exceptional value.

HERE IS A BIG BARGAIN. 25 8-4 Turkey red cloths with plain red, black or white border, warranted fast red. These are our \$2 cloths. We will now offer them for \$1.25 each.

25 8-10 turkey red cloths, same goods as above, same quality and patterns. These are our \$2.25 cloths, but during this sale you can have your choice for \$1.45 each.

15 8-12 turkey red cloths, same as above, regular price \$2.75, during this sale you can have your choice for \$1.95 each.

Third and positively the last week of our great cash clearing sale of Wash Dress Goods.

36 inch Bedford Cord at 8c, worth 12c. In all the newest shades, slates, drabs, browns, navy, etc.

36 inch Armenian Serge at 10c, regular price 15c. In a variety of designs, stripes, plaids and checks, polkadots, etc., all the latest styles.

32 inch Fantasie Cloth at 12c, worth 20c. The most desirable and attractive cotton goods on the market, come in very choice patterns.

32 inch French Sateen at 15c, worth 25c. Black ground, white and colored figures.

Zephyr Ginghams at 11c, worth 15c.

Zephyr Ginghams at 15c, worth 25c.

Oriental Crepe at 8c, worth 15c.

Fancy stripe, light and dark ground.

Third and positively the last week of our great cash clearing sale of Laces.

In order to close out some odds and ends of laces, we will make great reductions in prices.

Point de Irlande lace, 6 inch, 9, 12 and 14 inch, 15c yard.

Black chantilly lace, 3 inch, 10c.

Black chantilly lace, 5 inch, 15c.

Black chantilly lace, 8 inch, 22c.

Black chantilly lace, 10 inch, 38c.

Torchon laces.

Platte Val laces.

Aplique laces.

In black laces we have many new fall patterns that we are anxious to introduce.

Third and positively the last week of our great cash clearing sale of Blankets and Comforts.

A few slightly soiled, will sell at cost.

10-4 white blankets at 75c, worth \$1.50.

10-4 white blankets at \$1.25, worth \$2.

10-4 white blankets at \$2.50, worth \$3.50.

Just received, our new comforts, the finest stock we ever had the pleasure of displaying, price from 50c up to the best elider-down at \$25.

Third and positively the last week of our great cash clearing sale of Embroideries.

We still have some embroideries left from our New York purchase at auction, that we will close out at less than their value.

Embroideries, 1, 2 and 3 inches, 3c.

Embroideries, 2, 3 and 4 inches, 5c.

Embroideries, 3, 4 and 5 inches, 7c.

Embroideries, 3, 4 and 6 inches, 11c.

Also demi flouncings and skirtings at half price.

French embroideries.

Matched sets.

Homstitched ruffling, etc.

Third and positively the last week of our great cash clearing sale of Draperies.

The fall line of portieres have arrived and comprises the finest line ever shown; the prices are very low, and as we have bought heavy for the fall trade we must begin to sell at once.

Chenille portieres, heavy fringe, dado and frieze, \$4.98 pair.

Chenille portieres, heavy fringe, dado and frieze, \$5.50 pair.

Chenille portieres, heavy fringe, dado and frieze, \$6.50 pair.

Chenille portieres, heavy fringe, dado and frieze, \$7.00 pair.

Chenille portieres, figured all over, at \$12.50 and \$15.00 pair.

These portieres are all very heavy, and a great bargain.

NOTTINGHAM LACE CURTAINS.

Nottingham lace curtains at \$1.25 pr.

Nottingham lace curtains at \$1.50 pr.

Elegant Nottingham lace curtains at \$2.00 pair.

Very fine Nottingham lace curtains at \$2.50 pair.

Dainty Brussels effects in Nottingham lace curtains at \$3.00, \$3.50, \$4.00, \$5.00 and \$6.00.

6-4 Chenille table covers, fringed all around, at \$2.50 each.

Auction line of body Brussels and velvet rugs, fringed on ends, 25x54 inches, at \$1.25 each.

Third and positively the last week of our great cash clearing sale of Art and Yarn goods.

Best Berlin zephyr, 3c an ounce.

Best Star Light Saxony, 12c skein.

Best Spanish yarn, 15c skein.

Zephyr Germantown, 15c skein.

Fairy Floss, to close out, 10c skein, former price 25c.

We have just received a nice line of all kinds of baskets that we offer at special prices for Monday.

Push balls 10c, 15c and 20c dozen.

Silk balls, 15c, 25c and 35c dozen.

Laundry bags.

Cushion covers.

Head rests.

All kinds of embroidery silks.

Third and positively the last week of our great cash clearing sale of Gloves.

10 dozen 85c Biarritz street gloves, 50c per pair.

15 dozen undressed kid gloves, 75c per pair, actual value \$1.25.

35 dozen black and colored silk mitts, worth up to \$1, during this last week of our great cash clearing sale, 37c.

Third and positively the last week of our great cash clearing sale of Soaps and Toilet Waters.

Bradley's Triple Waters, 4 oz. bottles, price 65c; this week 37c.

Raymond's Floral Cologne, 8 oz. bottles, price \$1, this week 62c.

15 per cent ammonia, 8c per bottle.

Cuticura soap, 15c.

Pear's soap, 10c.

Cashmere Bouquet soap, 21c.

