

OPENING SALE OF NEW FALL GOODS FOR FAIR WEEK



ESTABLISHED 1864.

Falconer's

1505-1507 Douglas Street.

Make your purchases this week. We guarantee to save you 35 per cent. None but choice new goods will be offered.

BIBBONS! RIBBONS

Underneath find Particulars of the Great Ribbon Sale Previously Announced.

Lot 1, at 7 1/2 Cents. 500 pieces Gros Grain Ribbon, satin edge, all pure silk, in all the newest shades. Sale price 7 1/2c. No less by the piece.

Lot 2 at 10 Cents. 300 pieces Gros Grain Ribbon, satin edge, all pure silk, in all the new shades. Just the correct thing for trimmings. Sale price 10c.

Lot 3 at 12 1/2 Cents. 300 pieces Gros Grain Ribbon, satin edge, in the same assortment of shades. Sale price 12 1/2c.

Lot 4 at 16 2-3 Cents. 300 pieces Gros Grain Ribbon, satin edge, in the same shades. Sale price 16 2-3.

Lot 5 at 19 Cents. 300 pieces Gros Grain Ribbon, satin edge. Sale price Tomorrow 19c.

We will also offer a lot Moire Ribbon, satin edge, in Nos. 7, 9 and 12. These Ribbons are just half their actual value.

SILKS, VELVETS AND FLUSHES. In this department every indication points to the belief that we are to have a very prosperous fall and winter trade—especially in the finer grade of goods—and to meet the requirements of the same, we have secured some of the most costly, as well as the very latest goods, with designs and styles that can't be duplicated by any other house west of Chicago. This department is complete in every detail, many new weaves and styles being added.

Novelties in brocades, stripes and figures which surpass anything ever shown by us or any other house in Omaha.

BLACK GROS GRAIN SILKS—"REGATTA BRAND." 75c, 85c, \$1, \$1.25, \$1.50 to \$2.50. These fine goods have a national reputation, and we especially recommend them to ladies wishing to purchase dresses as the purest and cleanest made.

Black and colored sarabans—a very large assortment—65c, 75c, 85c, \$1, \$1.25. Black and colored rhadames—a variety which is wonderful—75c, 85c, \$1, \$1.25 to \$2.50.

Black and colored French failles, by far the largest stock in the city, 85c, \$1, \$1.25, \$1.50 to \$2.50.

PLUSHES! PLUSHES!! FLUSHES!!! This is the largest consignment of these goods bought by any one house in Omaha—50c, 85c, \$1, \$1.35 and \$2.50.

Our stock of trimming goods consists of fancy silks, velvets, satins, pushons, Persian silks and bauds, is simply immense. From \$1 to \$14.50; also, in gold and silver, for \$12.

We will endeavor to continue the good reputation we have had years back as being always reliable in selling "good goods" at the lowest prices.

COLORED DRESS GOODS DEPARTMENT. All the latest novelties from Foreign markets.

In colored dress goods we are now ready to show the very latest novelties from Paris, Germany and England. The styles this season are ahead of anything ever produced, and colorings are simply beautiful.

As a special for Fair Week we will offer all our new goods at very low prices to open the season. Come early and secure your fall dress before the assortment is broken.

Printed flannels in beautiful designs and confined patterns at 65c per yard.

42-inch all wool flannel in every conceivable shade, and the best value in the city at 50c per yard.

54-inch all wool flannel (warranted all wool) in plain and fancy mixtures at 65c per yard.

56-inch all wool flannel, the best value in the country to-day for 87c. This cloth is always sold at \$1 per yard.

Henrietta are to be the leading feature this season, and we are prepared to show a fuller line than ever before; and, also, better value.

coloring you can think of, and at prices ranging from \$17.50 to \$45. Brilliantines in endless variety and the very latest colorings. Come early and get best choice.

Our fall stock in this department now ready.

Also, in this department, you will find great bargains. It will be money in your pocket if you will avail yourself of this opportunity.

Ladies' ready-made tea gowns in saten, gingham, challis or nainsook, for this sale all at one price—\$2.45.

Ladies' fall jackets, \$3.85, worth \$7. As this lot of jackets is not very large we invite our customers to come early.

Ladies' full jackets, \$4.05, Black only. This jacket is made of all wool Berlin twill cloth, bound all around, regular tailor-made, usually sold at \$8; our price \$4.05.

We are also showing a handsome line of imported novelties, such as derectoire, blazers, reefers and redfern jackets, in all the new cloths and colors.

