

Wm. Herold & Son.

A Whole Ship Load

Of argument is not near as convincing as one little backable bargain. Let politicians "cry havoc," but the generality of politicians puts one out of conceit with politics and we believe with Pope, that "party is the madness of the many for the gain of the few." From every hill-top vale and valley for the past sixty days has the calamity howler been shouting death and destruction, and all on account of

Billy Wilson's Little Bill.

What the ultimate result of this change of policy will be we leave to futurity to solve, but the immediate result has been a general reduction of price on all woolen goods. All of our fall woolens were sold to us at prices made in anticipation of the change in the wool schedule on January 1, 1895.

WOOLEN GOODS.

All wool 36-inch dress flannel So last year at 50c a yard	.35
All wool 54-inch broadcloth Sold last year at \$1.00 a yard	.75
All wool 54-inch broadcloth Sold last year at \$1.25 a yard	1.00
All wool silk finished Henrietta, 48 inches wide Sold last year at \$1.00 a yard	.75
All wool 48 inch wide Henrietta Sold last year at 90c a yard	.60
All wool Henrietta, 38 inches wide Sold last year at 60c a yard	.40
Atlantic F. Cashmere, 36 inches wide Sold last year at 25 cents a yard	.20
Atlantic F. F. cashmere, 36 inches wide Sold last year for 35 cents a yard	.25
All wool shirting and skirting flannels Sold last year at 35 cents a yard	.25
All wool skirt patterns full width Sold last year at \$1.00 a yard	.75
All wool skirt patterns, full width Sold last year at \$1.25	1.00
German knitting yarn Sold last year at \$1.00 a pound	.75
Imported Saxony yarn Sold last year at \$1.35 per pound	1.00
Spanish yarn Sold last year at \$1.35 a pound	1.00
All wool blankets, 10x4 Sold last year at \$3.00 a pair	2.25
All wool blankets Sold last year at \$4.00 a pair	3.00
Ladies' all wool underwear, grey and camel's hair Sold last year at \$1.00 each	.75
Ladies' all wool underwear, natural color Sold last year at 87c each	.65
Ladies' mixed underwear Sold last year at 65 cents each.	.50

SPECIAL PURCHASE.

Mens' Morris Mills and Iwits Conde' underwear Sold last year at \$1.50 each	.75
Mens' extra heavy grey underwear Sold last year at 50c each	.39
All wool carpets "13 pair" quality, new stock, new designs Sold last year at 85c a yard	.65
All wool carpets, "11 pair" quality Sold last year at 70c a yard	.50
All wool filled carpets Sold last year at 65c a yard	.45
Union carpets Sold last year at 45 cents a yard.	.35
Smyrna rugs 1 ft. 6 in. by 2 ft. 10 in. Sold last year at \$1.50 each	1.00
Smyrna rugs, 2 ft. 6 in. by 5 feet long Sold last year at \$3.50 each	2.50
Best quality Moquette rugs 27 in. by 63 in. Sold last year at \$4.00 each	3.00

The above comparisons have been made on staple goods that we carry every season, the price of which is familiar and well known to all people, therefore every one will be able at sight to see and appreciate the reduction in price. There are other articles in which wool is used in the manufacture, viz: knit goods, Hoods, Facinators, Mitts, Hosiery, Shawls, etc., on which there have been reductions as radical as the above, but are impossible to list intelligently.

A Long String of Fish

Is not carried up a side street. It's just about as important to let folks know you've got something good for them, as it is to have it to begin on. Wasn't there something said once about burying your talent in a napkin? Having done our duty by securing the goods and calling attention to them, we leave you to do yours by seeing them. For all who visit us we have bargains, for those that don't—sympathy.

Don't Go to Omaha!

Why? Because it will not pay you. Omaha dealers can't buy goods any cheaper than we can, therefore can not sell them as cheap, for it is a well known commercial truth that it costs ten per cent more to do business in cities than in towns. Some Omaha dealers are great believers in the popular error, that "the American people like to be humbugged." To say that we, as a nation, enjoy being humbugged is to insult our intelligence; to attempt it is to draw down a swift and terrible punishment. We, as a nation, not only know a good thing when we see it but we also appreciate merit when we meet it. The transparent fraud resorted to by Omaha dealers in offering a limited supply of a staple article for a limited time, with the expectation of making it back on the whole amount purchased—and it is not generally very hard to find out what item on which the loss was recovered—is ridiculous, if the purchasers would reflect on the matter, because nothing is gained by paying a few cents less on one article, then giving it back a half dozen times on another purchase.

