Gala Week in Dry Goods

|  | A Card to the Public | Embroideries. <br> Wo still hold ways in so, too, 15 and <br>  matched sets and colored edges. <br> Handkerchiefs. <br> Spocial for Faster week: 300 dozen tino homatitched and embroddered $15 \mathrm{c}, 2$ for 25 c . . and embroldered handkerehiets at 250 , regular value 40 c . regurr vilue to. |
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| Dress Goods. |  |  |
|  |  | Cloaks and Suits. |
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| tiden the lass of goods wo have this |  |  |
| ot goods to nuilt the most oxateting |  |  |
| signa at $81,81.2,011.50$, , 1.75 up to 58 a Fuli lines of plain and fancy weaves, |  |  |
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|  | Thanks to our many friends and patrons for the generous response to our opening Wed-nesday night. In spite of the |  |
| Black Goods. |  | with ribbon, lined throughout w |
|  | $\begin{aligned} & \text { threatening weather, our } 1 \mathrm{~m}- \\ & \text { mense establishment wa } \\ & \text { crowded from top to bottom. } \end{aligned}$ |  |
|  | Beauty held high carnival that night and shone forth in all her glory. It was an oc |  |
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| Challis. <br> Eastor sale of fine French challis, | was an inspiration to us, a wil- ling tribute offered at Beauty's <br> shrine. Everyone must feel | Gowns. |
|  | shrine. Everyone must feel the influence of beauty; no one |  |
|  | are all unconsciously swayed knowledge the force of beauty |  |
| quisite designs, best quality at 59 c . $\qquad$ |  |  |
| Silks. | and ornament upon our lives. | Cambric drawers, trimmed with val we and tine embroidery. <br> Corset Covers 98c. |
|  | Times must have changed since Shakespeare said: |  |
|  |  | This is Easter wook prico on a lot of tino corset covors, torchon and renatrimmea, have been solling at 81.76 . |
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|  | which cunning tmes put on to entrup tho wiss.... This may have held good | Ladies' Hosiery. |
|  | in his tme. It is out of place we think now. <br> Thers is |  |
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|  | beauty which our store reveals. It is all there for the eye of |  |
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|  | We love beauty and recognize her ciaims upon us; we are enthusiasts: ours the determina- |  |
|  |  | Easter Week in Men's Wear. |
| Wo take pride in our kid glove io. partument. Wo want over boody to bo <br>  tompting prices. | thusiasts; ours the determina-tion to secure the highest hon-ors which are to be obtained in |  |
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| now andig prices.tempting pred For Easter week we offer special val- | merchandising. We have taken beauty into partnership with us. She is very exacting | Wo havo thom, You want them. |
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| AT $\mathbf{\$ 1 . 0 0}$-Sack kid gloves, 7 -button | with us. She is very exacting and is constantly urging us on- |  |
|  |  | Easter Gloves. Imported walking gloves that are goodvalue at $\$ 2$, the sale price is $\$ 1.17$. |
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|  | of metropolitan up-to-dat | Basement Barga |
|  | ideas. ${ }_{\text {ar store as now arrange }}$ | anv colociuss wan you wiil seo in any |
|  |  |  |
|  | we think, will commend itself,to everybody. The depart-ments are all teeming withbright things for Easter tide...this is the full dress of the sea- |  |
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| Trimmings. |  |  |
|  | son. At no time have we been able to present to the people of Omaha such a diversit |  |
| We Tre prove oursel es the leadars |  | German china tea sot, worth 87.50, onsal Mondy for solNickel nlarm elocks Monday at 69 c ; |
|  | of Omaha such a diversity, such a truly desirable and |  |
|  | we can offer them now. Then why not be influenced by | Carpets. |
|  |  |  |
|  | beauty? It costs nothing; itmeans discrimination. Every.body may cultivate it. It costs body may cultivate it. It costsno more to cloose a beautiful carment, gown or whatyou will | $\underset{\substack{\text { Wo koer tho } \\ \text { noor is devot }}}{\text { did }}$ |
| Lace Dept. |  |  |
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| Lace Dept. | garment, gown or whatyou will than a homely one. Therefore | Wo say: Soo our earpets and buy. Ifyou need carpets we can save you |
|  | we say: "Let us have beauty and if you want her, come her chosen abode where she |  |
|  |  | Easter Week in Wash |
|  | delights to honor all her votaries with a royal welcome. That place is no other than this store, where all that skill knowledge, enterprise, unlim ited capital, credit purchasing power and a boundless enthusiasm have been enlisted in your behalf to give you beautyin every form and at a little in every form and at a litualower price than she can usual ly be found. |  |
| Ribbons. |  |  |
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| ming? Special for Easter week: sill sight ribbons, all sil <br> A lot of fine ribbons, colors, Nos. 2 to 9, at $\overline{\mathrm{C}} \mathrm{C}$ <br> Sume to Nos. 5 to 16, IOc a yard. |  | Hero you will find the twin sisters, Largost variety, Honest values |