Buttermilk soap, 10c.

Kirk's Dusky Diamond soap, 5c per cake.

Colgate's lace soap, 5c.

Kirk's Bar Castle soap, 25c.

Third and positively the last week of our great cash clearing sale of notions.

Alligator grips, at 65c, worth \$1.50.

24 inch \$2.00 leather grip for \$1.00.

18 inch best leather grip for \$1.85.

\$2.50 grips in very best grain leather and alligator, all leather lined, at \$1.50.

\$5.00 alligator grips, all leather lined, at \$1.65.

Alligator hunting bags, at 95c, worth \$2.00.

Single and double strap school bags, at 25c.

Alligator school bags at 65c, worth \$1.25.

Leather purses with brass and nickel frames at 5c.

A large assortment of 25c purses, at 15c.

50c card cases, at 25c.

One piece pocket books, at 65c.

\$1.50 double row chiffon ruching at 95c.

\$2.50 double row chiffon ruching, at \$1.35.

\$3.00 double row figured chiffon ruching, at \$1.85.

Third and positively the last week of our great cash clearing sale of Handkerchiefs.

A large line of plain white hemstitched and colored bordered handkerchiefs, at 3c each.

Plain white all linen tape edged and colored bordered handkerchiefs at 5c, worth 10c.

10c and 12c handkerchiefs all at 8c.

16c handkerchiefs, scalloped, embroidered, plain white hemstitched and fancy borders, at 12c.

15c handkerchiefs in all linen, plain white and colored borders, at 10c each.

25c handkerchiefs consisting of all width mourning hemstitched, plain white and colored, hemstitched in all linen, also hemstitched initials, all at 15c.

Hemstitched and scalloped embroidered handkerchiefs, in plain white and colors, worth from 75c to \$1.50, all at 30c.

Brook's spool cotton, at 1c per spool.

Third and positively the last week of our great cash clearing sale of Buttons.

Having purchased a big invoice of buttons in both metals and pearls, we are going to put them in lots at a bargain.

Lot No. 1 contains smoked and white pearls, in sizes from 18 to 26, all go, your choice for 12c per card.

Lot No. 2—a fine and complete line of metals in all colors and designs, your choice for 2c dozen.

Lot No. 3 contains a line of clouded, smoked and white pearls, in sizes from 16 to 24, your choice 25c a card.

These goods are all less than half the regular price, and when in the store call at the button counter and look them over.

Third and positively the last week of our great cash clearing sale of Ribbons.

We are going to place on sale Monday the greatest bargain in ribbons we have ever offered.

The price we will quote here you will hardly believe, but by a call at the store you will soon be convinced. A complete line in all the pretty colors in No. 12, 16, 22, your choice for 21c yard; and a full line of velvet ribbons in all shades—your choice for 5c yard.

These are special to the line of bargains offered last week, which line has been replenished with all the new shades and we will continue to sell at these extreme low prices.

Third and positively the last week of our great cash clearing sale of Umbrellas.

Well! Who ever saw an umbrella sale to equal it.

With the weather in our favor and prices at less than half the cost to manufacture, why shouldn't they go?

We have put on as leaders:

A gent's 28 inch umbrella reduced from \$3.50 to \$1.85.

A gent's 28 inch umbrella reduced from \$4.50 to \$2.50, and the 25 inch at the same sale prices as of the past week.

Don't wait or put it off until these goods are all sold, but come at once.

Third and positively the last week of our great cash clearing sale of Men's Furnishings.

All our 50c striped and plain balbrigan underwear will be closed out at 30c each.

10 dozen men's medium weight fall wear gray balbrigan underwear for 45c sold at 75c.

See what good value we are showing in men's cheviot and madras cloth negligee shirts for 75c each, always sold at \$1 to \$1.50.

Ladies' fancy striped lisle thread hose for 16c a pair, regular value 25c.

50 dozen ladies' low neck sleeveless lisle thread vests, 30c, good value for 50c.

Ladies' fine thread silk vests, regularly sold at \$2 and \$2.25, sale price to close \$1.00.

Ladies' heavy jersey ribbed balbrigan shirts and drawers for 85c, worth 50c.

Third and positively the last week of our great cash clearing sale of Cloaks.

Children's wool suits suitable for fall and winter at just half price.

\$7.00 suits now \$3.50.

\$8.00 suits now \$4.00.

\$9.50 suits now \$4.75.

\$10.00 suits now \$5.00.

Just received a full line of fall shawls. We will place them on sale Monday.

All wool shawls, 72x72 full size, in checks, plaids and stripes, at \$2.18, \$3.12, \$3.67, \$4.37, \$4.65 and \$5.00. We will save you at least from 20 to 35 per cent on these shawls.

Third and positively the last week of our great cash clearing sale of Ladies' Rubber Cloaks and Mackintoshes.

Our Clifton circular, made with a vulcanized rubber surface, always sold at \$1.50, beginning Monday our price will be only \$1.05. Every garment warranted waterproof.

We have a few more of the Charles Mackintosh goods that we will offer at \$3.25, they are worth \$5, \$7.50 and \$10.50; beginning Monday only \$3.25.

Our fall line of ladies' misses' and children's wraps are all in, ready for sale.

N. B. FALCONER, 1505-1507-1509, Douglas St.