

A Bevy of Business Bringing Bargains in Seasonable Merchandise Monday



Order by Mail Now

The Leading Dress Goods House of West

More Dress Goods, superior styles, finer quality, for less money than any other western house.

Five Specials in Blacks

- Priestley's \$1.98 black Voiles... **98c**
- Priestley's checked new Taffeta, regular \$1.75 grade... **85c**
- Priestley's \$1.25 fancy Voiles... **69c**
- Priestley's \$1.98 Poplin... **96c**
- Priestley's \$1.98 Silk Voile... **96c**

Five Specials in Colors

- Any \$1.25 Colored Goods—Lansdown excepted—at... **72½c**
- Any \$1.50 Colored Goods... **88c**
- Any \$1.98 Colored Goods... **96c**
- Any \$2.50 Colored Goods... **\$1.35**
- Any \$3.00 Colored Goods... **\$1.69**

35c Embroideries, per Yard 15c

The greatest bargains in Wide Embroideries ever placed on sale in Omaha. Consists of Skirt Flourishings and Corset Cover Embroideries, worth regularly to 85c yard.

Another Big Silk Purchase

Over 7,000 yards of handsome Spring Silks, secured from a Prominent Manufacturer at 40c on the Dollar.

Fine Rajahs, Rough Pongees, Shantung, Tussahs, etc., in both plain colors and fancies, stripes, checks, dots, all silk radium colors and black taffetas, fully the equal and in most cases surpassing the values offered in the great Ashley-Bailey sale. Values to \$1.50 a yard, Monday, yd... **49c**

- 39c Yd.**—For an immense line of handsome Novelties, Messalines, Louisiennes, Peau de Cygnes, Taffetas, etc., all new weaves and colorings, values up to \$1.00 yd., at, yard... **39c**
- \$1.50 Chiffon Dress Taffetas,** 36-ins. wide, at, yard... **79c**
- \$1.25 Dress and Skirt Taffetas,** 27-ins. wide, at... **69c**
- \$1.35 Dress Peau de Soie,** 36-in. wide, at... **85c**

A Line of Fine Sets at Half Price

Edges and Bands in Swiss, Nainsook and Cambrics. Just the thing for summer sewing—go on sale Monday at JUST HALF PRICE.

- 20c Edges and Bands... **10c**
- 25c Edges and Bands... **12½c**
- 30c Edges and Bands... **15c**
- 35c Edges and Bands... **17½c**
- 50c Edges and Bands... **25c**



Send Us Your Mail Orders

High Grade White Goods Dept.

This department is now loaded down with all our new spring goods.

- | | | |
|---|--|--|
| ST. GALL SWISS.
Our 85c grade... 69c
Our 69c grade... 50c
Our 50c grade... 39c | CHECKED DIMITIES AND LAUNNS.
Our 39c grade... 25c
Our 25c grade... 18c
Our 19c grade... 15c | INDIA LANONS.
Our 25c grade... 19c
Our 19c grade... 12½c
Our 15c grade... 10c
Our 12½c grade... 7½c |
| SCOTCH SWISS.
Our 50c grade... 39c
Our 39c grade... 25c
Our 25c grade... 15c | 40-INCH VICTORIA LAUNNS.
25c grade... 19c
19c grade... 12½c
15c grade... 10c | PERSIAN LAUNNS.
45-inch Persian Lawns, regular 39c grade for... 25c
25c grade... 19c
19c grade... 12½c |

Muslins, Sheetings & Heavy Domestics

We defy any other house to make these famous brands of staples. Every article genuine and as advertised.

- | | |
|--|---|
| Wide Bleached Sheetings.
Pepperell, 8-4, bleached... 16½c
Pepperell, 9-4, bleached... 17½c
Pepperell, 10-4, bleached... 19c | Yard Wide Brown Sheetings.
Household... 6c
Vineland... 6½c
Pepperell R... 7c |
| Lockwood—A Great Deal Better Than Pepperell.
Lockwood, 8-4... 17c
Lockwood, 9-4... 18c
Lockwood, 10-4... 19½c | Bleached Yard Wide Sheetings.
First Call... 5c
Best of All... 6c
Edwards... 6½c
Hope... 6½c
Lonsdale... 7c
Fruit of the Loom... 7c |
| Wide Bleached Sheetings.
Pepperell, 8-4... 15½c
Pepperell, 9-4... 16½c
Pepperell, 10-4... 17½c | Lonadale Cambric.
Berkley 60 Cambric... 10c
18-inch Red Star Diaper... 50c
20-inch Red Star Diaper... 55c
22-inch Red Star Diaper... 60c
27-inch Red Star Diaper... 65c
(12 Yards to Bolt.) |

Extra Specials in Our High Grade Linen Section

Elegant assortment of Table Damask, in bleached, half bleached and unbleached, 70 inches wide, every thread pure flax; our regular \$1.00 and \$1.25 grades; special Monday, yard, at... **79c**

High Grade Wash Goods Dept.

