Bargain Day Western History

enders since the opening of the new store. to make Saturday's sales bigger than ever before

sands and thousands of dollars worth of new and forced lower and lower on account of the unseason-Giore. We bought this merchandise at practically

ked Four Weeks Ago

urers, and Brandeis immense cash purchases are ate goods at 40 per cent to 50 per cent less than regular price. . .

he Loss. We Offer You the Gain lled with these wonderful bargains. Don't miss them. wing Chance of a Lifetime

Odd lots, mill lengths, sample strips

Bought at an absurd reduction from a Paterson, N. J., silk mill -blacks, whites and all colors of silk taffeta-also Dresden ribbons, graduated dots, plaids, checks and Roman stripesheavy quality and hundreds of styles extra special, worth up to 50e yard, at, yard-

3½c, 5c, 10c and 15c

Allover Lace and Embroidered **BOLERO JACKETS**

About 50 styles in these elegant Bolaro Jackets and Tokyo Jackets, made of fine sheer India Lawn and all linen lace and emboidery trimmed Irish crochet ce and fancy French Vals. lese are New York manufacfurers' samples and all 4 25 latest styles-worth up to \$8.00, at.....

UNDERW'R

Infants' Fine Cotton and Merino Vests, high neck and long sleeves, silk finished, Ladies' White and Colored Lisle, lace and silk finished mercerized vests, silk ribbon trimmed, at, each..... Ladies' Lisle Vests, hand crocheted lace and ribbon trimmed,

crocheted

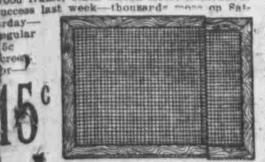
shoulder



white porcelain lined, blue mottled outsiderull 5-quart, reguiar 30c, at ... 17c full 6-quart, regu-lar 35c, at ... 19c



DJUSTABLE WINDOW SCREEN-Hardsood frame, black screen cloth, tremendous ccess last week-thousards more on Sat-



Down go the prices on

FOR MEN AND WOMEN

We bought these way below their regular price-manufacturer simply had to sell these low shoes at once. That is how we offer you women's

\$3 patent colt and gun metal oxfords-welt sole and two eyelet tie for \$1.59all the styles are the newest and these low shoes are the most wonderful bargain in years, at, per



Men's Oxfords

One thousand pairs of men's high quality oxford shoes in this lot at the biggest bargains shoes ever sold for-Here are \$3 patent colt oxfords 4 98 \$3.50 gun metal oxfords..... \$3.50 vici kid oxfords..... W. L. Douglas sample oxfords.

Oxfords and Juliets, \$1

On Sale in Basement-New Store

Never were there such fine shoes offered at such a price as this. These are the cream of our great purchasethousands of women's fine vici kid oxfords and the popular Juliets—all sizes—made of selected leathers -all new 1907 goods-actua'ly worth \$2 everywhere—extra special for Saturday, at, pair.....

Straight from an eastern manufacturer comes this immense purchase of



Ladies' Genuine Seal Purses with straps and pearl clasps, lined with calf and silk moire. Ladies' Swagger Bags with two soft handles, with inside purse. Genuine Cow Hide Carriage Bags with change purse, mirror and card case. Some with cut glass smelling bottle. The Carlton Bag. Imported change purses in all leathers. At

Positively Worth Up to \$2

Beaded Belts Belts with front and back pieces-worth up to two

Wash Belts Importers' samples Beaded | Plain, pleated and eyelet em-, broidered Pure Linen, sizes from 22 to 38 inch, no charge for extra sizes, w'th 75c to \$1 39c

choice for 50c Big Bargain Square of Jewelry Bargains Hat Pins, Brooch Pins, Fine Collar Button Sets with pearl backs, cuff pins, rings, scarf pins, etc., worth up to fifty cents, at 10c New Store Free Exhibit "VILLAGE

\$45,000 Painting "VILLAGE BLACKSMITH" Free Exhibit New Store

Manufacturer *** Hopelessly Overstocked That Is Why He Had to Sell Us These High Class

MEN'S SUMMER SUITS

At About One-Half the Price He Asked a Month Ago

You'll Save Five Dollars Easily on Your Summer Suit If You Buy It Here Saturday



In this big purchase were many hundreds of medium priced suits of better than medium quality-they are all new, well made and right up to date. They are made to sell at \$10 to \$12.50—we group them in one lot for Saturday-your choice.....

