

# Our First Great January Sale

### During this Sale—

Ladies are invited to partake of a light lunch—McCord-Brady's celebrated coffee served fresh and hot, with wafers, free of charge—Visit us in morning hours, if you can—if not—visit us at any time.

On Monday morning, January 4, A. D. 1897, we will commence a sale which will embrace every item in our enormous stock, showing reductions so striking as to make the event the

## Notablest in Omaha's Business History

Ever since Christmas day we have been busily engaged going over every article in our store—Nothing has escaped the knife except combination goods where we are bound by contract.

### Special Notice—

Our new Linens—French Organdies—New Muslin Underwear—together with samples of new Wash Goods will be opened up on Monday—Will gladly reserve exclusive patterns or styles.

### ON OUR EAST AISLE. Linens.

Starting in the east aisle we will sell at our Linen Counter

- 100 Table Cloths, warranted all linen—German homespun, 36 inches long—about 150 Table Cloths, 2 1/2 yards long—by William Liddell & Co., bleached satin damask, manufactured to retail at \$2.00 each, for each—
- All the Cloths, manufactured from our last year's business, without napkins, worth \$2.25, \$2.50 and \$2.75 each, 2 1/2 yards long, take your pick—
- All our Unbleached Damask which sold at 50c and 60c per yard, for this sale—
- 25 pieces new goods—
- Bleached Damask, bought to retail at 50c sale price—
- 100 dozen 5x Silver Bleached Napkins, fair value at 75c while they last—per dozen—
- Olds and ends in Napkins, bleached and unbleached, which sold regularly at \$1.25, \$1.50 and \$1.75, take any of these at—per dozen—
- 500 Tray Cloths, fine damask, fancy hem-stitched, plain linen, worth 50c to 60c, the entire lot will be sold at—each—
- 100 full size Hemmed Crochet Bed Spreads, the usual 50c leader, will go at—each—
- All leading dealers try to outdo each other on a 50c Bed Spread—six your mind on the best you can get, and you will crowd to get the Quilt which we will sell at—
- There will be no competition on our 25c Quilts; these are English Satin Marcellise, full size and ordinarily sell at \$1.00—the first lot will go on Monday or Wednesday—

## Thomas Kilpatrick & Co.

### Towels—

Here you profit by our wholesale connection, 150 dozen pure white Honey Comb, large size, will be sold at—each—

41c

Compare with what you have been buying at a dime.

Let us also mention a large Hemmed Huck Towel, which you are accustomed to see marked 50c each; these we will sell at—each—

19c

### ON OUR EAST AISLE. Men's Underwear

Too warm weather for the past three weeks to sell, will go into this sale at prices never dreamed of by manufacturers—

- 25c Buy our fine fleeced back Egyptian ribbed goods and Scotch wool mixtures.
- 50c Our heavy all wool faced two-thread goods in both ribbed and plain.
- 75c Our all wool selected yarn, high class goods.
- 98c A selection from the productions of this and foreign countries' best manufacturers; many full regular made goods in the lot.

10c, 19c, 25c

Sox at—

- 10c You never saw as good for the money.
- 19c Our finest extra length Gaiting fronts.
- 25c Our best heavy extra length Gaiting fronts.
- 39c Men's Fine Dress Shirts, all-over percales and madras white bodies with colored fronts, every one guaranteed to be a regular 1.00 shirt—
- 70c
- 50c

### ON OUR EAST AISLE. Hosiery & Underwear

We do not carry any cheap goods in this department—

We will sell full regular made Hosiery—

- 25c and 3 pairs for \$1.00 in the Hosiery Trade—
- A lot of fine goods, colored and black, also combed gauge and silk, your choice—
- Children's full seamless, fast black, heavy Ribbed Hose—

121c  
39c  
10c

All other numbers proportionately low our stock of Ladies' Underwear consists largely of fine goods.

- Heavy ribbed, soft fleeced, Egyptian and natural colors—
- The best Wool Vests and Pants you have ever examined at \$1.00 and \$1.25 for—
- 69c
- 75c

All our fine full regular and foreign goods in vests, pants, equestrian trunks and union suits, cut so that you cannot recognize them by the price.

Children's Underwear at three prices—

- 19c 25c 39c

These lots will include goods that have sold for 25 per cent, 50 per cent and 100 per cent more.

