

# THE SEASON'S EVENT

## An Extraordinary Sale of Dress Goods and Millinery

That is destined to eclipse anything of the kind ever attempted before, so early in the season. In the first place we claim to show the largest and most complete assortments of new dress goods in Lincoln, and have satisfactorily proven this claim. Then controlling a tremendous purchasing power that enables us in many cases to dictate our own terms to manufacturers, we are in a position to offer the purchasing public the very best values attainable for very little money. This we do all the time, and when we announce a sale we do better, we cut these low prices still lower and offer bargain possibilities that never fail to create a most profound sensation among shrewd, discriminating buyers. Then, this particular sale means a sacrifice of the newest, most fashionable and most desirable merchandise of the season, and this right at a time when that merchandise is most wanted, is in greatest demand. Thus it is that we prophecy a most remarkable event in this sale.

**SALE BEGAN FRIDAY, OCTOBER 7, AND CONTINUES EIGHT DAYS.**

### PARIS MILLINERY

For much less than you usually pay for the ordinary kind. We show an immense collection of Paris Pattern hats, the creations of the world's leading modistes, and name prices on these so low that to purchase the ordinary kind would be nonsense.

#### A SALE OF WALKING HATS

- Military walking hats, Alger, Volunteer, sold everywhere at \$1.50, each.....97c
- Princeton Crush Hats, \$1.50 value, at.....87c
- Rosemond, sash band.....97c
- Cuban Girl.....83c
- Wellesley, net trimmed walking hat.....\$1.35
- Nobby jet and velvet trimmed turban, regular \$1.50 value, at.....\$1.00
- Colona, net trimmed Turban, fold cloth top, at.....\$1.97
- Finest fur felt walking hat, cable edge, handsomely trimmed, worth \$3.50, at....\$2.25

#### SPECIAL OFFERINGS IN DRESS LININGS

**That Materially Add to the Interest of This Most Interesting Sale.**

Soft finish cambric, per yard, 3c; 15c taffeta lining, per yard, 11c; 25c taffeta lining, per yard, 20c; striped taffeta linings, per yard, 5c; 20c Silesias, this sale, per yard, 15c



### The New Dress Goods

Among our immense assortments of late novelties will be found such popular materials as Paquin Suiting, Camel's Hair Plaid, Venetian Cloth, Crepons, Covert Cloths, Silk Mixture Novelties, Boucle Cloths, etc. Exclusive styles, weaves and colorings in Silk and Wool Dress Patterns, no two alike, and nothing like them to be found elsewhere. Storm Serge in evening shades, exquisite colorings. The prices named here are merely to give you an idea of the values that await you. Every piece of goods in the house will be subject to a special reduction during this sale.

- 38 inch Silk and Velour Worsted Plaids, per yard..... 45c
- 40 inch Silk and Wool Fine Serge Plaids, regular \$1.00 values,

- this sale, per yard..... 65c
- 38 inch All Wool French Poplins, 85c goods, this sale, per yard... 63c
- 40 inch French Poplins, newest colors, sold everywhere at \$1.25, sale price, per yard..... 93c
- Bayadere Stripes and hundreds of styles of Mixed Novelties in Jamestown and other fine makes of Worsteds, regular 60c and 65c goods, sale price, per yard..... 47c
- Colored Mixed Novelties, all wool, 65c values, per yard..... 45c
- Black all wool Serges, upward from..... 21c
- Crepons, the season's most popular Black Goods, upward from..... 33c to \$2.50
- Jamestown worsteds, 35c value, per yard..... 22 1/2c
- \$1.00 Broadcloths, this sale, per yard..... 79c
- \$1.50 Venetian Cloths, this sale, per yard..... \$1.23



**SPECIAL OFFER** The Butterick Publishing Co., in order to more thoroughly introduce the Delineator in this section of the country, offer \$4.80 worth of

### PATTERNS FREE

during the year with yearly subscriptions to the Delineator. In each number of this publication appears a coupon entitling the subscriber to choice of four of the most popular patterns appearing in the number. This means an allowance of 40 cents a month on Patterns, or \$4.80 during the year. Price of the Delineator for one year one dollar

**WE ARE SOLE LINCOLN AGENTS.**

*Herpolsheimer Co.*