Jewelry Special
Beautiful Errameled Watchies at $\$ 2.98$-Ladies' 0 size
2.98

BRANDER AN EARLY SHOWING OF CORRECT

Smart New Tailor Made Suits for Ladies

Snug Zibelines, New Fancy Mohairs, Voiles and Etamines, etc. Exclusive Dress Patterns-We show the most excel
der deplicates in Omaha-similar goods oan be found only in the solect eastern atores, and they are 25 per cent higher price.
 The balanos of a Now York jobber's, line of $\$ 1.50$ and $\$ 1.75$
sille eoliennes, silk orepes and voiles, at 750 a yard. $\stackrel{\text { Al }}{- \text { yard }}$


DANISH ..... $12^{1 / 2} \mathrm{C}$
Basement Bargains


Swell Fall Suits at 24.50

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| Higit rit Suits at 3 3,00 |
| $\pm= \pm 83$ |
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The New Fall Carpets and Rugs
Our splendidiy equipped carpet department on the third floor shows the most attractive and varied line of high grade carpets and rugs to be
found in any store in the west. Hundreds of beautiful new pattorns of this fall's ideas in every desirable grade. The swellest and most desir able rugs in all qualities and all sizes.
WItton Vetvet, Axminstor and Ingrain Caspots, the new Royal Wiltod, Hartt
Smyrna Russ, togethor with attractive patteras ol Kiv a and wool art squares.
New Boys' Clothing Dept. 3rd Floor Special Offer in Boys' School Suits.

Two Picture Specials


## FALL STYLES

New Autumn Silks and Velvets re on exhbibiton in aiks ine inde orer 1ain
 Exclusive gunmeal silk for stirt waist suits, $\$ 1$ 1o $\$ 1.50$ 50 handsome black and colored. grenadine $\quad 9.85{ }^{\text {to }} \$ 50$


Our New Fall Velvets Are Here Handern
 Specials in Our Black silk section

1.25 87c
75 c

New Fall Millinery Ideas

| Smart new effects in street hats, including the swell English hats and London street hats, etc., some of fashion's latest and most exclusive conceptions-a great assortment in our millinery department, for. <br> Silk Tucked Hats at 98 c <br> Artistic hand made tucked hats, made of black silk on wire frames, special bargain showing, at ..... 98 C |
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RESULTS ON RUNNING TRACKS