### ON OUR EAST AISLE. Blankets

Unheard of values in this department—our stock is large—It must be sold—Prices will do it.

- Full size Cotton Blankets in gray and sanitary. Blankets that have sold from 70c to \$1.00—
- 50c
- Heavy Twilled White Blankets—see them—
- 79c
- Eleven-quarter Wool Mixture Blankets, an even dollar, worth double—
- \$1.00

Our reputation for carrying fine Blankets is too well known to require comment. All are cut radically in price—\$4.00 blankets \$2.50; \$5.00 blankets \$3.50; \$6.50 and \$7 blankets \$5; \$8 and \$10 blankets \$5.50 and \$6.50. All the best goods produced.

- Heavy Quilted Comforts at—
- 79c, 98c, \$1.20 and \$1.75

### Flannels

- 25c and 50c all wool Scarlet Flannels—
- 19c
- 50c all wool Scarlet Flannels—
- 25c
- 50c White Flannels—
- 19c
- 50c and 100c White Flannels—
- 25c
- All Flannel Skirt Patterns selling for \$1.50—
- 98c
- The best Outing Flannels ever made, bear- ing floral patterns—
- 81c
- For 20 per cent more, for—
- 34c, 50c, 61c, 81-13c

### Wash Dress Goods

- All the Prints in the house—grays, blacks, indigos and fancies, best goods—
- 4c
- White and black Silk Laces, some 6 inches wide, were 25c and worth it, now—
- 5c
- 25c, sale price—
- 5c
- All the best goods, comprising Percales, Tull Satines and Pleeced Black Goods, usually sold at 50c and 20c—
- 9c

### IN OUR CENTER AISLE.

Just as you enter the door in center aisle stop at UMBRELLA counter—look at our Gloria Silk, considered good value at 50c, now—

69c

Steel Rod Umbrella, Dresden handle, silk cover case and tassel, formerly \$2.50, now—

1.79

### IN OUR CENTER AISLE. Gloves and Mittens

Our business at Glove Counter during the holidays was so large that it seems idle to offer Gloves so soon. We think, however that these prices will make you provide future wants.

### Every other Umbrella cut on the same basis.

- ### Handkerchiefs
- Muslin and soiled from holiday trade, which sold up to 12 1/2c each, now—
  - 5c
  - 9c
  - 15c
  - 35c
  - 15c
- The 50c and 60c numbers now—
- 35c
  - 15c
- Short a few initials—you may find what you want, Pocketbooks, Fans, etc., at prices which will sell them. All our new Trimmings—Spangle, Silk and Mohair—at prices lower now than you have ever seen anywhere.
- Help us to clean out our Yarn stock, German Knitting Worsted, best grade, was 50c a skein, should go in one day at—
- 15c
- Our 17c quality at—
- 10c
- Domestic Saxony, sold at 5c, now—
- 21c

### All of our Silk Mittens— Beautiful Goods—

- The Best Makes.
- 39c 59c 79c \$1.00 and \$1.50
- All just about half price. When we sold the Falconer stock the rush at Glove Counter was so great we could not wait on the customers.
- Should be greater now— The values are better—
- 1.25
  - 85c
  - 75c
  - 89c
  - 1.25
  - 1.39
  - 1.25
  - 85c
  - 75c
  - 1.00
  - 85c
  - 75c
  - 1.25
  - 1.39
  - 50c 75c and \$1.00

## Thomas Kilpatrick & Co.

### ON OUR WEST AISLE. Silk Dept.

Always active—conforming to our established policy, we wish to clean the shelves of all Fall Goods, to make room for new spring novelties. The stock is very small in this department. Note the prices. We think our object will be accomplished and you will be delighted.

- All our Lining Silks, in narrow widths, at—
- 19c
- All our Figured Changeable Lining Silks at—
- 29c
- All our 35-inch Lining Silks at—
- 39c
- 1.60, soft finish, pure silk, at—
- 39c
- All our Japanese White and Cream Brocades at \$1.00, now—
- 49c-69c
- Our 7 1/2 China Silks, usually sold at \$1.00, now—
- 69c
- Black Satin Brocade, worth \$1.00, now—
- 59c
- Black Satin Brocade, good value at \$1.50, now—
- 69c
- Black Satin Brocade, good value at \$1.50, now—
- 75c
- All Silk Colored Pate, former price \$1.00, now—
- 69c
- Fancies that were \$1.00 and \$1.25, now—
- \$1.25
- Fancies that were \$1.50 and \$1.75, now—
- \$1.00
- Evening Brocades, all silk, were \$2.00, now—
- \$1.50
- Evening Brocades, all silk, were \$2.00, now—
- \$1.75
- Black ground, colored figure, were \$1.00, now—
- 69c
- Scotch Plaids, were 75c, now—
- 59c
- Peau de Sole, were \$1.50, now—
- \$1.00
- Peau de Sole, were \$1.75, now—
- \$1.25
- 24-inch Gros Grains, were \$1.25, now—
- \$1.00
- 24-inch Gros Grains, were \$1.25, now—
- \$1.25