Push saques, wraps and jackets. Special for fair week.

A handsome plush saque, made of all silk plush, with good quality satin lining, \$16, worth \$25.

A handsome 42-inch plush saque, made of the well-known Walker plush, with real seal ornaments, at \$19.98, worth \$30.

We have a small line of plush Modjeskas, trimmed with gimp or beaver, at about one-half price.

Push jackets from \$5 up.

LADIES' JERSEYS. In this department we are showing a full line of new fall styles.

Ladies' jerseys at \$1.38, \$1.75, \$2, \$2.25, \$2.75, \$3, \$3.75, \$4, \$4.50 and \$6.

Children's jerseys, all wool, 39c. Children's wash suits in gingham or saten, handsomely trimmed, warranted fast colors, \$1, worth more than double.

Another lot of those \$3 ladies' blouses at \$1.47.

MUSLIN UNDERWEAR DEPARTMENT—ON SECOND FLOOR. FALL OPENING SALE. We will place on sale Monday morning the most complete line of muslin underwear we have ever offered.

Manufactured from the best grades of mainline and the workmanship is the very best. We recommend this line with every confidence to our trade.

We carry no cheap goods. Lot 1 at 45c—An elegant line of corset covers, drawers and skirts, very nicely trimmed; all made full sizes.

Lot 2 at 50c—In this lot we offer the best 50c assortment of drawers, chemise, gowns and corset covers. Each garment is worth 75c.

ART DEPARTMENT. ON SECOND FLOOR. TAKE ELEVATOR. The largest and most complete in the city.

Stamped splashes at 15c, 25c, 35c, 50c, up to \$1. Stamped ties at 25c, 45c, 50c, 65c and 75c.

Stamped bureau scarfs at 35c, 50c, 65c, 75c, up to \$2.75. Stamped tray cloths from 15c to \$1.50.

Stamped doilies from 6c to 30c. Stamped pillow shams at 35c and 50c. Stamped laundry bags at 50c and 85c. Stamped slipper cases at 15c, 20c, 35c and 50c.

Japanese hand-embroidered pin cushions at \$1. We also carry a full line of rope silk, Bargazren art thread, etching silk and embroidery silk in all the very newest shades.

Towel rings in wood and brass in endless variety. A full line of plush, silk and brass ornaments.

Our full stock of yarns will be placed on sale Monday morning. 2 and 4-fold zephyrs. Double zephyrs. Ice wool.

Ostrich wool. Angora wool. Fairy zephyr. Shetland wool. Saxony wool. Spanish yarns.

Aliance knitting yarn. German knitting yarns. Also, a full line of all the different brands.

Everything in this large department is marked at the very lowest prices.

CORSET DEPARTMENT. In this department will be found a full line of the P. D. C. P. G. B. Common Sense. Dr. Warner's. Madame Warren's. Madame Foy. Roman. 500-Bone. Ferris's waists.

NEW DRESS TRIMMINGS AND BUTTONS. We are showing a full line of new fall trimmings, including all the latest designs in silk cord and hand-crochet gimps.

The latest novelties in silk fringe panels and fronts; also, fringes in the different widths and patterns. New laces and new buttons.

LINEN DEPARTMENT. We have just finished house cleaning and are now ready to sell the finest, newest and most complete line of house-keeping linens ever brought to Omaha.

The reputation this department has acquired enables us to place a great many linens in Denver, and even as far west as the Pacific slope.

Goods well bought are half sold, and every economical lady in Omaha and vicinity should patronize this department for novelties and bargains Monday and during the month of September.

Read the prices on our fall importations. TOWELS. All linen huck towels at 7c, worth 10c.

All linen huck towels at 10c, worth 15c. All linen Huck and damask towels at 12c, worth 17c.

All linen knotted fringed damask towels at 10c, regular price 25c. Extra all linen damask towels, 29x52 inches, at 25c, regular price 40c.

Extra all linen damask towels, knotted, 29x52, at 35c, regular price 50c.

CRASHES. 1 bale crash at 10c, worth 15c. 15 bales bleached and unbleached twilled crash at 12 1/2c, worth 16 1/2c. This is a bargain.

NAPKINS. 100 dozen napkins at \$1.18, reduced from \$1.50. 100 dozen napkins at \$1.37, reduced from \$2.

75 dozen napkins at \$2.38, reduced from \$3. 150 dozen napkins at \$1.72, reduced from \$2.50.

100 dozen napkins at \$2.73, reduced from \$3.75. 75 dozen napkins at \$2.98, reduced from \$4.

