

If You Only Knew

what you are missing when you fail to take advantage of our Great Midsummer Sale Piano Bargains, you'd come if you had to walk! Get our prices.



Fresh Fruits or Vegetables Sent Only By Express at Purchaser's Risk.

Saturday Values That Will Enthuse the Economical

From the cheapest that's good to the best produced, and all at most attractive pricings. July Sales, beginning Saturday, certainly offer the buyers opportunities for profitable buying seldom, if ever, equaled.



MAIL ORDERS FILLED FROM OUR DAILY ADS.

Do You Buy Saturday For Both Sunday and Monday. This Store will be Closed All Day Monday. Don't fail to take advantage of These Saturday Bargains.

Need Summer Furnishings?



Saturday's sales here offer you values we do not believe you ever saw equalled.

Fine Quality Union Suits—\$2.00 to \$3.00 values, in sheer Panama cloths, satin stripe madras, soisettes, silks and other fine fabrics, all well known makes—at 98c and \$1.45

Men's Summer Shirts—Dress and outing styles, Griffon, Imperial, Ideal and other well known and dependable brands, in pongees, madras, satinettes, pique, etc. to \$3.00 values, at 98c All newest silk and mercerized stripe patterns included.

Tub Silk Shirts—\$3.00 to \$5.00 values, in finest qualities, newest patterns. \$1.98 and \$3.45

YOU'LL WANT A BATHING SUIT FOR JULY 5TH—Here's Two Special Lots You'll Find Matchless Values:

Men's Cotton Bathing Suits—One-piece, all good colors, well made, regular values to \$1.50, at 98c and 49c

Men's 1.00 Union Suits—Mesh, rib and nainsook, one big special lot, including all sizes, on sale at 49c

Men's 50c Knit Underwear—Shirts, drawers, in mesh, rib or balbriggan, all sizes, at, garment 25c

Last Two Items on Sale in Domestic Room.



Marvelous Values in Women's Summer Apparel

BEAUTIFUL SUMMER DRESSES—Made to sell at \$7.50 to \$20.00; \$4.95-\$10 Saturday

At \$4.95—A broad assortment of clever designs in the most popular summer fabrics, white and colors, plain, striped, dotted and floral patterns, all sizes. Made to sell at \$7.50 to \$12.50.

At \$10.00—Elegant Summer Dresses—\$15.00 to \$20.00 values, in silk taffetas, crepe de chine, nets, linens, voiles, etc.; all colors and almost endless variety of the season's most charming designs.

Palm Beach Suits Made to sell at \$10.00 and \$12.00, all sizes, 16 to 46, nobby new styles; on sale Saturday at \$6.95

Elegant Silk Tailored Suits Also a fine lot of wool suits, made to sell at \$25.00 to \$50.00; over 125 of them for selection; in three special lots Saturday— \$15.00, \$19.50 and \$25.00

Summer Dress Skirts In Palm Beach and other popular wash fabrics, big assortment at— \$1.95, \$2.95 to \$5.00

New Sweater and Sport Coats—Values and assortments unsurpassed—at \$5.00, \$7.50, \$8.95 and \$10.00

Charming New Waist Styles in silks, nets, crepes and novelties; splendid values—at \$1.95, \$2.95 and \$3.95

The most varied and attractively priced stock of children's white and colored dresses shown in Omaha. Special values for Saturday.

Saturday Your Unrestricted Choice Saturday

Of Any Man's Suit in Stock

Hart, Schaffner & Marx

And All Other High Grade Makes

Not a Single Suit in Stock (Except Blues and Blacks) Reserved—All Others Go.



\$15 Values to \$35.00

\$15 Values to \$35.00

The best clothes our money or yours can buy at regular prices. Merchandise both the makers and ourselves back with our guarantee.

Suits that sold at \$18.00, \$15.00 Suits that sold at \$25.00, \$15.00 Suits that sold at \$20.00, \$15.00 Suits that sold at \$30.00, \$15.00 Suits that sold at \$22.50, \$15.00 Suits that sold at \$35.00, \$15.00

One More Day, Saturday, July 3d. All Necessary Alterations Made Free.

The Most Complete Line of High Class Summer Suits Shown in Omaha. Palm Beach Suits as low as \$5.00— Mohair Suits in wide assortment— Silk Suits—Values we're confident the better kind, \$7.50 and \$8.50 at . \$8.50, \$12.50 and \$15.00 you cannot equal at \$15 and \$25

Beautiful Millinery for the Fourth



Over Two Hundred Charming Summer Hats, values at \$7.50; choice... \$5.00

They were made in our own workrooms for the occasion. Artistically designed, carefully made, featuring the much wanted Lace and Maline Hats in transparent effects, with the new jet trimmings; the new Satin and Velvet Hats, also Panamas, Leghorns and Hair Hats in wide assortment and most desirable shapes. Regular \$7.50 values here—price elsewhere would be much higher.

A Splendid Line of Nobby Sport Hats—To \$5.00 values—in felts, pleated taffetas with velvet facings, combination of velvet and straw, stitched felt brims with velvet crowns, and many other styles. \$2.49

July Sale of Handkerchiefs About One-Half Worth

Broad assortment of Ladies' Handkerchiefs for selection:

- 5c Handkerchiefs at 2 1/2c
10c Handkerchiefs at 4 1/2c
15c Handkerchiefs at 7 1/2c
20c Handkerchiefs at 10c
25c Handkerchiefs at 12 1/2c
35c Handkerchiefs at 19c

25c Embroideries, 19c

A big delayed shipment of 18-in. Corset Cover Embroideries and Skirt Flouncings, less than half actual retail worth.

