

FALCONER'S OCTOBER SALE

Over 1,000 Articles Will be Sold Tomorrow at Cost or Under.

\$6.50 Jackets, winter styles, special price tomorrow \$3.98. An \$18 Fur Trimmed Jacket, muff included, for \$14.85. Ladies' \$3 Pure Silk Hose, for one day, to introduce them, \$1.88 per pair. Wool Dress Goods, worth 58c to 70c, go at one price, 37½c. Bleached Wash Rags at 29c per dozen. 25 pieces of Black Silks, the best values we have ever bought, go on sale Monday at less than jobbing prices. Full particulars below.

56 Imported Pattern Wraps on Exhibition in Our Spacious Cloak Rooms Monday.

BLACK SILKS.

A grand purchase of Black Silks enables us to offer our friends tomorrow the following extraordinary bargains:

3 pieces of Black Faille Francaise Silk, } **79 cents**
 actual value \$1, \$1.10 and \$1.15, Monday }
 4 pieces of extra quality Black Faille } **95 cents**
 Francaise Silk, a splendid weaver, }
 value \$1.25, \$1.35 and \$1.45, Monday }

Here is an opportunity that will probably never occur again. We have secured a line of Black Armure, Crystal Bengaline, Peau de Soie, Gros Grain, Faille Francaise and Satin Rhadames; all worth \$1.50 and \$1.75 and never sold for less; Monday we can offer them for \$1.07½.

We hope all our friends will take advantage of this opportunity. Silks are rapidly advancing in price and this is certainly a rare chance.

Black Dress Goods.

A fortunate purchase of a few pieces of Black Serges Diagonals and Henriettes. We bought them cheap and will sell them at a small profit as our three great leaders for this week:

BARGAIN 1—40 inch all wool Reversible Serge, in a splendid shade of black and a very durable fabric. Regular 75c quality. This week **50 cents**.

BARGAIN 2—42 inch all wool silk finish diagonal, a popular weave this season and makes a handsome dress, comes in black only, and is usually sold for \$1.00. This week **79c**.

BARGAIN 3—46 inch all wool German Henriette, has a beautiful finish, made from the finest long carded wool, and is sold by all houses as a bargain for \$1. Our price this week **85 cents**.

FALL WRAPS.

GRAND ASSORTMENT.

Correct Styles, Low Prices Make Us Leaders.

READ OUR FEELERS FOR TOMORROW.

33-inch Jackets, made of fine quality of Cheviot, with 6-in. facing of same, patent seams, always sold at \$6.50, tomorrow **\$3.98** TOMORROW.

33-inch fur faced Reefer Jackets, made of Olberman Dommerich \$2 diagonals, always sold at \$10, tomorrow **\$6.95** TOMORROW.

English Box Coats, astrachan faced, made of extra super vicuna cloth, seamless back, sold everywhere at \$12. **\$8.90** TOMORROW.

50 ladies' fur trimmed Coats made of imported all wool cheviot in gray mixed only, muff to match fur; price complete \$20, tomorrow **\$14.85** TOMORROW.

Extra Special Exhibit.

56 Imported Pattern Wraps, styles THE PINGAT, THE DOLGORUKI, THE POMPADOUR and LADY STUART.

The Very Latest Fashions

Will be on exhibition tomorrow after 9 a. m. in our magnificent cloak and suit room. All are invited.

About Ready-Made Suits.

We opened up our suit department last season. Success attended us from the start. Our fall stock is now in. We invite inspection. We have suits from \$2.25 up to \$50. House Wrappers and Tea Gowns from 98c to \$40, in grand assortment.

Colored Dress Goods.

4---Pronounced Bargains---4.

ONE	TWO	THREE	FOUR
37½c	50c	68c	95c

BARGAIN 1 AT 37½c—

48 pieces of wool cheviot in heather bloom mixtures, splendid quality, we paid 58c for same goods earlier in the season and sold them readily at 75c. Monday your choice for **37½ cents**.

BARGAIN 2 AT 50c—

130 pieces of all wool Scotch Cheviot suitings, made of long carded and double roved wool, noted for its durability. These goods usually sell at 65c, 75c and 85c. We bought them at a price, and will offer them Monday for **50 cents**.

BARGAIN 3 AT 68c—

25 pieces of 46 inch all wool French Foulle Serge [reversible], a most reliable cloth, and one we have never been able to sell for less than \$1. At the price we bought them we can offer them tomorrow, Monday, for **68 cents**.

BARGAIN 4 AT 95c—

Only 10 pieces—54 inch all wool mountain twill storm serge, a beautiful wearing fabric and most desirable for the present style of dress, has such a soft rich luster. We consider it the best in the lot, Monday, **95 cents** per yard. In our whole business career we have never secured for our friends better values than above. Don't miss seeing them.

