|  | Everything going at cost or under. Monday we get out all our blankets. Blankets that you would pay $\mathbf{s 1 . 1 0}$ in the season for, we will sell you this week at 68 c a pair. $\$ 2.15$ blankets will go at $\$ 1.55$ a pair. $\$ 5.00$ blankets for $\$ 3.05$ a pair. $\$ 8.50$ California blankets $\$ 4.98$. You cannot resist these prices. Why wait and pay full price. We will also sell for this week 75 C and $\$ 1$ dress goods at ${ }^{25 \mathrm{C}}$ per yard; $\$ 1.25$ and $\$ 1.50$ black goods at 79 c per yard; $\$ 1.25$ silks for 35 c ; embroideries at half cost; chenille portieres at less than cost; $\$ 2.25$ silk hosiery $\$ 1.65$ a pair; $\$ 3.00$ silk hosiery at $\$ 1.88$ a pair; $\$ 3.50$ silk hosiery at $\$ 2.25$. This lot of silk hosiery was bought at a great sacrifice direct trom the manufacturers; they are the best goods in the market, all perfect, at the price they are below the cost of manufacture. Wash goods will go at half cost, silks at a fraction of their value. Mail orders filled on everything. |  |  |  | Blankets <br> AT <br> Less Than Cost. <br> Our stock must come down |
| :---: | :---: | :---: | :---: | :---: | :---: |
| BLANKETS 68c. <br> All our $10-4$ white blankets that sold at $\$ 1$ and $\$ 1.10$ for tomorrow and while they last at 68 c per pair. | BLANKETS \$1.55. <br> All our two and two dollar and twen-ty-five cent blankets go tomorrow and as long as they last at $\$ \mathrm{r} .55$ per pair. | BLANKETS \$3.05. <br> All our $\$ 4.50, \$ 5$ and $\$ 5.50$ blankets must go this week. $\$ 3.05$ a pair will be the price. Don't delay, buy now. | BLANKETS \$4.10. <br> All our $\$ 6.50$ blankets go at $\$ 4.10$. Don't miss this sale of blankets. They are the best value we ever offered. |  | KETS $\$ 4.98$. <br> California blankets, <br> Monday at $\$ 4.98$. windows. |
| SILK HOSIERY \$1.65. <br> 500 pairs of ladies' $\$ 2.25$ silk stockings, beautiful assortment of shades, this week they go at $\$ 1.65$ a pair. | SILK HOSIERY \$1.88. <br> 500 pairs of ladies' $\$ 3.00$ silk stockings, this week \$1.88; they were bought direct and are less than they cost to make. | SILIK HOSE \$2.25. <br> 500 pairs of extra fine quality of Rich elieu ribbed silk stockings, the $\$ 3.50$ quality, go Monday at $\$ 2.25$ a pair. In regular and opera length: | SILK HOSE $\mathbf{\$ 2 , 4 8}$. <br> 300 pairs of $\$ 4.00$ heavy weight pure thread silk stockings in plain and Richelieu, ribbed, all the new colors and black, this week $\$ 2.48$. |  | KINGS 13c. <br> stockings, none worth air and from that away ad while they last they |
| DRESS G00DS, $25 C$. <br> A lot of fine all wool dress goods, 38 to 50 inches wide, cheviot mixtures, homespuns, etc., etc., worth $75 \mathrm{c}, 85 \mathrm{c}, 90 \mathrm{c}$, 95 C and $\$ 1$, this week only $25^{\mathrm{c}}$ yer yard. | NEW GOODS; 75C. <br> Early fall dress goods bought to sell at \$1 and \$1.10, Monday they go in our cost sale at 75 C per yard; they are 40 inch English whip cord. | BLACK GOODS, 79C. Bangkok twills, drap de Paris, taffeta, bengaline, German whip cords, cheviots, serges, 14 etc., etc., worth $\$ 1.25$ and $\$ 1.50$; all 79c. | NEW GOODS, 98C. <br> All our natte suitings bought for the coming season to sell at \$1. 25 and $\$ \mathbf{1} .35$, go in our cost sale at 98 c . See this cloth, the colorings are beautiful. | NE <br> All our i 50 inches \$2,25, Mon a wonderful | 00DS, \$1.60. <br> nt diagonal pique cloths, ought to seil at $\$ 2$ and r.6o; in full assortment; e. |
