

Herpolshheimer & Co.

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THE ANNUAL JULY CLEARING -O- SALE BEGAN FRIDAY, JULY 1ST

These annual events are too well known to require any introduction. All Nebraska knows that when "The BIG STORE" advertises a clearing sale it means an opportunity for the people to secure the very best, most seasonable, most desirable merchandise at less than wholesale.

SOUVENIRS FREE—During the sale we will give to every customer purchasing goods to the amount of \$1.00 or more a beautiful shape of a War Album, free. This album is handsomely illustrated in 8x10 inch halftone pictures of battles in Spanish seaport towns, etc., and 5x8 inch pictures of the men who are playing important parts on both sides.

CLEARING SALE—LADIES' NECKWEAR, EMBROIDERIES, LACES, PETTICOATS, Etc.

- NECKWEAR—Embroidery and lace collarettes, worth from \$1.25 to \$1.85, at..... 79c
- Same as above, worth from \$2.00 to \$3.50, at..... \$1 37
- PETTICOATS—Ladies' silk petticoats, were \$5.93, this sale at..... \$3 97
- Silk petticoats worth \$6.50 at... \$4 89
- Silk petticoats worth \$7.50 to \$7.85, at..... \$5 39
- Silk petticoats worth from \$8.75 to \$9.50 at..... \$6 87
- Ladies' all wool Moreen petticoats, new shades, worth \$3.50, each..... \$2 47
- LACES—All imitation Terchon laces worth up to 6c a yard, this sale, a yard..... 1c
- One lot oriental laces worth up

- to 12½c, at..... 7c
- One lot oriental laces worth up to 25c, at..... 15c
- One lot extra fine oriental laces and flouncings worth up to \$1.00, at..... 29c
- EMBROIDERIES—One lot Hamburg embroideries worth up to 3c, a yard..... 1c
- One lot Hamburg embroideries worth up to 8c, a yard..... 4c
- One lot Hamburg embroideries worth up to 15c, a yard..... 8c

CLEARING SALE—DRESS LININGS

- Soft cambries, this sale, a yard 2½c
- Fancy stripe and percaline Taffetas, worth 15c, this sale, a yard..... 5c
- King's 200 yard machine cotton, per spool..... 2c
- ALL OTHER LININGS GO AT THIS SALE AT A DISCOUNT OF ¼ OFF.

CLEARING SALE—NOTIONS, RIBBONS, Etc.

- 35 pieces 4 inch fancy silk ribbon, 35c quality, a yard.... 17c
- 25 pieces 4 inch fancy silk ribbons, 45c and 65c values, a yd. 29c
- 15c and 20c fancy neck ribbons, a yard..... 8c
- Stewart's Dyspepsia Tablets, sold everywhere at 50c, our price per box..... 25c
- Coke Dandruff cure, sold at \$1. per bottle..... 75c
- Bailey's Talcum Powder..... 5c
- Mennen's Talcum Powder..... 13c
- Cosmo-Buttermilk Soap..... 5c
- Wool soap..... 5c
- Ivory tooth powder, regular 20c goods..... 9c
- Common pins, 7 papers for.... 5c
- Lyon toilet paper, per roll..... 4c
- Pitcher's Castoria..... 17c
- Cuticura soap..... 13c

CLEARING SALE—DRESS GOODS AND SILKS.

- 50c black figured dress goods a yard..... 33c
- 46 inch all wool black figured dress goods, regular 75c goods a yard..... 49c
- Our \$1.35, \$1.50 and \$1.65 black dress goods at..... \$1 00
- 50c wash silks, this sale, a yd... 29c
- Plain white Jap silks, this sale a yard..... 21c and 45c
- All black silk to close at a big reduction.
- 15c plaid and mixed dress goods a yard..... 8c
- 46 inch all wool colored Henrietta, 60c value, this sale a yard..... 39c
- All wool, 36 inch mixed dress goods, a yard..... 16c

MILLINERY.

- Our \$5.00, \$9.00, \$10.00 and \$15.00 trimmed hats, this sale each..... \$2 50
- Misses two toned and light top sailors, were 89c, this sale..... 25c
- Flowers at half price, untrimmed hats at a remarkable reduction.

TABLE LINENS

Our Entire Stock of Table Linens and Napkins Go During This Sale at a Reduction of 25 Per Cent.

CLEARING SALE—CLOAK AND SUIT DEPARTMENT.