We've Heard it Said

That times are hard, and in view of this fact it behooves every one to go where they can buy the cheapest, for

"There is some soul of goodness in things evil
Would men observingly distill them out."

Therefore buy your fall bill of us and you will find the times are not as hard as they might be. We are confident that we can save you from twenty-five to thirty per cent. We have customers who come twenty to thirty miles every fall to buy their winter supplies from us. Occasionally one or two stray away and go to Omaha, but they only try the experiment once, the following year they are back trading with us. Omaha dealers know this type of customer, and never expecting to see them again, have no compunctions about "sticking them," and the unlucky purchaser finds on returning home that their so-called bargains "that afar shone so grand, turns to nothing in the hand." With us transient trade is all right for super-structure, but steady custom is the foundation of a business. That's what we are working for. We propose to not only give you prices that will attract you, but treatment that will hold you. By doing this we will disprove the old statement that "there's no friendship in trade," because a man had better get along without customers than without friends.

Call in and be Convinced!

Our Prices Prove the Story.

We Will Sell Out Soles

With the uppers that are attached to them

For Money.

To find out just how much, consult our price list of shoes, which follows:

MEN'S SHOES.

95c For a good working shoe, lace or congress.

\$1.25 For a Satin Calf shoe that shoestores ask \$1.75 to \$2.00 for.

\$1.50 For a genuine Calf Skin shoe; \$2.25 is asked for no better shoes elsewhere.

\$2.00 For a genuine Kangaroo shoe that's real value is double that price, but our purchase of a manufacturer's stock at 50c on the dollar enables us to sell at that price.

RUEBER GOODS.

Rubber boots and shoes, overshoes, etc., to fit all sizes of feet, from infancy to old age, at the lowest prices.

LADIES' SHOES.

"Her little feet beneath her petticoat
Like little mice, stole in and out,
As if they feared the light."

If the young lady to whom the above lines were indited had on a pair of our shoes, the poet's rhapsodies are excusable, for no one carries a more artistic or a better fitting line of ladies' foot wear. Eddy & Webster's shoes, for which we are sole agents in this city, received the highest award at the World's Fair, and are carried by large city retailers as their best shoe for their finest trade, and who, by the way, ask from 25 to 50 per cent more than our price, simply because the people to whom this shoe appeals are willing to pay the price, in fact, de-light in paying big prices. But people of this sort are scarce in this vicinity, therefore we sell for less in order to reach a larger number.

DOMESTICS.

Never in the world's history has the price on domestics been as low as at the present date.

MUSLINS.

Good quality unbleached muslin.....4c a yard

A grade of unbleached muslin that we formerly sold at 7c a yard, now.....5c a yard

Soft-finished bleached muslin.....5c a yard

Cashmere de Lyone—a heavy twilled cotton fabric, 27 inches wide—sold at 10c, now.....7c a yard

PRINTS.

Windsor brilliant prints—this season's most exquisite print cloth—sold everywhere else at 7 and 8 cents; our price.....5c a yard

Simpson's fast black and white prints—best black and white prints made. All you want at.....5c a yard

Apron check gingham, now sold at.....4c a yard

Ready-Made Sheets and Pillow Cases

Already hemmed and ready for use, at the same price that the muslin costs by the yard. A new idea, and a great saving of labor.

Unbleached, size 81x90 inches, hem-stitched, Pepperrall muslin, each	50 cents
Bleached, size 81x90 inches, hem-stitched, Pepperrall muslin, each	55 cents
Fruit of the Loom muslin, size 81x90 inches, hem-stitched, each	65 cents
Bleached Pillow Case, size 45x36 inches, wide hem, each	10 cents
Bleached Pillow Case, Pepperrall muslin, size 45x36 inches, wide hem, each	15 cents
Fruit of the Loom Pillow Case, size 45x36 inches, wide hem, each	20 cents

In addition to the above we have a fine line of handsomely-embroidered sheets, with pillow cases to match, and lace-trimmed and embroidered pillow cases in sets, at surprisingly cheap prices. They are beautiful goods, and will make an excellent holiday or wedding gift. Nothing could be nicer or in better taste.

Cloak Department.

Ladies' Jackets, Ladies' Plush and Cloth Capes, Ladies' Plush Sacques, Misses' Jackets, Misses' Newmarkets, Children's Jackets, Children's Newmarkets, Infants' Long Cloaks.

NEW STOCK! LATEST STYLES!
EXCLUSIVE DESIGNS!

This season's latest creations, bought from first hands, and will be sold at 25 per cent under Omaha prices for the same garments.