

"A Sample is Better Than a Description"

OUR Great Sale will soon go into history to be quoted as the Commercial Event of the year. Jefferson once wrote: "A Sample is better than a description." If we could get into every home Samples of Our Offerings, no building in Omaha would hold the people who would Eagerly Crowd to Buy.

On Monday Morning we will commence the second week of this phenomenal sale.

Remember, please, no description will fairly convey to you an intelligent idea of the values offered.

In Black DRESS GOODS

We will show, on Monday, and continue to sell while they last.

- 38-inch Figured Mohair which we sold at 25c, now..... **19c**
 - Our 60c Batiste now..... **39c**
 - Our \$1.00 all wool Henrietta..... **59c**
These are dyed by Guillaumet—the best dyer in the world
 - All Priestley's 90c and \$1.00 Novelties now..... **59c**
 - Mohair Stellan, considered cheap at \$1.00..... **59c**
 - Rainproof Bicycle Serge, 44 inches wide, 75c. We have tested these goods and they have been unaffected after holding water for a week..... **75c**
 - All our Priestley \$1.50 Novelties \$1.15—nothing in this lot sold below \$1.50, at..... **\$1.15**
 - Crepons, Novelties, Silk Warps, Drap d'Almas, Figured Mohairs, sold up to \$2.00, now..... **\$1.25**
 - Colored Dress Goods—everything cut—light goods sold for 35c, 50c, 60c, 75c, now, per yard..... **19c-22c**
- Small stock—
Cannot last long

- ### Silks—
- Silks—cutting like catkins. Here again description fails—you must see the goods—ladies are buying elegant goods sold freely as high as 60c, at..... **23c-29c**
- ### Waist Patterns—
- 19 Turkeoman Waist Patterns left over, advertised in leading magazines at \$6.50, our price..... **\$3.25**
- ### Black Brocades—
- Black Brocades—a few left at..... **59c**
Our best goods, sold at \$1.50 and \$1.75, now..... **\$1.19**
- ### Japanese Silks—
- For hot weather our Black Japanese Silks are comfortable—2 lots—worth double..... **33c-43c**

- ### Handkerchiefs—
- Handkerchiefs leaders elsewhere at 5c each, at..... **2½c**
- ### Embroidered Handkerchiefs—
- Swiss Embroidered, beautiful work, were 35c, now..... **19c**
- ### Gem Shields—
- Kleinert's silk covered Gem Shields, regular price 30c..... **17c**
- ### Belts—
- Our Belts attract every one—15c buys a good one..... **15c**
- ### Kirk's Soap—
- Kirk's famous Palmrosa Soap, box of three cakes..... **10c**
- ### Glycerine—
- Cologne Bouquet and White Liane Glycerine, regular price 10c per cake, three cakes for..... **15c**
- ☞ If you use Buttons of any kind, you will buy them from us—or pay much more.

- "No Royal Road to Learning"—But there is a place where you can buy—
- ## BOOKS
- Cheap—Harken to these quotations—
- Bound Books, gilt tops, best authors, publisher's price 50c, our price..... **19c**
 - Proscott's complete works, 16 volumes, publisher's price \$16.50, ours..... **\$8.00**
 - Alex Dumas, 15 volumes, published at \$15.00, our price..... **\$6.50**
 - The Elsie Books, published at \$1.25, our price..... **75c**
 - Tales from Shakespeare, by Lamb and Morris, 4 volumes, illustrated, published at \$4.00, our price..... **\$2.98**
 - Strickland's Queens of England, 6 volumes, published at \$12.00, our price..... **\$4.00**
 - W.H. Carleton's Poems, 6 volumes, published at \$2.00, our price..... **\$1.48**
 - Cooper's Leather Stocking and Sea Tales, published at \$5.00, our price..... **\$2.60**
 - Copyright books from such authors as Mrs. Whitney, W. D. Howells, Frank R. Stockton, Mary Halleck Foote, Mrs. Burnett, Ellen Olney Kirk, Mrs. Phelps and many others, sold previously from \$1.25 to \$2.00, at..... **89c**
- ### Stationery.
- Extra heavy No. 1 high cut Envelopes, worth 10c, now..... **5c**
 - Box Paper, cheap at 25c, at..... **15c**