Here are Summer and Spring Suits that are worth every cent of \$15 to \$17.50-

all favorite patterns, well tailored, correctly made and all new fabrics—just the suit to last throughout the summer. The manufacturer took the loss on these suits-the gain is yours-select one for

TO OMAHA MEN WITH REFINED TASTES

we offer Saturday-

Men's Pants

Men's \$2 Pants, good worsted and mixtures, a big bargain, 98c Men's \$3.50 Pants, 1.75 Men's \$5 Pants at 2.98

Men's \$6 Pants at 3.98 BOYS' KNEE PANTS SUITS AT BIG REDUCTIONS

Buy your boy a good up-to-date suit Saturday-one that he can take comfort in. Here are regular \$4 quality boys' double breasted, Russian or sailor suits, strictly all wool a great big bargain Saturday, at.....

IN BASEMENT CLOTHING DEPARTMENT \$10 and \$7.50 Suits, in sizes 33, 34 and 35, Satur-

Boys' \$1.00 Knickerbocker Pants at 39c

In bloomer, Knickerbocker or straight pant styles-and made of good, serviceable rough and ready wool fabrics-big Saturday special.....

Our New York Buyer Paid Less Than I-2 Price For the Manufacturer's Samples of Men's and Boys'

SUMMER SHIRTS

Big bargain squares in our old store piled with these new, up-to-date

men's shirts for summer, made of best mohair, pongee and madras -positively worth up to \$2 each,

in this big sale WHITE LAUNDERED SHIRTS-With all linen

bosoms—this is a manufacturer's surplus stock-shirts that are worth up to \$1.50 each, at



Less than Half Price for Men's Light Weight.....

Thousands of garments of the famous "Otis" silk lisle Underwear-also the fine French mercerized lisle Undergarmentsbought at a great price reduction. Buy Saturday.

Underwear-worth up to \$4 a suitin suits only, at garment......

Otis silk lisie and mercerized

Mercerised mesh and French Lisle Underwear, worth up to \$1.25 gar-

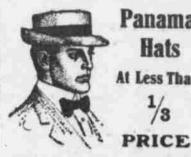
Saturday's Extra. Specials MEET ME AT THE FOUNTAIN

1-qt. brick ice Butter Scotch Fresh toasted ly pure and Marshmallows cream (to introduce, 20c. | 19c per 1b.

Scarfs, Squares and Doilies In Art Dept., main

floor. Immense line fancy linens, scarfs, squares, center pieces, shams and doiles-Many hand made cluny and Battenburg -special prices.

BIG SPECIAL SALE OF MEN'S GENUINE



Panama Hats At Less Than



Here are 500 imported samples—genuine Panama Hats-bought at one-third price from a New York commission house-all leading styles for 1907 and worth up to \$20, at-

Straw Hats for Men and Boys All the latest styles-all the extreme and moderate shapes-best assortment in Omaha, at-

25c-50c-98c-150-\$2-250-350 STETSON

HATS

Trunks and Valises

All the latest blocks-Trunks, \$3.25 to \$29. the standard the standard the world over. 3.50 \$1.50 and up to \$26

Books for Gradu-Hair

ation.

Appropriate gifts for commencement -- in our book dept .- New Store-

25c and Up

Base-

ment

Ladies' High

Dressing Marcel waving a specialty. Elegant new parlors on second floor, new store. Appointments by telephone.

Saturday Night

S TILL 16 O'CLOCK In Basement Sh. Dept. - 300 parts of mens \$2 heavy work shoes,

Wide Band For Dutch sults.

BASEMENT Challies

kimonos, 20c values

Ladies' Gloves in Basement

Real English lists thread Gloves, black and 15e brown, pair.

Handkerchiefs

Ladies' meu's and children's fine handkerchiefs plain white and fancy 31

Basement

Merchant

Tailoring

Men's Clothes

correctly made to

measure at mod-

erate cost - Old

store, 2d Floor.

Genuine imported Teddy Bears, with voices, white and two shades of brown, prices 75c to 25

BASE-MENT

Teddy Bear Outfits, Caps, Sweaters Walking Suits, Pyjamas, overalls, etc., all the latest extreme noveities, prices-

sheer India Linons - big bargain in useful miil lengths; at, yd

Base-

ment

Just received.

315 bundles of
new, nobby papers for today's
trade, at prices
lower than ever 6c. 7c. 8c. 10c per roll, up to

BASEMENT

WALL

PAPER

ment Ladies' Hos-

tery, all sizes, fast black weight, would be cheap at 15c pair - at,

Dase-

Grade Black open work and ues, pair

fancy lace hostery, 25c valPhotogrp'h **Albums** Bought from the R. R. Company Celluloid, leather and

50c

Siik Plush Binding -

regularly sold at \$2.50