

Out-of-town customers should order at once by mail.



Special Monday Bargain Offerings



All mail orders given prompt attention and satisfaction guaranteed

Another Great Sale --Silks--Silks-- Monday, February 17th

Another Big Shipment of Silks from Phoenix Silk Mfg. Co. Purchase Just Received. A second shipment of this great purchase was delayed in transit and did not arrive in season for the other sale...

EMBROIDERY SALE MONDAY TUESDAY WEDNESDAY

A sale eclipsing all previous efforts in this line—Cambric, Swiss and Nainsook Edges, Insertings, Flouncings, Corset Covers, Double Edge Beadings and Allovers. All new, fresh, perfect goods in complete matched sets, BOUGHT FOR CASH AT FORCED SALE AT 50 CENTS ON THE DOLLAR AND WILL BE SOLD AT JUST HALF PRICE.

The Leading Dress Goods House of the West

We are now showing more Wool Dress Goods than the combined stocks of the rest of Omaha houses put together. Quality superior—prices no other house compares.

High Grade White Goods Dept.

This department is now loaded down with hand embroidered Swisses, Scotch Swisses, Domestic Swisses, etc. 8c. Gall Swisses, \$1.08, \$1.50, \$1.00, 85c, 75c, 50c and...

Matchless Showing of Authoritative Spring Garment Styles

Spring style beauty now predominates in our busy Cloak department. A great assortment of the most elegant designs in the choicest new colorings and materials are now shown and every express brings new treasures to augment the display.

Beautiful New Tailor Suits—Very newest designs in all the correct materials and colorings for spring wear, most attractively priced for early spring selling, at \$19.90, \$25, \$30 to \$45. MANY MAGNIFICENT CLEARANCE BARGAINS MONDAY \$10.00 and \$12.00 Coats \$2.95—Just 100 coats in the lot, 52-in. length, in splendid assortment of fancy mixtures, on sale Monday at \$2.95.

High Grade Wash Goods Dept.

We buy, sell and handle more wash goods than any town of 200,000 population in this country. We have now in stock Arnold's celebrated silk warp wash goods at, per yard, 15c, 19c, 25c, 39c, 50c and 59c.

High Grade Linen Department

Extra Specials for Monday Ten pieces heavy Scotch Satin Damask, bleached and half bleached, two yards wide, all pure linen, regular \$1.25 quality; special Monday, yard... 69c.

Blanket Clearing Sale

All Blankets and Comfortables must go. All 59c Blankets... 39c. All 75c Blankets... 59c. All \$1.00 Blankets... 73c.

Domestics, Wash Goods, Linens and White Goods

WIDE SHEETING. Brown. 9-4 Pepperell... 22 1/2c. 10-4 Pepperell... 24 1/2c. Bleached. 8-4 Pepperell... 21c. 9-4 Pepperell... 23 1/2c. 10-4 Pepperell... 25c.

Greatest Shirt Sale Ever

Griffon Brand Shirts, 59c SALE CONTINUES ONE MORE DAY, MONDAY, FEBRUARY 17 Over 2,700 Dozen High Grade Shirts—The entire floor stock of the well known firm of Will Haskell & Co., New York, secured at an average of less than 50c on the dollar, all new, clean stock, in very best styles and patterns for spring and summer wear, on sale Monday at, choice... 59c.

Bed Room Curtains—Special Bargains Monday

Buffed Curtains, in stripe, figured or plain, at, pair... \$1.49. Ruffled Net Curtains with insertion and edge, on extra heavy net—very special value, at, pair... \$1.49.

Two Rousing Furniture Specials

Kitchen Cabinet, like cut, has two large flour bins, two small drawers, one or two bread or chopping boards, and comes in golden oak or white maple finish. An almost indispensable article in every home; great bargain at... 3.95. Woven Wire Bed Spring, for wood or iron bed, wire is pensel weave, a very strong and substantial spring, matchless bargain at... 1.10.

Extra Specials in Grocery Dept. for Monday's Sale

A Saving of 25 Per Cent to 50 Per Cent on Your Living Expenses. 21 lbs. best pure cane Granulated Sugar for... 25c. 10 bars best Laundry Soap for... 25c. 48-lb. sack best fancy high patent 4X Flour... \$1.35.

In the Field of Electricity

A Mighty Power Plant. The electrical power plant of the Interborough Street Railway Company of Greater New York, turns out more of "the juice," than any other power plant in the world. The opening and operation and lighting of Belmont tubes from Manhattan to Brooklyn made a large draft on the power of the plant without materially straining its resources.

Try Hayden's First

Electricity in Homes. The wonderful electric house, the Villa Perla Electric, which has been built by Mr. George Knap at Troyes, France, clearly defines the part which electricity is destined to play in the home of the future. If not an exact type of what most houses will be in fifty or a hundred years' time, it at any rate shows progress, says Electric Notes.

New York Importer's Hosiery Stock

Secured for Cash at Less Than 50c on the Dollar. The stock consists of all high class Men's, Ladies' and Children's Hosiery, all full fashioned, made from finest silk lisle, Maco cotton, etc. Comes in all colors, plain or embroidered, allover lace, lace foot, fancy hand embroidered, etc., regular values up to \$1.00, will be sold Saturday at, choice... 25c.

In Our Hardware Department

The Brighton Wringer, No. 110, guaranteed for... \$1.98. Royal Blue Washer, worth \$8.00, tomorrow \$5.00. \$4.50 Western Washer, one day only... \$2.50.

Musings of a Cynic

So long as a man isn't miserable to ought to be happy. After all, perhaps, a rolling stone is more to be desired than a rolling mill. Many a fellow doesn't get married because the girl's father can't afford it.