

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, NOVEMBER 8, 1896—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

OUR FIRST MILESTONE

Just one year ago we bought the N. B. Falconer stock. Notwithstanding panic and conditions unparalleled in the history of our country our business has grown marvellously.

.... You Have Shown Your Appreciation of Our Methods ....

We Wish to Show Our Thankfulness for Your Most Liberal Patronage.

ON MONDAY WE WILL COMMENCE A

CELEBRATION SALE.

We wish to make anniversary week a red letter week in your memory, and to do this will make such prices in every department as have never before been quoted on merchandise of equal freshness and merit.

Boys' Wool Waives, were \$1.25, now 80c. Don't let the little man shiver when it can be prevented at such small cost—50c. DOMESTIC. One yard soft finished Bleached Muslin 42c. Lonsdale and Fruit of the Loom—no limit while they last—50c. These are the genuine goods—not an inferior brand with the ticket on. Genuine Naumburg, one yard wide, 75c. 34 Unbleached Sheeting, 12 1/2c. Bleached, same width, 15c. BLANKETS—A lot of fine cotton Blankets, in gray and brown mixtures, a pair 75c. SPECIAL—We will sell during this sale our \$5.00 and \$10.00 Blankets, 16-4 and 12-4, a pair for \$2.50. Heavy 42-inch Bleached Muslin, 75c. A lot of 42 and 46-inch Pillow Covers, 50c, always sold at 75c. Full Bleached Sheets made, soft finish, 74, at 85c; 64 at 75c; 64 at 75c. Sateens, elegant for comforters, imported, the regular 25c quality, 50c. A large assortment of Fringed Wash Goods, now this season, were 35c, now 25c. Flannels—All wool scarlet, 50c per yard; all wool twilled scarlet, 12 1/2c per yard. You will know what these sell at usually. All wool plain scarlet, fine, 35c; sold by us at 35c. One case only of fine all wool white Flannel, which was 25c, sale price 35c. UNDERWEAR FOR LADIES AND CHILDREN—6 heavy Egyptian Secord Vests and Pants for ladies, 25c. Ladies Union Suits, in natural color, 50c, no more need be said. An assorted lot of all wool Vests and Pants, 60c; these were sold at \$1.25; may have your size. Choice of children's mixed wool Underwear—natural and sanitary—kings 20 to 26 inches—15 cents per garment. Same grade for misses and boys—size 20 to 24—25c. Men's Underwear—Heavy natural wool mixed, a garment for 25c. Shirts and Drawers at 60c—heavy—all wool-faced—washed—Swiss Combs—never sold under \$1.00—60c. Double-breasted and double-backed—one of the finest grades made by Swiss Combs—sold everywhere at \$1.50—at 80c. You all know this famous make—50c. An immense lot of Colored Shirts—Monsieur and other brands—all 1 1/2 at 60c. Men's heavy cotton Sox, in tan color, at 12 1/2c per pair—great value. Misses all wool hose—size 6 to 8—worth 25c—for this sale 12 1/2c.

In Dress Goods We will sell one case of Novelty Suitings, all wool, new this season, goods that sold freely at 25 cents a yard, and were hard to beat at that, at 15c. All the Lorraine goods which were sold by us as leaders at 25 cents per yard, and are quoted elsewhere in this country at 35 cents, at 19c. Our 50 cent line will all be marked 39 cents. This line absolutely peerless at half a dollar, at 39c. All the Worsted and Boucle Suitings which were opened at one dollar, go on sale on Monday morning at 59c.

In Black Goods A line of figured and plain Mohairs at 19 cents—some sold at 30—most of them sold early at 50 cents, at 19c. At 39 cents, all wool, bright figures, usually sold at 65 cents, at 39c. At 45 cents, 46 inches wide Mohair and Worsted Figures—bright and brilliant—usually 75 cents—Black Priestley's, Boucle's etc., at 59c. All the Exclusive Pattern Suits, brought out specially for us, ranging in price from \$8.75 to \$35.00—all less 20 per cent—one-fifth the price taken from the bottom of every bill. These will go with a rush.

In Silk Dept. All the China and Japan Fancy Silks which were originally 75 cents and \$1.00 for this sale, at 39c. All the Fancy Silks, new this season, which were sold as leaders at 75 cents, for this sale, at 59c. 20 pieces more of the Changeable Taffetas, which were 75 cents, for this sale, at 49c. Black Brocades—Colored Brocades—Plain Gros Grains—Satin Duchess, all reduced. All the extra wide Coduroys, which were sold at \$1, for this sale, at 75c. We will clean up the last of the Silk Faced Velvets at 25c and 49c.

Capes, Jackets, Cloaks A lot of Ladies' Cloth Capes in Boucle, Beaver and Kersey, trimmed and plain, which were bargains at from \$6.00 to \$7.50, for this sale, at 3.98. A lot of Coney Fur Capes made from whole skins, 30 inches long, full sweep, at 4.98. Jackets—in small lots, sold up to \$12 per garment, in smooth goods, rough goods, very attractive, at 6.98. Ladies' Suits—in flannel, serges, novelties—some were marked \$13.50 and sold at that figure—now, at 5.98. Wrappers—dark colors—fleece—never quoted at special sales below 98 cents, now 69c.