Articles You'll Want Independence Day Specially Priced for Saturday

- Suitable novelties for the Motor Races, Parks and Picnics.
Auto Scarf, special, 50c and 90c
Auto Cap, special, 40c and 90c
Auto Hats and Bonnets 90c
Outing Hats and Caps, 40c and 90c
Pretty Ostrich Boas 90c
Thermos Bottles, special, yard, 19c
Lunch Kit, with Thermos Bottle, neat, well made \$1.75
Lace Collars and cuffs 90c
Novelty Veilings, special, yard, 19c
Lace Collars and cuffs 90c
Sets, 25c and 40c
New Lace Jackets, up from \$1.75
Red, White and Blue Ribbons, yard, 5c, 10c and 15c
Fancy Satin Ribbons, special, yard, 10c, 15c, 20c, 25c and 50c

Drugs and Toilet Goods For Saturday

- \$3.00 oz. Blue Rose Perfume \$2.00
\$2.00 oz. Zora Perfume \$1.00
50c oz. White Rose Perfume 30c
\$1.50 box Le Trefle or Aurora Powder 90c
50c bottle Jad Salts 35c
\$1.50 bottle Oriental Cream 90c
50c tube Pebecco Tooth Paste 35c
50c Jar Laggett & Ramsdell's Cream 30c
75c Pompeian Massage Cream 50c
25c Pond's or Aubrey Sisters' Cream 15c
50c Imported Rice Face Powder 30c
75c bottle Jada Salts 35c
Lee's Shampoo, for the hair 30c
50c bottle Phenoxal Wafers 30c
50c box Diamond Insect Powder 25c
\$1.00 Sal Hepatica 50c
50c bottle Herculite 30c
Five 10c rolls Crepe Toilet Paper 50c
Four 10c bars Peroxide Soap 50c
10c Jar-Rose or Palmolive Soap 50c
Three 10c bars Imported Castile Soap 50c
10c pkg. Scott's Tissue Traveling Towels 50c
75c Hudnut's Violet 8oz Toilet Water 50c
25c Tooth Brushing 10c
Get your Bathing Caps from 50c up to \$1.25
No Phone Orders.

Straw Hat
in our entire stock, \$1.15 values to \$3.00, at \$1.15
Soft and stiff straws of all newest shapes in Sen-nits, Splits, Porto Rican braids, etc. (Panamas only excepted), at choice, \$1.15.

BIG SHOE SALE SATURDAY
Men's \$4.00 Dress Shoes, button or blucher, \$2.50
Men's \$3.00 Dress and Work Shoes, \$1.98
Men's \$4.00 Tan Calf Oxfords, rubber sole and heel, \$2.50
Men's White Canvas Oxfords, \$2.00
Men's Palm Beach rubber sole and heel Oxfords, \$2.50
Men's High Grade Work Shoes, including Kirkendall's famous "Cock of the Walk" and "Easy Walker" shoes. Not all sizes

Big Savings Here on Your Vacation Luggage
Leather Cases and Grips, Rattan Cases and Grips, Trunks of all descriptions, about one-third off regular retail worth. All styles.

Fourth of July Sale Special \$1.98 High Grade Parasols and Up to \$15.00 values, two lots. \$4.98
All the season's newest styles and colors, every one of them remarkable bargains. Don't fail to see them.
Kaysor Silk Gloves, 16-button length, to \$1.75 values, Saturday 79c and \$1.25
\$1.00 Silk Gloves, 16-button length. 49c

Auto Hats and Caps to \$2.00 values in all silk, all colors, at 75c.
Children's Wash Hats, 75c values, Saturday, 45c.
Children's Wash Hats, worth to 50c, on sale in Domestic Room, 19c.

Wonderful Bargains in White Mountain Refrigerators Saturday
We are heavily overstocked in some numbers and these go on sale Saturday at wonderful bargain prices.
\$15.00, 30-lb. capacity, top fill type, golden oak case, two shelves, sale price \$10.00
\$23.00, 110-lb. capacity, "White Mountain," golden oak case, white lined, top fill type, sale price. \$13.75
\$25.00, 135-lb. capacity, "White Mountain," golden oak case, white lined, top fill type, sale price. \$21.00
\$28.50, 100-lb. capacity, "White Mountain," Boston three-door type, sale price \$22.00
\$29.50, 125-lb. capacity, "White Mountain," Boston three-door type, sale price \$25.00

Read the Big Special July Grocery Opening Sale
Quality Goods and a Saving of 25 per cent to 50 per cent.
Flour has advanced with every prospect of going much higher. Our old wheat flour, 48-lb. sacks, best high grade Diamond H flour, nothing finer for biscuits, pies or cakes, sack, \$1.00 for 16 lbs. best Granulated Cape Sugar for \$1.00
10 bars Beat-Em-All Diamond C Laundry Queen, White Laundry Soap for 80c
8 lbs. best White or Yellow Corn-meal 17c
For Ice Tea try our Combination Blend, 1b 35c
Golden Santos Coffee, 1b 50c

Buy Your Wines and Liquors for the Fourth
Where you are sure of satisfying quality at lowest prices.
5-Year-Old Whisky, either Old Crow or Guckenheimer, sold here at full quart \$1.00
Maryland Rye Whisky, 5 year-old, full quart 75c
Colonial Bell Sweet Wine, per quart 90c
Home-Made Grape Wines, on sale, per gallon \$1.25
Two large bottle beer 60c
Mail Orders Filled.