

# The Sales of the HENRY SIEGEL STORES and other



THOUSANDS of dollars worth of new and desirable spring merchandise secured from the bankrupt 14th St. Store at prices averaging half the actual market value, on sale beginning tomorrow. This series of sales will establish new records for bargain giving in Omaha—they are without precedent in the entire west. These pages tell but a part of the items to be had in the first of these gigantic sales.

## Special Reductions on Regular Stocks

**Laces at 99c**  
Including shadow lace flouncings and all others, in white and cream color. Scores of dainty, new designs, 18 and 27 inches wide. Also camisole laces. 45-inch colored silk nets and 42-inch beaded chiffons. Many of them worth 50c a yard. Choice of the lot Monday at, **39c** yard.

**Laces Worth \$1 at 59c**  
In this lot are shadow flouncings of silk and cotton, in white, cream and black. 18, 24 and 27 inches wide. Also embroidered net 18 and 27-inch flouncings, in white and cream, 42-inch shadow allovers and 45-inch black silk figured nets. Laces regularly worth to \$1. **59c** Monday at, yard.

**All Silk Chiffons at 85c**  
Monday we offer an attractive lot of dainty figured all silk chiffons and plain colored effects, 42 inches wide. Worth to \$1.25 a yard. **85c** Special, at, yard.

**50c Embroideries at 29c**  
Fine swiss 27-inch flouncings and 45-inch allovers. All desirable styles and patterns. Many actually worth 50c. Choice Monday at, **29c** yard.

**Trimming Laces at 5c Yard**  
Pretty shadow laces, vals, all linen, cotton and linen torchon edges and insertions, 2 to 5 inches wide. A variety of styles. Monday at, **5c** yard.

**12 1/2c Handkerchiefs 8 1/2c**  
Women's fine lineweave handkerchiefs with new wide hem and embroidered corners. Also imitation Armenian lace trimmed handkerchiefs, all worth 12 1/2c. Special in this sale, **8 1/2c**

**20c Handkerchiefs 12 1/2c**  
Women's fine sheer linen handkerchiefs with embroidered corners and edges. Also val, lace trimmed. Also men's and women's plain linen handkerchiefs, with narrow hems. Regular 20c values. Special for this sale at **12 1/2c**

**25c Buttons 15c**  
Roman pearl buttons, white or colored. Worth 25c dozen. Special for this sale, **15c** dozen.

**25c Buttons 10c**  
Irish crochet wash buttons in all sizes. Regular 25c values, **10c** card.

## Domestics, White and Colored Wash Goods From the Henry Siegel Store

These stocks, purchased from the Henry Siegel Store, comprise values that are unquestionably the best ever offered in Omaha. We cannot too strongly urge upon you the necessity of taking advantage to supply every need for present and future. Read every item!

Checked dimity and nainsook. Siegel's price 10c a yard. Monday at, **5c** yard.

**Flaxons, 15c.**  
Flaxon crepe, checked and striped flaxons and plain flaxons. Siegel's prices 30c and 35c. Monday at, yard, **15c**

**Dress Foulards.**  
All the pretty pattern mercerized silk finished dress foulards, that sold in New York for 15c a yard. On sale Monday at, yard, **7 1/2c**

**Pique and Russian cords.**  
Siegel's price 50c and 60c. Monday at, yard, **25c**

**India Linon.** Siegel's price up to 35c a yard. Monday at, yard, **7 1/2c**

**Novelty ratine for separate skirts and jacket suits, 42 to 54 inches wide.** Regular \$1.35 a yard. Special, per yard, **\$1**

