

# A Big Crowd in Lincoln!

Friday, May 15th will be Circus Day. The Great Sells Bros. and Forepaugh Circus will be here. There will be a big crowd in Lincoln--there always is on Circus Day. Get to town early and take advantage of some of the big bargains we will offer for that week. These prices will hold good till after the show.



## Invitation to our Cloak Department

If you are looking for a stylish and low-priced Shirt Waist, come to see us and examine our Bargain Counter, where you will find splendid values. We quote you prices on a few of them.

### A lot of Mercerized Duck Waists

Worth 75c, closing out price.....**59c**

### A lot of Madras, Linons and Percalé Waists

Assorted colors, worth \$1 25 and \$1 50, closing out price.....**89c**

\$1 00 Black Satine Waists, with white dots, sale price, each.....**85c**

### A lot of Black Satine Waists, Mercerized

Worth \$1 00 and \$1 25, sale price.....**89c**

\$1 75 Black Satine Waists, mercerized, at.....**\$1 58**

### A lot of White Linon Waists

Worth 90c and \$1.25, closing out price..... **69c**

A Lot of \$1 75 and \$2 00 White Linon Waists, closing out price.....**\$1 25**

\$2 50 quality at.....**\$1 48**

\$3 00 and \$3 50 quality at.....**\$2 48**

Besides we have a large assortment of Linon Waists in white or black at **\$1 25 \$1 50 \$2 00 \$2 25 and \$3 00**

### A lot of China Silk Waists

In Red, Rose, Green and Black, a very nobby garment, regular \$3 75 value, special for this week.....**\$2 89**

### Waisting Cloth

28-inch handsome raised stripe Granite cloth, assorted colors, regular 15c quality, per yd. **12c**

28-inch Persian striped Melrose—a cloth that will wash—regular 25c quality, per yd. . . **19c**

**2c PER CENT OFF** on all Cotton and Wool Waistings this week.

### Linings

Spun glass, looks like silk and so much used now for drop skirts, comes in all colors, 36 inches wide, at 15c. Our price this week..... **12½c**

Mercerized Sateen in Brown, Red, Pink, Blue, White and Black, full yard wide. A bargain at 25c, our price this week..... **19c**

### Embroidery Sale

An immense variety of new and attractive patterns from 2 to 10 inches wide; all of them well made on Cambric, Nainsook and Swiss, Edgings and Insertions.

1 to 1½ inch Embroidery edge, per yd. .... **2c**

3 to 5 inch Embroidery edge, regular 9c at..... **7c**

3½ to 5 inch Embroidery edge, regular 12½c at..... **10c**

3½ to 6 inch Embroidery edge, regular 15c at..... **12c**

All-over Embroidery **45c 50c 60c 75c**

**85c \$1 00 \$1 15 \$1 50 \$1 65**

**\$1 85 and \$2 00**

Special Discount on Others.

### White Dress and Wash Fabrics

Good time now to put in some of these dainty white stuffs for early summer dresses. There's a surprising richness in the designs that women will take to immediately.

1000 yards of 30 inch India Linon worth up to 15c, this week, per yard..... **10c**

600 yards of 28 inch lace stripe Dimities, worth up to 20c, this week, per yard..... **12½c**

600 yards mercerized Oxfords, all good, worth up to 25c, this week..... **18c**

### Snaps in Colored Lawns and Dimities

12 yd. dress pattern of Scotch Lawn..... **48c**

12 yd. dress pattern of Organdie..... **72c**

12 yd. dress pattern of Talma Batiste or Rosalind Dimity..... **\$1 25**

Dotted Swisses, Batiste, Dimities, Silk Tissue, embroidered Silk Tissue, Mercerized Grenadines, St. Gall Novelties, Mercerized Etamines, Fillet Rays, Mercerized Manrus, Mercerized Soie Tricotes, Lisle Tissues, Madonna Novelties, Tissue Maskel. Prices per yard, 5c, 7c, 8c, 10c, 12½c, 15c, 18c, 20c, 25c, 28c, 35c, 40c, 50c and 60c.

