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 All the Hats, Shoes, Traveling Bags, Suit Cases and Trunks will be offered for sale at an early day at an almost un
believable sacrifice. These parts of the sale will be a genuine surprise in the unusual high
and the astonishing bargain prices.

## Brandeis



The Sale of Overcoats and Boys Clothing Is Also Well Attended Thousands of men have been in our store this "week
to buy overcoats. They have even come in "King.
Peck parties" of from five to even 1

'137,000 Stock

## The Crowds Thursday Broke All Records in Our Men's Store

Men's Suits and High Grade Furnishings went on sale Thursday and the immense crowds broke all great records held by our Men's Store, both in numbers and eagerness to take advantage of the wonderful bargains. We, ourselves, were amazed at the result.

> Never was the remarkable selling ability of this institution demonstrated more thoroughly or conclusively, and never was there a sale in Omaha as a greater test.

We didn't have near enough room to place the whole stock on sale at one time, and for Saturday we plan to fill the counters and squares with fresh lots that have not been handled by crowds. You will accordingly have the full advantages of the sale Saturday

Good clean merchandise of this character will stand up anywhere as, indeed, it made an enviabe reputation for the King-Peck Co. Their store was away up to the minute.
We acknowledge great good fortune in being able offer for sale such a large and creditable stock. The combined savings of our customers in this sale will amount to tens of thousands of dollars. Everything is ready for another record-breaking day Saturday.

## Fact No. 1 Fact No. 2 Fact No. 3

-This is unquestionably - The overcoats in this -The finest craftmanthe largest and greatest sale embrace every new ship in the world and the value-giving sale ever model and fabric out this smartest styles ever proknown to this section of coats, form fitting. Shes- duced are represented in was a great men's store Coats, shawl collar, chin- suits. Every suit is of the and its immense $\$ 137,000$ lar, fur lined, cheviots, present season's styles, stock is now being offered Scotch mixtures, Mona- every suit in the highest at a sacrifice without PROACHABLE VAL- there and every suit at an parallel or precedent. UES.

## Our Sale Prices for These HIGH GRADE SUITS Are Nothing Short of Sensational

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-THE FABRICS include the best Scotch, lapels and crescent, slant or welt pockets; soft English and domestic weaves, in thousands of patterns. Worsteds, Woolens, Rough Weaves, Mixtures, in greens, browns, grays, tans, cheeks, plaids, new broad stripes, all kinds of chalkline, hairline and imperial stripes. -THE MODELS are distinctive and original The smartest and liveliest we have ever shown. High waist lines and high chest of roll collars, new single and double breasted vests; also a supply of staple, conservative three-button models for elderly gentlemen and semi-fitted models for men and young men who don't want the extreme cuts, In fact, every conceivable model, new and practical will be found in our stock.
-We have an extra large stock of stouts, long stouts, short stouts, young stouts, stubs, slims

Some Facts About the Big
Sale


## Up-to-Date, Stylish FURNISHINGS for All Occasions---The Entire Stock Sacrificed



Medium and Heavy Weight Union Suits

[^0]All the High Grade Shirts Silk, silk and wool, silk and linen, madras and corded madras, fine Russian corded madras and satin striped madras, wool mixed and percale. -Negligee, dress and golf style shirts. Let us emphasize that there are all sizes in these lots, from 14 to 20 , a splendid choice. Plenty of ex-
tra sizes for stout and large men. -All the high grade Sweater Coat Neckwear, Silk, grade Sweater Coats, fine Silk Neckwear, silk, Lisle and Cotton Hose, Men's
Night Shirts, High Grade Pajamas, Men's Fine Gloves, all the Suspenders, all the Elanget and Terry Bath Robes, all the Linen Col-


[^0]:    -All wool, silk and wool, silk and worsted mercerized cotton and combed cotton, mad by some of the best underwear makers-Vas sar, Madewell, Ritesize, Cooper and many others.
    -Fine wool shirts and drawers; broken lots of ribbed, fleeced and wool mixed shirts and drawers. All sizes made-plenty of extra large sizes