Linen Department.

Big Bargains for Monday.

We have about twenty-five odd damask table cloths, slightly soiled, 2 yards, 2½ yards and 3 yards long, that we will close out at nearly half price. This will be a great chance for you to secure a good table cloth cheap.

Monday morning we will sell:

50 dozen bleached wash cloths for **29c** per dozen; they are worth 60c dozen. They will be sold by the dozen only.

25 dozen very fine bleached wash cloths, worth 10c, will be sold at **6c** each.

Just opened, an elegant line of bleached Turkish towels and sheets.

See the elegant Turkish towels at **48c** each.

See the elegant Turkish towels at **58c** each.

See the elegant Turkish towels at **\$1** each.

See the elegant Turkish towels at **\$1.35** each.

See the elegant Turkish towels at **\$1.50** each.

5 pairs Turkish bath sheets at **\$3.00** per pair.

Big bargains in remnants of table linen.

Big bargains in remnants of crash.

Big bargains in remnants of muslins and sheetings.

Mail Orders Filled.

BLANKETS and COMFORTS

Anticipating a cold winter, we have bought a large stock of blankets. In order to bring them well before our trade we offer a line of first qualities tomorrow at the following prices:

Full 10-4 white blankets, usual value \$1.00.

Special Opening Price, 75c.

11-4 white blankets, a heavy warm quality, real value \$2.50.

Introductory Price, \$1.95.

Full 10-4 white all wool blankets, a soft, beautiful quality; this is our regular \$5.00 blanket;

Monday's Price, \$3.95.

Full 11-4 gray all wool blankets, never sold at less than \$5.00;

Monday, Only \$3.95.

A Great Bargain.

66x72-inch comforters, covered with printed Turkey red filled with good quality of white cotton, usual price \$1.35.

Monday, \$1.00.

72x78-inch comforters, covered with a splendid quality of silkaleen, actual value \$2.75.

Special Price for Monday, \$2.00.

25 eiderdown comforts we have never sold at less than \$6.00; as a special introductory effort we will offer them

Monday at \$4.85.

These are our regular makes and all clean and new.

Send for Fall Catalogue.

Wash Dress Goods.

We open up in this department Monday a beautiful new wash fabric called Maltese Chevron. It is 32 inches wide; comes in very pretty designs, and will sell after this sale at **25c**. To introduce it we will sell 25 pieces

Monday, At 15c a yard

We will also offer 8½c, 10c and 12½c gingham

Monday, At 5c a yard.

Prints at **2½c**. And a full pattern of Pacific suiting, worth \$1.50.

Monday, For 75c per suit.

Agents for Standard Fashions

Drapery Dep't.

3½-yard Irish point curtain, for this sale, **\$3.37** pair.

Our \$7.00 Irish point curtain, for this sale, **\$5.13** pair.

Our \$8.50 Irish point curtain, for this sale, **\$6.23** pair.

Swiss Net Curtains.

\$6.00 Swiss net curtains will be sold at **\$4.87** pair.

\$8.00 Swiss net curtains will be sold at **5.93** pair.

Nottingham Curtains.

Very pretty curtain at **65c** pair.

The next better quality at **75c** pair.

The regular \$1.50 curtain at **\$1.00** pair.

The regular \$2.00 curtain at **\$1.37** pair.

Dotted Swiss, Irish point and Swiss net curtain goods by the yard, in endless variety

of patterns, from **20c** to **\$1.25** per yard.

Mail Orders Filled.

Handkerchiefs and Fans.

Plain white and mourning Hemstitched handkerchiefs, worth 5c and 8c, all at **3c**.

Plain white and colored bordered linen handkerchiefs at **8c**.

All linen, hemstitched and colored bordered, worth 15c, **Monday 10c**.

Hemstitched, embroidered and printed linen handkerchiefs, worth 25c, **Monday 12c**.

Ladies' and children's embroidered handkerchiefs in white and colors, worth 35c, **Monday 15c**.

Fine embroidered Calton handkerchiefs, in all colors, worth 50c and 60c, **MONDAY 25c**.

Japanese Silk handkerchiefs in white and colors, **MONDAY ALL AT 25c**.

Unbleached hemstitched initial linen handkerchiefs worth 25c, **MONDAY 15c** each, \$1.75 a dozen.

FANS, 33c PER CENT DISCOUNT ON THE ENTIRE STOCK OF FANS MONDAY.

Millinery Department.

In our Millinery Department we are showing the finest assortment of Imported and Domestic Millinery ever brought to this city.