Misses' fine Imported Cashmere Hose, worth 50c, in all sizes, at 25c. Ladies' full regular made imported fast black cotton, never sold at sales below 10c, now 12 1/2c. Yarns German Knitting Worsted, 12c per skein of 1/2 pound—sold nowhere in usual way at less than 17c, at 12c. Domestic Saxony—all colors—3 skeins for 10c—everywhere 5c per skein, at 10c. Buttons Fancy Metal and Pearl—5c and 10c per dozen, at 5c. Soaps Kirks, Queen of Bath, Oatmeal, Glycerine, White Lilac, Country Club, Colgate's Glycerine, Low's Imported English Soap, Elder Flower, Turtle, Brown Windsor—all at 10c per box of three cakes—usually 25c to 35c per box, at 10c. Shavers will be delighted with our Shaving Sticks, usually sold at 15c, at 15c. Wool Soap, 6c cake, usual price 10c, at 6c. Art Department Holiday time is on the way. We will sell: 5-inch Stamped Doilies, 3 for 5c, sold as high as 10c each, at 5c. 3-inch Doilies, 6 for 5c, usual price 5c each, at 5c. 18-inch Center Pieces, usual price from 25c to 35c, at 25c. 22-inch Center Pieces, 20c, sold usually from 35c to 50c, at 20c. Tinted Table Covers, 36 inches square, 30c each, regular price quarter of a dollar, at 10c. Ribbons Fancies, Watered, Ombre Taffetas, Glaces, Chameleons, Printed Warps—new this season—sold from 35c to 50c per yard, for this sale, at 19c.

Trimming Department. 18-inch Feather Boas, that have sold in some stores at 65c, at 25c. 48-inch Boas, usually 75c, at 38c. Fancy colored Trimmings, were 20c, at 12c. Jets—were 50c and 75c, at 25c. All garnitures and fronts reduced. Handkerchiefs. Just received 375 dozen, all linen, hand embroidered, the last lot we will import this season, six for 39c. Sheer Cambric, hand embroidered, initialed, at each 5c. Gents' hemstitched, printed border, neat designs, worth 12 1/2c to 20c, at 8 1/3c. Brushes. Solid back, genuine bristle, you can not match these, at 25c. Pocketbooks. Combination, all leather, sterling and plated tips and corners, just half price, at 25c.

Corsets Armorside, gray and black, 60c; always \$1.00—Fitting Donna, all sizes, for this sale, 60c; regular price \$1.00—F. P. 700, all sizes, at 60c—another \$1.00 Corset. We will close out a lot of Thompson's Glove Fitting, Warner's Health, Mue. Warren's Dress Form—at 60c each—sold for \$1.25 to \$1.50 each. If we can fit you this is your opportunity. Will close all Equipped Waists at \$1.69—were \$2.25. Skirts Fine French Satine, flannel lined at 79 cents, regular \$1.25, at 79c. Fleece lined striped twilled flannel Umbrella Skirts at 50c—usually sold at 75c. Kilt Skirts, 30c; everywhere 50c. Heavy all wool, 60c; very cheap, at 63c. A better grade, well worth \$1.25 to \$1.50, each, at 98c. A lot of Fascinators which sold for 50c to 75c each, for this sale, at 25c. Elderdown Capes for children, all colors, at 39c. Hand knit Angora Hoods, in white and gray, at 98c. Lined Silk Caps at 40c—we never saw such value, at 49c. Veilings Black Veils—lace and Honiton borders—were 25c, at 10c. 25c for Veils that were 50c, at 25c. 40c for veils that were \$1.00, at 40c. 75c for Veils that were \$1.25 to \$1.50, at 75c. Silk Ruching for collarettes and capes, at half of former prices.

Mittens and Gloves. 69c. Don't go about with numb and tingling fingers. you can buy ladies' Mocco Mittens, which were \$2.00, at \$1.25. Fur Tops, were \$2.25, now \$1.50. Kid Mittens, fur tops, were \$1.75, now \$1.00. Beaver top, a beauty, were \$2.50, at \$1.75. 3-clasp Mocco Gloves, were \$2.25, at \$1.50. 12 dozen only Gauntlet Bicycle Gloves, good value at 75c, go at 43c. All our extra large and fine hemmed and fringed Huck Towels, regular 15c goods, will be offered at 10c. One case of Hemmed Bed Spreads, regular size, at 50c. One case of Hemmed Bed Spreads, full size, Marseilles patterns, at 69c. All our fine heavy Marseilles pattern Bed Spreads that sold at \$1.25 to \$1.50, all 90 at 98c. We have about 25 very fine Satin Marseilles Bed Spreads that are the best value ever shown in this city at \$4.00. We close out this lot at 2.29.

Linen Department. Ladies interested in Linens will say: "Ye have kept the good wine till the last," Get to this counter early if you wish so share in the good things. Read the List For Monday. Table Damask—29 pieces bleached and Unbleached Table Damask that sold at 45c, 50c and 65c, all go at 39c. All our 72-inch bleached and unbleached fine Satin Damask, that sold at 85c and 95c, will be closed at 75c. 100 dozen 5-8 silver bleached Damask—to close this lot we offer them at 55c. 100 dozen 5-8 size bleached Damask Napkins that sold at \$1.25 and \$1.50, we offer this lot at, dozen, at 94c. 100 dozen 3-4 size extra fine and heavy pure linen satin Damask Napkins, that have sold regularly at \$2.25 and \$2.50 and \$2.75, your choice of this entire lot at, per dozen, at 1.89. Our stock of fine hemstitched Huck Damask and Birds-eye Towels, sold at 35c and 40c, all go at 25c. All our fine hemmed Huck Towels, size 21x42, a regular 25c Towel—for this sale, at 15c. 50 dozen very fine and extra large Damask Towels, with plain fringe, knotted fringe and open work, all will be offered at 19c.

Doors will be opened on the minute of 8 o'clock. Let us once more impress you with the BIRD AND WORM adage.

Thomas Keppatrick Co