This is now reputed to be the most complete stock of Wash Goods west of Chicago. You can find anything that is made for the spring of 1908 here—not a few pieces, but from one to ten cases of some numbers—also all the foreign and domestic novelties of exclusive mills.

- Wm. Anderson's 32-inch Scotch Ginghams... **25c**
- Arnold's 50c Silk Swisses, 25c, 19c and... **15c**
- Silk Mousseline dots, 25c grade at... **12½c**
- Beautiful Domestic Ginghams at... **12½c**
- Genuine Galatea Cloth, all colors at... **12½c**
- Genuine St. Gall Battiste... **15c**
- Beautiful American Battiste at... **12½c**
- 25c Plaid Novelty Voiles... **15c**
- 50c Silks, Arnold's famous... **39c**
- 39c Silks, Arnold's famous... **25c**
- All colors in Shrunken Muslin Skirtings... **12½c**
- 15c French Percales, 36 inches wide... **12½c**
- 12½c French Percales, 32 inches wide... **10c**
- Visit our famous Lining department. The most complete for tailors or dressmakers in the west.

Curtains and Draperies

All new spring styles now shown in this department. Matchless qualities and assortments at our very low prices.

- Duchess Lace Curtains, pair, from \$20 to... **\$10.00**
- Brussels Net Curtains, pair, from \$15.00 to... **\$6.50**
- Double Net Brussels Curtains, pair, from \$12.50 to... **\$3.98**
- Hand Made Arabian Curtains, pair, from \$10.00 to... **\$3.98**
- Irish Point Lace Curtains, exclusive patterns, pair, from \$9.50 to **\$4.98**
- Zion City Cable Net Curtains, most serviceable curtain made, at \$4.75, \$3.50, \$2.50 and... **\$1.98**
- The newest patterns in Madras Curtains, just the correct hangings for doors and windows, at, pair, \$10.00, down to **\$4.50, \$3.50 and... \$2.98**
- Cross Stripe Summer Curtains, cream ground with all color stripes, at, per pair... **\$1.25**
- A full line of Door Panels in Princess, Irish Point, Corded Arabian, etc., each, \$2.98, \$2.49, \$1.98, \$1.49, \$1.25 and... **98c**
- Lace Bed Sets, full size, at... **\$4.98**

The Most Comprehensive Collection of Spring Garment Styles Shown in Omaha

A display embracing in its scope the most meritorious style ideas of the foremost designers of America and Europe.

CROWN JEWEL SUITS AT \$25.00—Are as ever supreme favorites in their class. In individuality and beauty of design, quality of workmanship and materials, richness and variety of colorings and patterns—they're fully the equal of \$85.00 Suits shown elsewhere. Our spring lines were never so complete or designs so charming as now.



High Class Tailor Suits—In all the new spring shades, Madame Butterfly, Eva Tangany, Prince Chap and other styles—the equal of garments priced elsewhere to \$30.00; on sale Monday at... **\$19.90**

Long Silk or Panama Coats—Loose or pleated styles, at \$25.00 down to \$15.00, \$12.50 and... **\$10.00**

Handsome Silk and Vofle Dresses—Newest Parisian designs, in all wanted shades, most attractive values; prices, \$35.00, \$30.00, \$25.00 and... **\$20.00**

Children's Spring Jackets—In covers and fancies, delightful assortment, superior values, at \$7.50 down to \$5.98, \$2.98 and... **\$1.98**

Extra Specials in Our Famous Domestic Room

Here's Where You Get the Value of Your Money.

- 19c dotted woven Swiss... **10c**
- 25c Silk Tissue... **10c**
- 39c Silk Ginghams... **10c**
- 15c Percales, 36-in. wide... **7½c**
- 15c Red Seal Ginghams... **7½c**
- 15c Soie de Nord Ginghams, at... **7½c**
- 12½c Amoskeag Chevots... **5c**
- 12½c Amoskeag Chambray Ginghams... **5c**
- 12½c Towels... **7½c**
- 10c Towels... **6½c**
- 7½c Towels... **5c**
- 7½c Prints, red or garnet... **3½c**
- \$1.00 Table Cloths, bleached, 49c
- 10c White Goods, long lengths, at... **3½c**
- 12½c White Goods, long lengths, at... **5c**
- 15c White Goods, long lengths, at... **7½c**
- 25c and 39c White Goods... **10c**
- 12½c Toweling, by the yard... **7½c**
- 100 different bargains in this room.