Paris Novelties of every description, in all conceivable shades, shapes and styles.

For quality, style, workmanship and price we have no equal.

Special Sale of Skirts.

French skirts, with plaited ruffle on bottom, \$7½c.

French Satine skirts, lined and ruffled on bottom \$1.19.

French Satine skirts, with ruffle and wool lace on bottom, \$1.45.

French Satine skirts, with wide ruffle, tucked, \$1.57.

Berilline skirts, lined, with wide ruffle on bottom, \$1.95.

An extra fine Satine skirt, lined and neatly made, \$4.00.

Changeable Gloria Silk skirts handsomely made and ruffled, come in all shades and sizes, \$4.95.

Fall Catalogue Mailed Free.

Men's Furnishing Department.

100 dozen men's extra fine quality of onyx dye cotton hose for **25c** a pair, worth **40c**.

100 dozen fine English merino ¼ hose in black, gray and tan colors at **25c, \$2.75** dozen.

25 dozen men's fall flannel shirts, in navy, brown and gray, these are regular **\$1.75** shirts. Monday on sale at **\$1.25** each.

Full weight balbriggan shirts and drawers **\$1.25**, sold elsewhere at **\$1.50**. Light weight balbriggan at **75c**.

Ladies' Hosiery Dep't.

LADIES' BLACK SILK HOSE.

For one day we will put on sale 50 dozen ladies' pure bright silk thread Hose, a regular **\$3.00** quality. For Monday **\$1.88** a pair.

Every lady should supply herself with some of these hose as it is just the price of lisle thread, **\$1.88** a pair for Monday.

100 dozen ladies' extra fine quality onyx dye cotton hose for **25c** a pair, **\$2.75** dozen.

50 dozen ladies' jersey ribbed balbriggan union suits for **\$1.50**, worth **\$2.25**. For fall wear.

Boys' and girls' gray merino underwear, shirts, pants and drawers, extra good value, price for size **16, 15c**, rise **3c** a size.

110 dozen ladies' natural gray and unbleached balbriggan shirts and drawers for **50c** each. See them.

25 dozen medium weight natural wool combination suits for **\$2.75**, worth **\$3.50**.

Mail Orders Filled.

Bargains in Trimmings.

An all Silk Gimp in all colors for **12c**, good value for 20c.

An all Silk Gimp in all colors for **15c**, worth 25c.

An elegant line of Silk Gimp for **35c**, all shades, usually sold for 50c.

And all of our 60c Silk Gimp goes during this sale for **40c**.

And we will close out our line of Silk Moss Trimmings for **45c** and **69c** a yard, worth 75c and \$1.00.

A line of Russian Bands, something new and very popular at only **\$1.25**, worth \$2.00.

We are showing an elegant line of Fur Trimming in Mink, Seal, Beaver, Coney, Hare and Nutria. All colors in Angora for cloak trimming.

In novelties we are showing a beautiful assortment of Cut jet yokes, jet, hand crochet, cut steel, gimps and iridescent girdles to match suits.

Agents for Standard Patterns.

RIBBONS! RIBBONS!

As a leader a new line of Silk Ribbon in widths from 3 to 7 at only **2c** a yard.

An all Silk Ribbon in all the new fall shades in widths from 5 to 12 at only **5c**.

An all Silk Ribbon plain and fancy in widths 12-16-22 for only **15c**. This is a splendid opportunity for those making up Christmas gifts.

An all Silk Ribbon in Moire, Surah and Faille in widths 16-22-30 at only **2½c** a yard.

Owing to the great reduction in prices these ribbons will be limited to ten yards to each customer and positively none to the trade. Our stock of ribbons is complete which includes Moire, Faille, Satin, Gros Grain, Satin edges in all shades and the best of qualities, besides a full line of Velvet Ribbons in all colors and widths.

Agents for Standard Patterns.

BARCAINS IN BUTTONS.

A big line of Pearl Buttons in all sizes, white, smoked and colored at only **9c** a card, worth 20c.

A line of first quality Pearl Buttons in all sizes, two dozen on a card at only **19c**, a card.

A line of Pearl Buttons in all sizes in first quality, two dozen on a card at only **17c**.

An invoice of large Pearl Buttons for this sale on y. at 30c a dozen, less than half price. And a small one to match at only 10c.

An elegant large Pearl Button first quality, only 60c per dozen. Good value for \$1.00. And our entire stock of large buttons, and small ones to match at prices that will surprise you. And our line of novelties in buckles, clasps and ornaments is complete as everything new of this kind will be found at the Button Counter.

Agents for Standard Patterns. Send for Our Fall Catalogue.

N. B. FALCONER, 1505-7-9 Douglas St., Omaha