**White crepe in embroidered dots, stripes, plain and corded effects.** Siegel's prices up to 35c. Yard, **10c**

**All the plain galeata cloth and that sold in New York at 18c a yard.** Monday at, yard, **6 1/2c**

**All the fancy mercerized curtain nets and stamine that sold in New York at 35c a yard.** Monday at, yard, **16c**

## Bargains in Sheets

**All the 72x90 seamed bleached sheets that sold in New York at 45c.** Priced here Monday at, each, **29c**

**All the plain and fancy hemstitched 72x90-inch seamless bleached sheets, sold in New York at 75c, each.** **48c**

**All the \$1.90 seamless bleached sheets that sold in New York at 80c.** Monday at, each, **55c**

## Novelty Suitings

**All the fancy ratine novelty suitings, that sold in New York as high as 15c a yard.** On sale Monday at, yard, **5c**

**Colored embroidered sponge.** 32 inches wide. Yard, **69c**

**Embroidered crepes in colored and white grounds.** 32 inches wide. Yard, **98c**

**French and Persian lawns.** 45 inches wide. Siegel's price to 50c. Special, per yard, **10c**

**32 and 27-inch white madras.** Siegel's price, 19c. Yard, **10c**

## Sheeting Reduced

**All the 9-4 bleached Lackawanna sheeting that sold in New York at 30c a yard.** On sale Monday at, yard, **20c**

**45-inch wide Springvale bleached pillow casing that sold in New York at 15c.** Monday at, yard, **7 1/2c**

**All the 36 and 38-inch unbleached sheeting that sold in New York at 9c.** On sale Monday at, yard, **5c**

## Five Wonderful Values in Pillow Cases From Siegel's

**All the pillow cases that sold in New York at 12 1/2c.** Priced here Monday, each, **7 1/2c**

**All the very finest quality pillow cases that sold in New York at 30c.** Monday at, each, **15c**

**All the pillow cases that sold in New York for 18c.** Priced here Monday at, each, **10c**

**Fancy embroidered, scalloped and initialed pillow cases.** Worth up to \$1.25 a pair at **39c** each

## Big Mill Purchase of High Grade Dress Goods

Several of the greatest mills of the country have contributed their surplus stocks to this sale at prices which allow us to offer values without precedent in our history. The qualities and styles are all that can be wished for.

**Spring Poppins, 98c**  
40-inch silk and wool poppins, in all the favored shades. Over thirty shades represented in this most fashionable dress silk of the season. Very special value at, **98c** yard

**50c Dress Goods, 29c**  
36-inch black and white shepherd checks in two sizes of checks for suits and coats, misses' and children's frocks. Worth 50c. On sale Monday, yard, **29c**

**75c Serges, 39c**  
42-inch costume serges of splendid quality and all the new spring shades. Plenty of navy, Copenhagen and black. Worth 75c. Extra special Monday at, **39c**

**\$1.75 Broadcloth, 89c**  
52-inch chiffon broadcloth in navy, black, tans, wistaria, mode, leather, brown and green. Worth \$1.75. **89c** Very special at, yard, **89c**

**\$1 Serges, 69c**  
52-inch best \$1 costume weight serge in the market for coats and suits. Nothing can take the place of it. Worth \$1. On sale Monday at, yard, **69c**

**50c Albatross, 39c**  
Yard wide albatross and nun's veiling, in 18 different shades, worth 50c. On sale Monday, yard, **39c**

**39c-50c Challies, 25c**  
All wool challies in serots, dots, stripes, Oriental, Dresden and floral effects, Roman stripes and all over patterns. Worth 39c and 50c. Very special values **25c** at

**French Crepes, 69c**  
40-inch all wool French crepe suitings and crepe Elka for the new style dresses. They are unmatchable and the price is fully one-third less. 18 shades. Very special Monday **69c** at

**\$1 Suitings, 59c**  
Very special! Black and white check suitings. Just 750 yards of 52-inch nearly all wool materials for coats and suits. Worth \$1. On sale Monday, yard, **59c**

**\$2.50 Plaids at \$1.75**  
Stunning French plaids in smart 2 and 3-tone combinations for separate skirts. Worth up to \$2.50. Special Monday yard **\$1.75**

**\$2.25 Bedford Cords, \$1.50**  
54-in. satin Bedford cords, chiffon weight, very fashionable. Regular \$2.25 quality. Special in this sale, yard **\$1.50**

**\$1 Voile at 29c.**  
40-inch all wool and silk and wool French voiles in plain weaves, fancy stripes and checks. Large assortment of colors. Worth \$1. **29c** On sale at, yard, **29c**

**\$1.25 Foule de Serge, 79c**  
40 inch pencil stripe foule de serge in mannish street shades. Worth \$1.25. Very special in this sale, **79c** yard

**75c Wool Crepes, 39c**  
36-inch Elka crinkled weaves, all wool suiting crepes, in black, cream and colors. Worth 75c. **39c** Very special, yard, **39c**

**\$3 Coatings, \$1.95**  
15 pieces of spring coating materials, desirable for the new sport coats. Regular \$3 fabrics, special in **\$1.95** this sale, yard, **\$1.95**

**Granite Suitings.**  
Yard wide granite suiting—a new and popular spring weave in a fine range of coloring, black and cream, yard, **33c**

Many other interesting offerings in dress goods for shoppers who come tomorrow.