The above napkins we guarantee genuine bargains. TABLE DAMASKS. 1 case 60-inch best turkey red damask at 47 1/2c, worth 65c.

1 case cream damask at 48c, worth 75c. 1 case 66-inch bleached satin damask at 83c, reduced from \$1.

1 case 8-4 double damask at 98c, reduced from \$1.25. LUNCH SETS. Our line of Lunch Sets is now complete in all sizes, and comprises Plain Damask, Knotted Fringed, Knotted Fringes with open work, Hemstitched, and Holbein Lunch Sets.

We will sell them on Monday at prices ranging from \$4.50 to \$20 a set. Secure one before the assortment is broken. BUREAU SCARFS. 100 dozen Assorted Bureau Scarfs at 60c, 75c, \$1, \$1.25, \$1.50 and \$2 each; worth double.

MUSLIN AND SHEETING DEPT. Our stock of Muslins and Sheeting is again complete, and you may expect low prices during this sale. BED SPREADS. 1 case Crochet Quilts at \$1.19; reduced from \$1.50.

1 case Crochet Quilts at \$1.42; reduced from \$2. BLANKET AND FLANNEL DEPARTMENT. ON FIRST FLOOR. Never, in the history of our business, has this department been in such excellent shape to supply our trade with Flannels, Blankets and Comforts at low prices.

We have moved this department to the west side of main floor to facilitate business. Bargains for Monday and during the Fair Week: BLANKETS. 10 cases Grey and White Blankets at \$1 a pair.

6 cases Grey and White Blankets at \$1.72 a pair. 8 cases Grey and White Blankets at \$2.98 a pair.

2 cases 11-4 all wool Blankets at \$4.39 a pair. 2 cases 11-4 all wool Blankets at \$5.78 a pair.

COMFORTS. Extra 10 bales Comforts at \$1.69, worth \$2.25. FLANNELS. 100 pieces Suiting Flannels at 37c, reduced from 50c.

1 case 22-inch Scarlet Twilled at 25c, reduced from 35c. Full line of Ballardvale Flannels at low prices. SPECIAL. Over 100 patterns of new Embroidered Flannels, bought by Mr. Falconer in New York at \$1 price, on sale Monday.

The patterns are very choice. Prices, 75c, 85c, \$1, \$1.25, \$1.35, \$1.50, and up to \$2.50 a yard. HOSIERY AND UNDERWEAR. We call special attention to our Hosiery and Underwear Department.

We are sole agents for the celebrated "Dr. Jaeger's" and "Ypsilanti" Jersey Fitting Combination Suits.

HOSIERY! HOSIERY!! HOSIERY!!! 200 dozen ladies' fine Cashmere Wool Hose, full regular made, blacks only, at 30c; worth 45c.

500 pairs ladies' real French Cashmere Hose, extra fine quality and good weight; every pair warranted to give perfect satisfaction; they are regular 75c goods; price for this sale, 49c.

300 pairs ladies' English Ribbed Cashmere Hose, with double merino heels and toes and extra length, at 62c, worth 90c.

40 dozen ladies' extra fine real French Cashmere Black Hose, with silk feet, at 90c; worth \$1.37 1/2. CHILDREN'S HOSIERY. 400 pairs of children's fine Cashmere Hose (blacks only), ribbed and plain, in all sizes, 5 to 8; they are worth from 60c to 75c a pair; price for this sale, 37c.

UNDERWEAR! UNDERWEAR!! 90 dozen ladies' fine all wool Jersey Fitting Ribbed Vests, high neck, long and short sleeves, in scarlet, white and other assorted colors, all sizes, at 82c; splendid value at \$1.50.

1 solid case ladies' fine White Merino Vests and Pants, in all sizes, at 37c; worth 60c. 1 solid case each ladies' fine Australian Lamb's Wool Vests and Pants, in scarlet, white and natural, at 98c; they are cheap at \$1.50. CHILDREN'S UNDERWEAR. In children's wear we carry a very large line in White Merino, White Lamb's Wool, Natural Grey, Medicated Scarlet and Camel Hair, all at very low figures.

GENTS' FURNISHING GOODS, &c. 1 solid case Gents' Unlaundered Shirts, warranted best quality "Utica" Muslin and fine pure linen boleros and wristbands, all sizes, at 49c; worth 62c.

NIGHT SHIRTS! NIGHT SHIRTS!! 50 dozen Gents' Night Shirts, best Utica muslin and Cash's best trimmings, all sizes, at 40c.