Listers Mohr that were \$1.25, at 75c and 50c. All Velveteens and velvets reduced proportionately.

All our linings will be sold at a reduction of 20 per cent. Our stock is most complete.

### ON OUR WEST AISLE. Dress Goods

Our Dress Goods Sale has been enormous—our policy of cleaning up each season has been highly approved by our customers—Prices such as we make below will increase our popularity and clear the decks for new goods now on the way.

- All our Fancy Plaids, Henriettes, Small Checks and Plaids sold at 25c and 30c by us, for this sale—
- 19c
- 29c
- 39c
- 49c
- Our own 50c Henrietta now—
- 39c
- Our 44-inch silk finish Henrietta, was 60c, now—
- 49c

### Serges

All advices point to the extensive use of this weave for Spring—manufacturers abroad and at home have advanced prices at least ten per cent. Fortunately for us and also for you—we have a large stock on hand—

- Let us add to the excitement and interest of this sale by selling 44-inch all wool Serge which was our leader at 50c—these in navy, green and wine—
- 39c
- 44-inch fine French Serge, value 75c, in brown, navy, cardinal, wine and green; sale price—
- 49c
- 44-inch Coating Serge, Mohair Serge and our famous Tail Cloth, some of which sold below 75c, for this sale—
- 65c
- 44-inch Waterproof Serge, was 85c, now—
- 69c
- All our French Flannels, Gros Roman goods, were early 62c, now—
- 39c

### Ribbons.

As an index of values, we quote 5 and 7

- No. 9 at—
- 31c
- 5c
- No. 12 at—
- 6c
- No. 16 at—
- 7c

Fancies at ridiculous prices.

### ON OUR WEST AISLE. Book Dept.

In books alone companions find "A blessing on the printer's art! Books are the mentors of the heart. The burning soul, the hardened mind

Thousands of delighted buyers patronized our book department during the holidays, showing that the elegant collection provided by us was greatly appreciated. To further popularize our store we have made such prices on the remaining volumes as will close them quickly and make this sale absolutely peerless.

- We will sell Astor edition of Poets—world famous edition—and many others, books which usually sell in book stores at 60c and 75c—per volume—
- 39c

AT HALF A DOLLAR we have provided an immense assortment, including our Buckram edition and a large number of standard copyright books, published to sell at \$1.25 and \$1.50, from the pens of such authors as Wm. D. Howells, Mrs. Phelps, Geo. MacDonald, Mrs. A. D. White and others, together with a number of copies of Milton's Paradise Lost, Paradise Regained and Paradise, which sold originally at \$1.75 per volume, everything in the lot at—
- 50c

A number of sets will be sold at less than half the former prices—
- 65c to 1.00

In good sets we have Waverley Novels, Dickens, Dumas Works, Prescott, Carlyle, Hawthorne, Scott, Hume's England, Gutzburg's France, Puck's Historical writings, Elliott, Hugo, etc., all of which we have been selling much below publishers' prices. On these prices we will allow a further discount of 20 per cent, making for instance, a \$2.00 set of Hawthorne's 8 volumes—
- 7.50

In sets for boys will sell Oliver Optic, Trowbridge, Alger Edward Ellis, Harry Castleman, Kirk, Munroe, and others all at a discount of 20 per cent from our usual low prices.

