# N. B. FALCONER. SECOND WEEK 

## OF OUR JANUARY COST CASH CLEARING SALE.

The past week has been a busy one with us. We have done an enormous business; of course we could hardly do otherwise, for never before since we have been in business have we sacrificed goods like what we are doing now. Of course this loss to us will be terrible, but we have got to reduce stock at any cost; our spring goods are already arriving and we must make room for them. We now enter upon the second week of this great reduction sale. We offer even greater inducements this week than last and many new bargains will be added and extra inducements will be offered in every department in the store.

This week we place on sale our first shipment of Muslin Underwear and the latest designs; and very best grade of goods. It yout have not already bought your muslin underwear do so now, tor we will guarantee you a saving of from 25 per cent to 35 per cent on every garment; they will go at cost during this sale. Tomorrow we place on sale a direct importation of Webb's "Dew Bleach" towels. We are sole agent in Omaha for these famous towels. Ask to see them.
Among our many extraordinary bargains we offer this week, are silks worth $\$ 1.50$ to $\$ 1.75$ for 69 c yard, dress goods worth $\$ 1.00$ to $\$ 1.50$ for 25 c , ladies' jackets worth from $\$ 20.00$ to $\$ 35.00$ for $\$ 4.75$, ladies' undervests worth $\$ 1.25$ for

WE ARE SELLING MUSLIN AND SHEETINGS AWFUL CHEAP. EVERY ARTICLE MENTIONED BELOW IS A GREAT BARGAIN.

| DRESS GOODS |
| :---: |
| Worth from \&il 1 s.50 |
| 25e a Yard. |

Webb's
"Dew Bleach" Towels
SILKS HaLf PRICE SLLKS

## MUSLIN UNDERWEAR <br> Childrens' Drawers. 15 C . <br> Drawers and

Blankets and Flannels

SILKS, 69 c a Yard. Cloak Dep'

Ladies' and Cen
Furnishing Dept.
$\qquad$
$\qquad$
$\qquad$
Lactiess pants ${ }^{11,25}$ each
Liadies' Vests and Pat

## Unbuacthed Musilin, <br> $3^{1 / 2} / \mathrm{c}$ a Yard.

## BOYD'S <br> This Sunday Ev'ng, Jan, 13th <br> Country Circus

BOYD'S Onemicht Tuissar, Junuary Isth.
MILTON NOBLES
DOLLYNOBLES,
FROM SIRE TO SON
BOYD'S "numand hivid
MR. J. K. EMMET
Pirtuin a Ilallunse

BOYD'S JINUARY 18 and 19

WARD and JA.MES
HENRE
EMPIRE *mank
JOHN L. SULLIVAN,