- ## Parasols—
- Cut in half—
Some cut deeper.
- ## Gloves—
- Counters lined—crowding to pick from our 23c kid gloves—some sold as high as \$2.00—A few soiled—we have nearly every size left.
- ## Ribbons—
- If we had an automatic machine to cut the goods the prices would do the rest.

This will be a great week on our 2d floor

THIS WILL BE A GREAT WEEK ON OUR SECOND FLOOR.

Radical Reduction No. 1—

Silk Wrappers

Suggestive of ease, elegance and comfort.
\$2.98 and \$6.75
First number sold as high as \$10.00 and the last as high as \$22.50.
Still more of the Wrappers at 39c, 79c, 98c.

Select from our fine Blazer and Suit stock, serges or fancies, at \$10.00—beautiful made garments. If there is a fault it is the high quality—they will be very acceptable at present price..... **\$10.00**

Our popular Linen Colored Suits, bought to sell at \$5.00..... **\$1.95**

Waists at 39c and 98c—we have not heard of an attempt to equal them—... **39c-98c**

Small lots of fine Waists will be sold on Monday at \$1.50. You will recognize many \$3.00 Waists in this lot.... **\$1.50**

We will try to sell a lot of Jackets at \$1.69—sold once at \$10.00. Should move now, we think..... **\$1.69**

Cool weather will come, but our Capes will go—don't wait too long. \$7.98 buys what sold at \$15.00, \$18.00 and \$20.00..... **\$7.98**

Don't forget to visit our
Curtain and Upholstery Department.
Curtains are selling Fabulously low.

Have you children? Our White Dresses which were 90c, \$1.00, \$1.25, now..... **50c**

Pique Coats, sold at \$1.65 and \$2.75; sizes for 1, 2 and 3 years, now 65c—some soiled—all cheap..... **65c**

Dimity Dresses—new goods—75c—were cheap at \$1.00..... **75c**

Mull and Swiss Caps—

Cool and Cute—
were 75c—**49c**
were \$1.00 and \$1.25—**69c**

Stock of
Muslin Underwear
is beginning to melt away—Bigger bargains than ever this week. ☞ ☞

Useles to write about
Linens—
We could not wait on more customers—Crowded every hour of the sale—This is a famous department with us. ☞ ☞ ☞

- Cottons—44—a soft finished bleached—at 4c—Hard to beat..... **4c**
- 44 Nauwkeag—known everywhere—our price 6½c—very cheap..... **6½c**
- Wash Goods—one grand lot—everything that sold as high as 18c now 9c—some very choice things left..... **9c**
- In addition to bargains referred to in former ads, will sell on Monday a lot of fine ribbed Misses' Hose, white feet, 25c per pair—used as a drawing card usually at 35c..... **25c**

Just before announcing our great sale we had purchased all the ODD NUMBERS from a New York manufacturer of Umbrellas—ladies who found our stock of umbrellas so sadly broken on Saturday will be glad to know they can buy on Monday.

- At 79c, a Steel Rod Umbrella, sold usually at \$1.50..... **79c**
- At 98c, an Umbrella worth \$1.75..... **98c**
- At \$1.35, an Umbrella hard to beat at \$2.50..... **\$1.35**
- At \$1.98, leather covered, gents', excellent quality, offered elsewhere at \$3.50..... **\$1.98**
- At \$2.50, Umbrellas worth up to \$5.00..... **\$2.50**

It will Rain again—These are Sun Shades also.

More help engaged for Monday—If you have to wait a little—bear with us please—we are making every effort to please you.

Thomas McPatrick & Co.