

ONLY NINE MORE DAYS OF THE GREAT STOCK TAKING SALE

Greater Bargains this Week than Ever in all Departments.

N. B. FALCONER 1505-1507 Douglas St.

Read this Advertisement Carefully and it Will Pay You.

Try Standard Fashion Patterns

SILK DEPARTMENT. This being the last week of our Stock-Taking Sale...

The Standard Patterns are Taking the Place of All Others.

reduced from \$1.50. 42-inch Silk Warp Imperial Twills at 75c...

COLORED DRESS GOODS DEPT.

Take advantage now of our great Stock-Taking Sale. You cannot afford to let it pass without securing a nice dress for Fall wear...

LACE DEPT.

We have accumulated a lot of Remnants in our lace stock which we will place on sale Monday without regard to cost...

PARASOL DEPT.

All our 26-inch "La Tosca" Parasols that we have been selling at from \$7.50 to \$13.50...

HOSIERY DEPT.

Every pair of our Fancy Lisle Hose must be sold this week.

WHITE GOODS DEPT.

The rush at this department for the past two weeks has been simply unsurpassed. It has been impossible at times to wait upon all our customers...

GENTS' FURNISHING DEPT.

We are giving exceptional value in this department. Prices on some goods less than half.

BLACK GOODS DEPT.

10 pieces Silk Warp Henrietta, 67 1/2 reduced from \$1.00. 46-inch All Wool Black Cashmere at 57 1/2...

SHIRT WAISTS. SHIRT WAISTS.

Our entire stock of "Mothers' Friend" Waists—is this the first quality and perfect fitting—close, 50c; worth \$1.00 and \$1.25.

FAVORITE SUMMER RESORTS.

Where Omaha People Are Trying to Keep Cool.

Send for The Fashion Gazette.

Lavens goes at 17 1/2c, we have only a few pieces left, secure a dress pattern while they last.

ANNUAL FASHIONABLE EXODUS.

The Pleasures of Those Who Through Choice or By Force of Circumstances Will Remain in Omaha.

Hosiery Dept.

50 dozen Ladies' Onyx "Stainless" Black Cotton and Lisle Hose...

Omaha Lawn Tennis Clubs.

One of the leading amusements of the summer season is the interesting game of lawn tennis. It is not as violent a game as base ball, and is free from the danger of accidents common to the national game.

Dr. Mercer's Reception.

On Thursday evening, Dr. Mercer threw open the doors of his hospitable mansion, on Mercer avenue, and gave a reception to the pastors from various parts of Nebraska and Iowa who have been in attendance at the annual meeting of the Christian church...

Forewell Party.

A most enjoyable forewell party was tendered to Miss Dora Mast who left last evening for Topeka, Kan., by her sister at her residence, 1701 Capitol avenue. The lawn was prettily lighted with Chinese lanterns, and the many guests moving hither and thither made the scene one of brilliancy and animation.

Summertime at Manitow.

Among the Omaha people enjoying the beauties of Manitowish and the wild mountain scenery adjacent are the following: Mrs. O. M. Carter, Miss Leola M. Carter, Carroll M. Carter, Mr. Henry Holla and family, Miss Dora Beckman, Mrs. Adolph Meyer and family, Mrs. H. P. Deuel, Mrs. Charles Deuel, Mr. and Mrs. S. D. Barklow, Mrs. J. Metzger, Miss Helen Curtis and Mrs. A. Hoeswater.

High School Alumni.

In accordance with the plan of having each class of the high school alumni elect a member for vice president, the class of '87 met on Wednesday and chose Leonard Strang for that position.

Omaha at Spirit Lake.

Among the Omaha people at present enjoying a sojourn at Spirit Lake are the following: Mr. and Mrs. Ed B. Williams, W. J. Van Aeran, Miss Nettie Johnson, Miss Anna Truland, Mrs. Matha Powell, Mr. T. P. Cartwright, Mr. Lucretia Stevens, Mrs. R. N. Nicholas, Mr. S. A. Orchard, Miss Mabel Orchard, Mr. Charles Ogden, Mrs. A. H. Tracy, Miss Alice Tracy, Mr. George H. Mills, Mr. and Mrs. A. Remington, Mr. E. Sneed, Mrs. P. M. Leonard and Miss Minnie Leonard. These are all at the Hotel Orleans.

Platmouth Society.

D. Hawksworth went to St. Paul Tuesday. Mrs. R. R. Livingston visited Omaha Monday.

SPECIAL!

20 Per Cent OFF ALL OUR LACE CURTAINS And Everything in Our Drapery Dept. Until August 1st. On Third Floor. Take Elevator

Mail Orders Promptly Filled.

RIBBON DEPT. 200 pieces Colored Satin and Grosgrain 200 shades, worth from 10c to 25c...

EMBROIDERIES! EMBROIDERIES! They must be sold. Note the prices.

2,000 yards Cambric, Swiss and Everlast Inserting and Edging, worth from 6c to 15c...

3,000 yards Cambric and Swiss Embroideries in white and colors worth 15c to 30c...

2,000 yards Cambric and Swiss Embroideries in white and colors worth from 25c to 30c...

5,000 yards Fine Cambric Embroideries in white and colors, worth 40c; Tomorrow's price 15c.

We will offer a choice line of White Cambric and Swiss Embroideries, extra made; sale price tomorrow 25c.

These goods must be closed out before August 1st. See the prices.

45 inch Swiss Flouncing, worth 80c; sale price 57c.

45 inch Hemstitched Swiss Flouncing at \$1.50; worth \$2.50.

45 inch Swiss Flouncing, sold all season at \$1.85; sale price \$1.25.

45 inch Hemstitched and Embroidered Swiss Flouncing, worth \$2.50; sale price \$1.25.

Complete stock of Muslins, Cambrics and Sheerings at greatly reduced prices.

Mail Orders Solicited.

DOMESTIC DEPT. 1 case Pacific Lawns worth 10c at 64c. 3 cases Gingham, worth 12c at 84c.

We have about 40 pieces of our 10c Satines left—to close them out—we will sell them Monday at 6c.

A few pieces of Crinkle Seersucker left, will close them at 8c; worth 12c.

12c Gingham cannot be equalled for style and quality.

LINEN DEPARTMENT.

During the coming week, we will make a "Special Run" on our finest Linen Goods...

Comprises 5-8 and 2 1/2 Napkins and 2x2 1/2 Napkins at 25c.

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Send For Samples.

TOWELS. (Note the Prices.) All Linen Huck Towels at 7c each.

All Linen Huck and Damask Towels at 12c each.

All Linen Huck and Damask Towels at 13c each.

All Linen Huck and Damask Towels at 14c each.

All Linen Huck and Damask Towels at 15c each.

All Linen Huck and Damask Towels at 16c each.

All Linen Huck and Damask Towels at 17c each.

All Linen Huck and Damask Towels at 18c each.

All Linen Huck and Damask Towels at 19c each.

All Linen Huck and Damask Towels at 20c each.

All Linen Huck and Damask Towels at 21c each.

All Linen Huck and Damask Towels at 22c each.

All Linen Huck and Damask Towels at 23c each.

Flannel and Blanket Dept.

Tennis Suits at 25c. Blankets. Lot I, at \$1.80.

Lot II, at \$1.80.

Lot III, at \$1.80.

Lot IV, at \$1.80.

Lot V, at \$1.80.

Lot VI, at \$1.80.

Lot VII, at \$1.80.

Lot VIII, at \$1.80.

Lot IX, at \$1.80.

Lot X, at \$1.80.

Lot XI, at \$1.80.

Lot XII, at \$1.80.

Lot XIII, at \$1.80.