The above is the bankrupt 14th St. Store. It bought the major portion of its merchandise from the first of them on sale tomorrow.

## This is to be the Greatest Ever Held in

THE sale which takes place tomorrow is a bargain event we have never known years to come. Every few days of the next week kept at the highest point by the constant arrival of new goods.

**Wednesday, April 22:**  
Laces, embroideries, trimmings, neckwear, ribbons, handkerchiefs and veilings.

**Saturday, April 25:**  
Ladies' ready-to-wear (second floor); hosiery, underwear, men's furnishings, men's clothing and children's clothing.

**Monday, April 27:**  
Lace curtains, rugs, fancy goods and fancy linens.

As quickly as one stock is sold, new stock will provide saving.

## The New "Cri de Paris" Lace Hats at \$16.50



The Shapes Are Transparent—The Trimmings Daintiest Ever.

A recent shipment of these hats, unduplicated values at \$16.50. The model illustrated is a copy of a Lewis hat. It is made of shirred black lace and is adorned with the little basket trimming originated by Talbot—and fancy has suggested other extremely novel decorations for these hats.

**Special Sale of Hats at \$5**

All the new Watteau hats and bandeau sailors in hemp braids trimmed with wreaths of flowers, ribbons and novelty ostrich. Plenty of dainty light colors. All extremely good values, in this sale at **\$5**.

## Wonderful Special Purchases of Women



By taking advantage of market conditions we secured these wonderful special purchases of women's clothing.

**Handsome Spring Coats Worth to \$22.50, Only \$13.85**

Hundreds of fashionable spring coats purchased especially for this great sale. Included are the newest models in silks, moure, wool crepes, poppins, check materials, novelty plaid and chinchillas. Some are silk lined. These coats were made to sell up to \$22.50. On sale Monday, **\$13.85**

**Coats Worth to \$17.50, Only \$10**

There are many sample coats in this lot. Some are silk lined. Many are made in the new rough materials, as well as in good serges, poppins, etc. All the most popular colors for spring are included. Coats actually worth up to \$17.50. In this sale at **\$10**

**Coats Worth to \$15, Only \$6.95**

In this group are many choice but small lots which we have placed in one lot at one price. A score of different styles, materials and colors are represented. Every one an exceptional value offered for this sale. Worth up to \$15, in this sale at **\$6.95**

**Charming Spring Dresses, worth to \$35, \$18.75**

Several hundred fine afternoon dresses and dancing frocks to be offered in this Monday sale at one-third to one-half below actual value. They are of fine chiffons, crepe meteor, crepe de chine and other sheer dainty silks in the choicest spring shades. Actually worth as high as \$35. Choice Monday at, **\$18.75**

**Silk Dresses, \$11.95**

Worth to \$22.50, at **\$11.95**

An exceptional lot of charming silk dresses for street and afternoon wear, featuring all the newest ideas in design and trimming. All the spring silks included. Dresses worth up to \$22.50. Your choice of a fine selection in this sale Monday, at **\$11.95**.

**Spring Dresses, \$5.00**

Worth to \$10, at **\$5.00**

Several small groups combined at this price for Monday's selling offer wonderful values. Wool crepes, messalines, including voiles and striped ratine, in plain colors and figures. All are new models, worth up to \$10. On sale Monday at **\$5**.

**Small Lots of Wearing Apparel Offer Wonderful Values**

Our buyer here, while in the New York market, picked up many small lots of spring garments which offer some extremely interesting values. Some of these are mentioned below, and we urge you to come early if you wish them.

45c for undermaulins well worth up to \$1.  
48c for slip-over night gowns. Worth 65c.  
65c for combination suits. Worth to \$1.50.  
95c for lace and embroidery trimmed skirts. Worth to \$2.

75c for house dresses. Worth up to \$1.50.  
47c for bungalow aprons. Worth to 75c.  
18c for regular 35c striped gingham petticoats.  
10c for good gingham aprons. Worth to 25c.

**Let Us Store Your Furs**

Our dry cold air storage is absolute protection for your furs during the summer months, and insures against moths, fire, theft and damage or loss in any way. We also store other winter apparel, as well as valuable rugs, draperies, etc., at a very moderate cost.