| NEW 玉TLKS 89c. <br> 50 more pieces of Cheney Bros. best grade of China silks, good sellers at $\$ 1,25$. They go Monday at 89 c . | SITKS AT 69c. <br> 25 -inch novelty two-toned swivel silks, sold all season at $\$ 1.50$. This is a splendid bargain at 6gc. | We are selling silks at less than they cost to manufacture. | SILKS AT 49c. <br> 25 pieces of \$1 wash silks, real Japanese goods. For waists or dresses there is nothing more serviceable. |  | KS AT 33c. <br> of silks, worth from 75 C our great under cost sale |
| GINGHAMS $8^{1 / 3} \mathbf{C}$. <br> 57 pieces of gingham, worth up to 300 a yard, go Monday at $81 / 3 \mathrm{c}$ per yard. | MULLS $81 / 3 \mathrm{C}$. <br> All our 200 French mulls go Monday at $81 / 3 \mathrm{c}$ per yard. No limit. | OUTING 61/2C. <br> All our ${ }_{15} \mathrm{C}$ outing flannels go Monday at $61 / 2 \mathrm{c}$ per yard. | WASH GOODS 6 $1 / 2 \mathrm{C}$. <br> 1,000 yards of novelty wash fabrics, worth from 15 C to 20 C per yard, Monday they go at $61 / 2 \mathrm{c}$ per yard. | All our at $61 / 2 \mathrm{c}$ per | LIIS 6½ C. <br> dian challis go Monday No limit. |
| EMBROIDERIES 21/2c. <br> A big line of narrow cambric embroideries worth from 10 c to $1_{5} \mathrm{c}$, go Monday at $21 / 2 \mathrm{c}$ per yard. | EMBRROIDERIES 8 $1 / 3 \mathrm{c}$. <br> Cambric and Swiss embroideries from 2 to 6 inches wide, worth up to $50 c$, all go Monday at $81 / 3$ c. | EMBROIDERIES 15 c . <br> A beautiful assortment of embroideries worth up to $75^{\circ} \mathrm{C}$ per yard; Monday they go at ${ }^{15}$ c. | GOWNS 50c. <br> Our entire stock of ladies' $\$ 1.00$ night robes go tomorrow at 50 c each. | All our go Monday robes made | VNS $\$ 1.10$. <br> $\$ 2.00$ and $\$ 2.50$ gowns \$1.iv each. No better we carry. |
| SILK W AIST \$3.75. <br> 50 of the best China silk waists that have been selling up to $\$ 10$, Monday \$3.75. No limit. | ETON SUITS $\$ 10$. <br> All our $\$ 15, \$ 16.50$ and $\$ 18$ ready made Eton suits Monday $\$ 10$ each. | DUCK sUITs \$3. <br> 50 new ready made duck suits, ought to sell at $\$ 6$, go Monday at $\$ 3$ each. | JACKETS \$3. <br> A line of early fall jackets and capes, worth up to $\$ 12$, go Monday at $\$ 3$ each. No limit. | 50 fine cap $\$ 20$ each, go limit. | KETS 85. <br> and jackets, worth up to nday at $\$ 5$ each. No |
| LADIES' HATS, 75 C . <br> 200 of the choicest hats ever shown in Omaha, none worth less than $\$ 1.50$, and from that up to $\$ 4$, Monday, only 75 c each. | SAILOR HATS, 25 C. <br> A grand assortment of sailor hats Monday from 25 C to $\$ 3$, black and white. We are also showing nobby leather sailors and a few new fall shapes. | PORTIERES, $\mathbf{\$ 5 , 2 5}$. <br> All our $\$ 7.50, \$ 8.50$ and $\$ 9$ chenille portieres go Monday at $\$ 5.25$ per pair. | PORTIERES, $\boldsymbol{\$ 8} 50$. <br> All our $\$ 10, \$ 12$ and $\$ 15$ portieres go at $\$ 8.50$. No limit. Buy what you want. | All our $\$$ portieres go at \$13 a pair. | TIERES $\$ 13$. <br> $\$ 20$ and $\$ 22.50$ chenille nday and while they last |



