

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...

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...

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 cents...

The Standard Patterns are Taking the Place of All Others.

reduced from \$1.50. 42-inch Silk Warp Imperial Twills at 75c; reduced from \$1.00.

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, Monday to close at \$5.25.

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...

Send for The Fashion Gazette. Mailed Free.

Lavens goes at 174c, we have only a few pieces left, secure a dress pattern while they last.

HOSIERY DEPT.

Every pair of our Fancy Lisle Hose must be sold this week. A lot of Ladies' extra fine quality real French Brilliant Lisle Thread Hose...

GENTS' FURNISHING DEPT.

We are giving exceptional value in this department. Prices on some goods less than half. 75 dozen Gents' Lisle Thread Sox, tans, slates and modes, full regular made...

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, in one lot tomorrow at 5c.

EMBROIDERIES! EMBROIDERIES!

They must be sold. Note the prices. LOT 1 AT 2c. 2,000 yards Cambric, Swiss and Everlast Inserting and Edging, worth from 6c to 15c, in one lot at 2c.

SWISS FLOUNCINGS.

These goods must be closed out before August 1st. See the prices. 45 inch Swiss Floouncing, worth 80c; sale price 45c.

SHEETING DEPT.

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

Mail Orders Solicited.

DOMESTIC DEPT.

1 case Pacific Lawns worth 10c at 6c. 3 cases Gingham, worth 12c at 8c. 1 case Garner Batiste, 36-inches wide at 10c.

LINEN DEPARTMENT.

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

HAND LOOM LINENS.

We have arranged our whole stock of these fine Linens into four lots. LOT 1 AT \$5.75.

FLANNEL AND BLANKET DEPT.

Tennis Suits at 25c. BLANKETS. Lot I, at \$1.80 per pair...

Send For Samples.

TOWELS.

(Note the Prices.) All Linen Huck Towels at 7c each. All Linen Huck and Mottie Towels at 10c each.

CRASHES.

1 bale Russia Crash at 10c; reduced from 15c. 1 bale Bleached Twilled Crash at 8c; reduced from 12c.

PILLOW SHAMS.

Our whole stock of Cambric Pillow Shams at exactly half price to close. Large Turkish Bath Sheets at \$1.45.

FLANNEL AND BLANKET DEPT.

Tennis Suits at 25c. BLANKETS. Lot I, at \$1.80 per pair...

FAVORITE SUMMER RESORTS.

Where Omaha People Are Trying to Keep Cool.

ANNUAL FASHIONABLE EXODUS.

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

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.

Freemery, J. Misner, D. Hastie, R. Clancey, E. E. Howell, R. Montgomery, G. K. Van...

Dr. Mercer's Reception. On Thursday evening, Dr. Mercer threw open the doors of his hospitable mansion...

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their quarters in this city Tuesday evening. Merriment, speech-making and singing were the order of the evening.

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lowing: Mr. and Mrs. Ed B. Williams, W. J. Van Aernam, 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.

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went from South Omaha to Albright to attend, and all were pleased.

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Paris for a number of months, has returned home.

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and Mr. Cal Harding left for Spirit Lake on Friday evening.

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