Coffin's Histories, such as Story of Liberty, etc., published to sell at \$3.00, now just half price at—
- \$1.50

### ON OUR SECOND FLOOR. Take Elevator

- Or climb stairs to second floor.
- Look at Aprons, hemstitched, sheer lawn, sold quickly at 25c each, now—
  - 19c
  - All our Aprons, plain and fancy, which sold at 50c, now—
  - 23c
  - Beautiful fancy and extra hemstitched aprons, which were 50c each, now—
  - 39c
  - Outing Flannel Night Gowns, worth \$1.00, now—
  - 59c
  - Our fine grade, which sold at 80c, now—
  - 79c
  - Knit Skirts, fleece lined, sold at 90c, now—
  - 39c
  - All wool, gray, cardinal and light colors, were \$1.00, now—
  - 69c
  - Children's Knit Skirts cut very deeply—a fine Maleskin Skirt, warm and serviceable, reduced from 80c to—
  - 59c
  - Fleece lined black, now—
  - 89c
  - Children's and Infants' Caps at absurd prices, you will say. We want to close out all that sold as high as \$1.25 each—made from silk, lined and embroidered—at—
  - 49c
  - Fine Gros Grain Silk Cap, trimmed and embroidered, which sold at \$1.50 each, now—
  - 79c
  - Eiderdown Caps, with silk fur trimming, which sold at 90c, reduced to—
  - 19c
- ### Muslin Underwear—
- All last year's goods on separate tables, but we mention a few prices.
- Gowns which sold at 50c reduced to—
  - 39c
  - Empire Gowns, and round neck, cambric and muslin, embroidered and trimmed, were 75c to 90c, now—
  - 59c
  - 98c
  - Those that sold at \$1.50 to \$1.75, now—
  - 39c
  - Skirts with clusters of tucks, were 50c, now—
  - 39c
  - White Skirts, with deep embroidery, were 90c, now—
  - 59c

### ON THE SECOND FLOOR—

## Cloak Department

- We find ourselves, in spite of a splendid business, owing to recent warm weather, with some of the choicest garments of the season left. These we will offer at a nominal part of their cost.
- ### Jackets.
- Lot 1—\$4.00 An assortment of small lots, one or two of a kind, not a garment in this lot not worth more than double.
  - Lot 2—\$5.00 Heavy Boucles, staple, substantial, new; good value at ten dollars.
  - Lot 3—\$7.50 Heavy Boucles, fine, all silk lined, kerseys, heavy Irish fringes.
  - Lot 4—\$10.00 High class Jackets in black, brown, green and tan, box front, light fitting and loose cut. Jackets that have been admitted at \$15.00, \$18.00 and \$20.00.
  - Lot 5—\$12.00 The cream of the stock—the finest, grandest, well-cut jackets shown by any manufacturer this season, and sold by us at \$22.50, \$25.00, \$30.00 and \$35.00.
- ### Fur Capes.
- Just to create excitement with the early comers we will sell 15 Fur Capes, 27 and 30-inch lengths, for—each—
- 2.75
- Electric Seal, Astrakhan, Persian Lamb, Mink, Martin and Seal Capes. See them—the prices will astonish you.
- All Children's Jackets exactly HALF PRICE, all marked in plain figures—Children's Long Coats—if they are not worth double to your estimation, don't buy them—at—
- 1.00 3.40 and 5.00
- All our high class Ladies' Suits, desirable and creditable, to come, in this sale we will start them at—
- 4.00
  - 2.50
- Dress Skirts, all wool, all lined—many others.
- We will sell all Muffs that were sold at 90c and \$1.25 each for—
- 35c
  - 70c
  - 98c
  - 1.39
- Ladies' Wrappers—\$1.00 goods—
- \$1.25 and \$1.50 goods—
  - \$1.75, \$2.00 and \$2.50 goods—

## Thomas Kilpatrick & Co.

### ON OUR SECOND FLOOR. Corsets.

- Prima Donna, in white and drab, regular \$1.00 Corsets, now—
  - 69c
  - No. 143, white and drab, were \$1.50, now—
  - 98c
  - No. 189, black only, were \$2.50, now—
  - 2.65
- Old numbers of Dr. Warner's Shilling, Maudslowi's, regular \$1.00 and \$1.50 grades, now—
- 59c

If we have your size—you will buy quickly.

### Millinery Dept

The Misses Kahl & Johnson ask us to mention the greatest bargains of this or any other season.

All trimmed hats in two lots—

  - Lot 1—Which sold from \$1.75 to \$2.25, for sale
  - 98c
  - Lot 2—Which sold from 15c to \$1.50, your choice at—
  - 49c

Entire stock of trimmed hats at just half former prices. Walking hats, sailors and caps at half price.