GENTS' SOX! GENTS' SOX!! 250 pairs Gents' Rue Cashmere and Merino Sox, in tans, seals, navies and naturals, at 65c; worth 90c.

150 pairs Gents' extra fine quality Half Hose, in plain cashmere and fine merino, all colors, at 50c; they are worth from 75c to \$1.10 a pair.

50 dozen of the celebrated "Onyx" Stainless Black Sox at 22c; worth 45c. DRAPERIES. (On Third Floor. Take Elevator.) In this department, during the fair week, we have determined to offer some very special inducements. A large percentage of our importations for the fall trade have arrived, and our drapery department is overflowing with new goods and extreme novelties at prices that will make our competitors sick.

The great secret of the tremendous business we have done in this department during the last season lies in the fact that we have, instead of charging fancy prices for draperies, as is the custom in this department, we have been content with the smallest possible margin on which we could do business, and our customers were not slow to see the fact and take advantage of it.

We do not give a long list of prices, as prices are no criterion and the goods must be seen for the prices to be appreciated. The following are a few sample bargains culled from our immense stock:

Nottingham Lace Curtains, large size, 98c pair, worth \$1.50. Nottingham Lace Curtains \$1.25, worth \$1.75.

Nottingham Lace Curtains, 3 1/2 yards long, \$1.75, worth \$2.25.

Nottingham Lace Curtains \$2 per pair. This line cannot be duplicated for less than \$2.75.

Tambour Swiss Curtains \$4.98. Our competitors' price for the same goods \$6.50.

Tambour Swiss Curtains, elegant goods, \$7.50. Tambour Swiss Curtains \$9.50, worth \$12.

Tambour Swiss Curtains \$12, \$14, \$15, \$20—every pair a bargain.

Irish Point Curtains \$6, worth \$8. Irish Point Curtains \$10, worth \$12.50. Roni Brussels Point Lace Curtains, immense variety and at our proverbially low prices.

Madras Curtains from \$2 a pair. Oriental Crepe Curtains from \$1.50. Elegant Silk Curtains from \$7.50 to \$25 a pair; you have been paying 25 per cent more for the same class of goods.

In going over our stock while invoicing we find a great many odd lots, single pairs and 2-pair lots, which we will close out at almost any price. Those consist of: Nottinghams, Tambour Swiss, Madras, Mikados, Oriental Crepe, Chenille, &c., &c.

In cases where you can use one or two pairs we will show you some bargains. Mr. Falconer, while in the east, completed the purchase of a manufacturer's stock of Silk Drapes at a price which will enable us to place them on sale at \$1 each.

Those are elegant goods and worth all the way from \$1.75 to \$2.50 each. Our new stock of China Silks just arrived. It is useless to attempt description; see them; they are simply beautiful.

DOMESTIC DEPARTMENT. Over 50 cases of new goods have been opened for this department: 5 cases Standard Calicoes, fall styles, at 7c.

5 cases Simpson's Silver Grey Calicoes at 8c. 5 cases Simpson's Black and White at 8c.

3 cases Comfort Calicoes at 5c; worth 7c. 3 cases Comfort Calicoes, better grades, at 7c and 8c.

25 bales nice White Cotton Batting at 8c a roll. Better grades equally cheap. SPECIAL! SPECIAL!! 2 cases Double Fold Dress Gingham, fall styles, worth 12c; sale price, 8c.

1 case Morrinnac Geronas at 15c. 1 case Morrinnac Satin Draperies at 17c; worth 25c. BLACK GOODS DEPARTMENT. We are now prepared to show the largest and finest selection of black dress goods ever brought to this city.

Our reputation for carrying only first-class goods has built our trade in this department. This season we have made an extra effort to surpass former years, both in larger quantities, better qualities and lower prices.

Below are quoted a few of the many bargains we will offer on Monday and all next week: Black Broadcloth, 52 inches wide, at \$1 per yard, worth \$1.25.

All wool Ladies' cloth, 48 inches wide, at 87c, regular all wool Henrietta Cloth at 87c, worth \$1.15. 48-inch all wool Henrietta Cloth, \$1.12, regular price \$1.35. Silk Warp Henrietta, 40 inches wide, at 50c per yard.

B. Priestley & Co's Pure Silk Warp Henrietta, 40 inches wide, at \$1.25, \$1.50, \$1.75 and \$2, the lowest prices we have ever made on these goods.

MAIL ORDERS FILLED. TRY "THE STANDARD FASHION PATTERNS"

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