- The following items will be on sale at the prices mentioned here only on the days named. We do this to give all a chance, for these goods would not last longer than a day at the prices named.
- Friday, July 1st—Crash Skirts, white stripe, heavy material, a good wearer, worth \$1 47, on above day..... 97c
- Saturday, July 2d—Broken lot of sizes in \$1.25 shirt waists to close at..... 97c
- Crash skirts with flounce, worth \$2.75, for..... \$1 97
- Tuesday, July 5—Percale Shirt Waists..... 39c
- Red, blue, black and green Satin Waists, tucked fronts were \$4.00, at..... 2 97
- Wednesday, July 6th—White Pique Waists, were \$1.25, on Wednesday, each..... 75c
- Thursday, July 7th—A large line of odd sizes in colored waists, they were \$2.50 and \$3.00, on Thursday, each.... 1 75
- Friday, July 8th—Brocade Silk Skirts, were \$5.00, at..... 3 75
- Tucked Serge Skirts, were \$3.75 and \$4 00, at..... 2 97

- Saturday, July 9th—All the odd sizes in \$5.00 silk waists, at..... 3 75
- White Pique Skirts, were \$1.47 and \$1.75, at..... 1 25
- The following items are on sale during the entire week, but early comers get the choicest goods.
- Crash Skirts..... 49c
- Large job of check duck, check crash, and plain crash skirts, sold for \$1.25, all we have left each... 85c
- Turkey red Wrappers, fast colors, worth \$1 00, at..... 65c
- Light colored lawn wrappers, were 75c, at..... 49c
- 25 Beautiful Bayadere stripe brocade skirts, worth \$15.00, at..... 88 98
- Children's single cape Mackintoshes, at..... 1 49
- Misses Mackintoshes, double texture, single capes, heavy blue serge, worth \$3.00, at... 2 25
- Ladies' Mackintoshes, worth \$3.75 and \$4 00, at..... 2 97
- A large line of \$4.50 and \$5.00 Mackintoshes to close for... 3 75

CLEARING SALE—DOMESTICS.

- 2 cases Shirting Prints, Standard, worth 5c, a yard..... 2½c

- Fancy Prints, medium dark, a yard..... 2½c
- All our best dress Prints, new styles, a yard..... 4½c
- 3 cases of Outing flannel, assorted new styles, mill lengths worth 7c and 8c, (10 yards to a customer only) a yard..... 3c
- Our entire line of silk and draperies 10c and 12½c goods, 36 inches wide, a yard..... 7c
- Fancy Denim upward from 10c, worth double.
- Galetia cloth in handsome colorings and designs, 20c value a yard..... 11½c
- Toile du Nord, choice of our entire line, a yard..... 7c
- French Gingham, 32 in. wide, to close, a yard..... 9½c
- Golf cloth, 36 inches wide, a yard..... 10c
- Our entire line of overlace and summer weave madras, 20c values, a yard..... 11c
- MUSLINS—Lonsdale, Hope, 36 in, bleached muslin (10 yards to customer only), a yard..... 5c
- Good, soft finish, 36 inch, bleached muslin, a yard.... 4c
- Best LL., 36 inch, unbleached

- muslin on the market, per yard..... 4c
- Kearney (Nebraska made) 3-4 (2¼ yards wide), unbleached sheeting, per yard..... 10c
- Full 81x90 inches, ready-made, bleached sheets, worth 75c, each..... 47c
- Pillow cases to match sheets, bleached, 36x45 inches, 15c values, each..... 11c
- American flags, 6x10 feet, containing, last colors, the largest and best flag ever offered for the money..... \$1 87

GLOVES AND CORSETS.

- Finest spun silk gloves in violet and green, 85c quality, a pair. 55c
- Black silk mitts at... 8c, 19 and 31c
- W. B. Corsets, 436 short corsets, regular price \$1.00, this sale... 75c
- ALL OTHER CORSETS GO DURING THIS SALE AT ¼ OFF.
- CLEARING SALE—WASH GOODS
- 40 inch Jaconet Lawns, worth 10c, a yard..... 4c
- 30 inch lawns, 12½c and 15c values, a yard..... 7½c
- Finest American organdies, 20c values, a yard..... 12c
- Our entire line of 35c and 40c imported organdies, a yard... 19c

OPEN AIR CONCERT—On Saturday evening from 8 to 10, Prof. Hagenow's orchestra will be stationed over the lobby of our main entrance, where it will render a musical program for the benefit of the public generally. WE EXTEND A CORDIAL INVITATION TO EVERYONE.

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