Our showing of new and novel wash fabrics is unsurpassed.

### Wool Suitings

10 pieces all wool Venitian cloth, all the new shades, for skirts and suits, 38 inches wide, regular price 50c per yard, this week..... **43c**

46 inch Melrose Etamine, light weight wool fabric, the proper thing for summer wear, assorted colors, regular price 85c per yard, this week **74c**

50 inch Flaked Zibeline and mixed coronation cloth, in all the spring shades, regular \$1.00 value, this week..... **87c**

### Silks! Silks! Silks!

We invite every lady who is looking for great values to kindly call and examine our stock of black silks, as we have a large stock and for the purpose of introducing what we have in this line, we have made **Special Prices for this Week.**

36-inch guaranteed Taffeta, regular \$1.50 per yd. sale price..... **\$1 35**

27 inch guaranteed Taffeta, regular \$1.25 per yd., sale price..... **\$1 12**

27 inch guaranteed Taffeta, regular \$1.00 per yd., sale price..... **85c**

19 inch guaranteed Taffeta, regular 75c per yd., sale price..... **67c**

27 inch guaranteed Peau De Soie, regular \$1.25 per yard, sale price..... **\$1 12**

24 inch guaranteed Peau de Soie regular \$1.00 per yd sale price..... **87c**

China silk or Summer silk, 22 inches wide, this week per yard..... **45c**

### Ladies' Muslin Night Gowns

**34c** for a ladies' gown, full size, made of good quality muslin and a tucked yoke, regular 40c

**43c** for ladies' gown, fine muslin, yoke, trimmed in embroidery, regular 50c

**73c** for ladies' cambric gowns, full sizes, nicely trimmed in embroidery, cuffs and yoke tucked, regular 89c.

**\$1 00** for ladies' cambric gown in three different styles, trimmed in lace or embroidery, all sizes regular price \$1.25. Special discount on all other muslin underwear.



### A Neatly Turned Ankle



A NEATLY TURNED ANKLE requires an equally neat shoe. The Oxford ties offered by us are not only exceptionally neat, but also most artistically designed, faultlessly fitting and of extreme durability. We offer the following good values in ladies' oxfords: \$3.00, \$2.50, \$2.00, \$1.50 \$1.25 and \$1.00 a pair.

\$1.75 and \$2.00 Vici Kid Oxfords, So. button and So. tie, McKay and Welt soles, all sizes, widths B to EE, special price this week..... **\$1 58**

Ladies' Oxfords on bargain table good assortment of sizes, good styles, for..... **98c**

### Children's Slippers and Strap Sandals

Infants Vici Kid strap Sandals 2 to 5, special..... **49c**

Infants' red strap sandals 2 to 5 special..... **58c**

Infants' patent leather strap sandals 2 to 5 special..... **69c**

Childs kid strap sandals 5½ to 8 90 and..... **80c**

Childs Patent leather sandals 8½ to 11..... **\$1 00**

Misses Patent leather slippers 11½ to 2..... **\$1 25**

### Low Shoes for Men

Men's Patent Colt Oxfords, Goodyear welt, single sole B, D and E widths, sizes 7 to 10½, a regular \$3.50 shoe, special..... **\$3 20**

### Turkey Red Damask

58 inch Damask assorted patterns, regular price 30c per yard, this week..... **24c**

58 inch Senfrew Damask, assorted patterns, regular price 50c, this week..... **40c**

### Bargains in Sash Ribbon

No. 60 Plaid or Wash Satin Taffeta, every new shade as well as the staple colors, 50 bolts in all. Will sell this week at, per yard..... **22c**

### Baby Bonnets

A lot of Baby bonnets, slightly soiled bargains at regular prices. To close them out quickly, we will give you 20 per cent off this week, with special discounts on all others. Price runs from 12c up to, each..... **\$1 25**

**100 pieces Standard Percalé, all choice patterns, regular 10 cent values, now on sale at 7¾c.**

New Idea Magazines for June

**FRED SCHMIDT AND BRO.**

917-921 O, OPPOSITE POST OFFICE.

New Idea Patterns 10c Lincoln, Neb.