## Big Sale of Notions

**Needles.** Very satisfactory kind, at pkg. 1c

**Hooks and eyes,** worth to 5c. Card at 1c.

**Sonoma snap fasteners.** Special at card, 1c.

**J. O. L. King's 900-yard spools best thread,** dozen spools, 15c.

**Shoe trees.** Pair, 6c. Safety pins. Card, 1c.

**Bliss lawn tape.** 12-yard bolts, 5c.

**Collar stays of waved wire.** Card, 2c.

**Shirt markers.** 9c. Sanitary aprons, 15c.

**Wire hair pins.** 2 pkgs. for 1c.

**Children's 15c supporters.** Pair, 5c.

**Tango hair pins set with brilliants.** 9c.

**Adjustable Bust Forms, \$2.98**

This splendid bust form opens in four parts, and adjustable at neck, waist, bust and hips. Regular price is \$2.50. Monday at, **\$2.98**

## Sale of Draperies

**Etamine Curtains.** Etamine curtains trimmed with dainty lace edge. Ivory or ecru colors. Special for Monday, per pair, **\$1.98**

**Antique lace curtains in ivory and ecru color.** Pr. **\$4.98**

**New Nets**  
Bungalow nets in a score of the most desirable patterns. Yard, 30c, 39c and 65c.

**One large lot of cretonne in this season's newest patterns.** Yard, 20c.

**Etamine and Scrim**  
Fine etamine and scrim with fancy colored borders. 40 inches wide. While two cases last at, yard, 19c and 25c.

**Lace Curtains.** Novelty lace curtains in dozens of new pleasing patterns. Priced for Monday, pr. **\$1.50, \$1.98, \$2.98**

**Etamine.** Etamines with two-inch ribbon edge. Special for Monday while this lot lasts, at, yard, 15c.

**Iona Cloth**  
Sunfast Iona Cloth in figured and plain colors. A special lot of 50 pieces of this drapery material at, yard, 98c.

## Sale of Hosiery and Underwear

**Women's Lisle Union Suits, 29c**  
Cuff and umbrella knee styles. Sleeveless or wing sleeves. Neatly finished with heading top and silk ribbon tapes. Garments that always sell for 59c. **29c** Monday

**Women's Lisle Vests, 29c**  
Fine quality lisle vests, in all sizes for women. Dainty hand crocheted yokes. As an extra special for Monday we offer these regular 59c vests at, each, **29c**

**Women's Vests at 12 1/2c**  
Fine lisle and cotton vests, in plain or lace trimmed styles. Also the popular shaped vests in extra sizes. Vests selling regularly for 19c. Monday at, **12 1/2c** each

**Silk Boot Hosiery at 29c**  
With wide lisle garter tops. Full fashioned. Regular made. Also fibre silk seamless hose. All desirable colors. Exceptionally fine hosiery at the price, **29c** pair

**High Quality Silk Hose at 59c**  
Made of heavy pure thread silk, reinforced with lisle tops, double soles, heels and toes. Full fashioned. We offer this splendid quality in black, white, tan and fancy shades at, **59c** pair

**Hosiery at 8 1/2c**  
Mercerized lisle finished hosiery, in all sizes for women and children. Double soles. Spliced heels and toes. Black, tan and white. **8 1/2c** Special at, pair, **8 1/2c**

## Art Needlework

**Montmelick centerpieces and scarfs for coronation braid and embroidery.** Centers 27-inch size. Scarfs, 18x54-inch size. **25c** Choice, at each, **25c**

**Laundry Bags.** Fancy crotonne and hurlap laundry bags. Large size. 50c quality, at, **25c**

**Soft Pillows**  
Fancy tinted sofa pillow tops, with back. The regular 35c quality, at, **19c**

**Crochet Cotton**  
Mercerized crochet cotton, Klotosilk and Coat's mercerized. Equal in luster and finish to D. M. C. Spool, **9c**

**Porch pillow slips in tan color.** Trimmed in cretonne and gump. 25c quality, at, **12 1/2c**

## Regular \$2.50 Untrimmed Hats for \$1.69

Finest quality hemp shapes, in many new sailor blocks, in over a hundred styles. Black, white and burnt. Regular \$2.50 values; special Monday, **\$1.69**

**Trimming Flowers**

All the new Watteau wreath effects, flower stickups, clusters, etc., in all the most pleasing spring shades. Special at 25c, 39c, 49c and 69c.