Extra Special Shoe Sale Monday

- Men's vic kid welt and patent colt welt shoes, worth up to \$5 a pair; all new, \$2.45, \$2.45, \$2.45 and... **\$1.75**
- Men's vic kid lace and Bluchers, men's patent colt lace and Bluchers, gunmetal Bluchers, leather and dull lined, worth up to \$3.50, per pair, at... **\$2.45 and \$1.75**
- Women's patent colt welt and turn button or lace, worth \$5, Zigler Bros., Philadelphia, Pa., women's Russia calf button or Blucher, worth \$3.50, wad, men's golden brown vic kid lace, worth \$3; price, **\$2.45**
- Women's tan or black Gibson ties, also gunmetal in welts

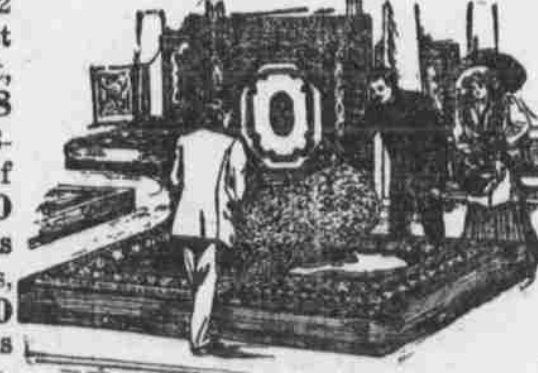
Many more lines added from the FLOOR STOCK of the SPENCER SHOE CO. and are the HANDBOOK STOCK of the SPENCER SHOE CO., on sale Saturday and Monday at About One-Third to One-Half Regular Value.

Special Rug Bargains Monday at Hayden Brothers

The most complete stock of new rugs shown—many greatly underpriced for Monday's selling. Take Advantage of OUR CREDIT SYSTEM, it provides for payments to suit your convenience.

- \$30.00 Axminster Rugs, 9x12 size, 25 patterns to select from; on sale Monday at, choice... **\$21.98**
- \$25.00 Axminster Rugs, 8-3-10-6 size, great range of patterns at... **\$18.50**
- \$20.00 Tapestry Brussels Rugs, 10 wire seamless, 9x12 size, at... **\$16.50**
- \$15.00 Tapestry Brussels Rugs, 9x12 size, sale price, at... **\$12.50**
- \$15.00 Smyrna Rugs, 30x36 size, snap at... **98c**
- \$5.00 Wilton Velvet Rugs, size 35x72, choice... **\$3.25**

- \$16.50 Tapestry Brussels Rugs, 10 wire, big range of patterns, size 8-3x10-6, at, choice... **\$13.50**
- No Piece Curtain Stretcher, made of basswood, at **98c**
- \$50.00 Wilton Velvet Rugs, 20 patterns to select from, 9x12 size, choice... **\$36.50**
- \$15.00 German Body Brussels Rugs, 9x12 size, choice, at... **\$11.50**
- \$8.00 Kashmir Rugs, size 6x9, special at... **\$5.75**
- 7-ft. Window Shades, best quality water color, at... **25c**



Bissell's Welcome Sweeper, nickel plated cyco bearing, great value at... **\$3.00**

Some Shrewd Prices for Shrewd Grocery Buyers

We carry the largest stock, buy only the freshest goods, best quality, and retail to the people at 25% and 50% less than any store in the west. Read these prices:

- 21 lbs. best pure can Granulated Sugar... **\$1.00**
- 10 bars Laundry Soap, any brand... **25c**
- 10-lb. sack best Granulated Cornmeal... **15c**
- 10-lb. sack best Buckwheat or Graham Flour... **35c**
- The best domestic Macaroni, pkg. 8½c
- Omaha Oats Co. Toasted Wheat Flakes, per pkg... **5c**
- 4 lbs. best Pearl Tapioca or Sago... **25c**
- 1-lb. can Royal or Dr. Price's Baking Powder... **35c**
- Large bottle Snyder's Catsup... **18c**
- 4 cans extra fancy, Sweet Sugar Corn... **25c**
- 3-lb. cans solid packed Tomatoes... **8½c**
- Condensed Cream, per can... **7½c**
- 1-lb. cans assorted Soups... **7½c**
- Oil or Mustard Sardines, per can... **3½c**
- Fancy Red Alaska Salmon, per can... **15c**
- The best crisp Pretzels, per lb... **6c**
- The best crisp Ginger Snaps, per lb... **5c**
- The best Sweet Cookies, over 25 varieties to choose from, per lb... **10c**
- FLOUR! FLOUR! FLOUR!**
Flour has again advanced 40c per barrel—this means 10c per sack. We bought heavy before the advance and are determined to give the people not only the benefit of our purchasing power, but to get every housekeeper in Omaha to try a sack. We guarantee it to give satisfaction or your money refunded; for Monday we will have another sale and will sell this highest patent Flour made, per 48-pound sack... **\$1.25**
- BUTTER AND CHEESE PRICES FOR MONDAY.**
Choice Dairy Butter, lb... **21c**
Fancy Dairy Butter, lb... **23c**
Fancy Creamery Butter, lb... **23c**
- Fancy full cream Brick Cheese, lb... **15c**
- Fancy full cream Wisconsin Cheese, per lb... **15c**
- Fancy full cream N. Y. Cheese, lb... **15c**
- Sap Sago Cheese, each... **7½c**
- Neufchatel Cheese, each... **8c**
- FRESH VEGETABLES FOR MONDAY**
3 heads fresh Hothouse Lettuce for 5c
Fresh Spinach, per peck... **20c**
- Large Cauliflower, each... **10c**
- Fresh Beets, Carrots, Turnips or Shalot Onions, 3 bunches for... **10c**
- Red Cabbage, per lb... **2c**
- Fresh Ripe Tomatoes, per lb... **15c**
- Cape Cod Cranberries, quart... **9c**
- Egg Plant, each... **7½c**
- Fresh Rutabagas, Turnips, Beets, Onions, Parsnips or Carrots, lb... **2c**
- 2 heads fresh Celery... **5c**
- Fancy Holland Seed Cabbage, lb... **1c**
- Fresh Roasted Peanuts, quart... **5c**

Unprecedented Millinery Bargains

for One Day, Monday, March 16

Your Unrestricted Choice of Any Trimmed Hat in Our Entire Stock at **20%** Reduction from Regular Retail Prices.

Most delightful assortment in Omaha to select from. An opportunity of a lifetime. All hats marked in plain figures.

The Corset Question

is one of considerable importance to most women, for upon it depends the perfect set of the new gown.

The W. B. Newform is an extremely popular corset for medium or slender figures, is built on scientific principles and conforms the figure to the lines required by fashion. Model No. 407 (shown in illustration), is one much in demand, is made of fine French batiste, with high bust, long hip and back; two sets of hose supporters attached—at... **1.50**

Many Other Models Shown in this popular Corset at... **\$1.00 to \$2.00**

\$1.00 Rust Proof Corsets, fine imported batiste, high or low bust models, at... **75c**

75c Batiste Corsets, long and short hip models or girdle tops, hose supporters attached, at... **49c**

Ladies' Hosiery Two Rousing Specials Monday

A big line of Sample Hose—Values to 50c, in all over lace and lace boot effects and embroidered lilies—all colors, at... **12½c**

Ladies' Fancy Embroidered and Lace Hose—Also plain black and colors, or with white foot, regular 19c quality—at, pair... **12½c**



Three-Year Guarantee only
Ball-Bearing \$2.98
Bicycle Ball-Bearing Wringer, worth \$5.00; Monday... **\$2.98**

In the Hardware Dept.

- Mrs. Potts' Sad Irons, five-piece set... **69c**
- \$1.50 Steel Wheel Roller Skates, the best made... **98c**
- 6-foot Step Ladders, worth \$1.25; Monday... **55c**
- 4-foot Step Ladders, worth 90c; Monday... **39c**
- 25c AND 50c ARTICLES MONDAY, 12½c.**
- 1 Heavy Braided Clothes Line.
- 1 Large Turkey Feather Duster.
- 1 Dolly Wash Board.
- 1 5-tie Parlor Broom.
- 4 boxes Clothes Pins, 30 in a box.
- 1 Mrs. Voorman Sink Strainer.
- 5 pkgs. Toilet Paper, 5c size.
- 2 Chair Seats, all sizes.
- 1 Wilson 2 Tin Covered Toaster.
- 1 Large Tin Covered Steamer.

Don't Drink Dirty Water Big Sale of Water Filters, \$1.75

Will filter pure crystal water at ten gallons per hour. See the Demonstration Saturday.—Hardware department.

Try Hayden's First