

Omaha, May 23, 1897.

Fashion's Fount is Here

Hands and brains are all the time making this store just what it should be for you—pleasant—active—economical—giving as much for just as little as is consistent with legitimate merchandising—Buying only the best—always striving for fashion's topmost notch and yet not losing sight of price consideration—It's the union of quality and price that helps to keep this store ever popular—

Buy a Hand-Now some silk waist material—one of the greatest bargains ever offered by us—just the thing for a handsome light weight material—purely all silk—manufactured to sell for \$1.25—the ground is a dark rich cream with a dainty raised velvet stripe in a handsome contrasting color—the stripes are about one-eighth of an inch wide, in cream ground with a dainty stripe of heliotrope, cardinal, navy, lettuce green, resida, rajah and black. Buy now—you can have your pick for 75c.

Foulard All new and choice Silks—everything that is new—both in colored and figured effects—from the daintiest dot or dash to the large irregular figured or scroll designs—all having a touch of loveliness rarely ever produced in this class of silks. Splendid value at each price:

Foulards at 90c.
Foulards at 75c.
Foulards at 50c.

Taffeteine Buy the new Organdy lining silk—not necessary for you to pay such high prices for a material to make your organdy over. This new lining uses every requirement—colors, nile, light blue, rose pink, heliotrope, cardinal, black, etc. Now 45c per yard.

Figured These are a splendid Silesia make of goods—we have them in light and medium grounds, with handsome colored figures. A very durable material suitable for summer waist lining.

36 inches wide—at 35c per yard.
Double One side plain black faced—the other side light Silesia color, with fancy figures—quite the thing for waist lining in black goods.

36 inches—at 15c, 20c and 25c per yard.
Imported Pique is imported Pique splendid goods—with heavy wide wale or rib—just the thing for ladies' skirts.

27 inches wide—25c, 40c and 45c per yard.
Ladies' Underskirts There is a class of goods which people want—there is also a large class of goods which people don't want—we have the kind of Underskirts you are looking for.

Fast Black Satin Underskirts—full umbrella style—price \$1.00.
Fast Black Satin Underskirts—full umbrella style—rows of cord around the ruffle—price \$1.50.
Satin Top Underskirt—wide flounces of moreen—price \$1.75.

Cash's Cash's Rufflings—in Frillings plain, hemstitched and fancy edges.
Prices ranging from 5c to 15c per yard. If you have never seen these goods, try them. All ready for use, with gathering thread.

Silk Umbrellas Finest ones we have reduced—never could sell fine Umbrellas in summer time, never will carry stock a whole year—hence—

Ladies' 26-in.—\$9.00 quality—reduced to \$5.75.
Ladies' 26-in.—\$6.50 quality—reduced to \$4.00.
Ladies' 26-in.—\$5.50 quality—reduced to \$4.25.
Men's 28-in.—\$6.50 quality—reduced to \$4.00.
Men's 28-in.—\$5.50 quality—reduced to \$4.75.
Men's 28-in.—\$4.50 quality—reduced to \$4.50.
Men's 28-in.—\$3.00 quality—reduced to \$4.00.

Sail Cloth We have it in black, navy blue and cream colored. It makes a most graceful and cool skirt.
36 inches wide—15c per yard.

Bicycle Costume Cloth A very strong cotton with a sh goods adapted for cycling suits, 27 inches wide, 12 1/2c per yard.

Art Embroideries A pretty assortment of stamped linen Sofa Pillows in the Bulgarian, Roumanian, Mexican and Egyptian designs—just the thing for summer use.

We are still giving free lessons in Art Embroidery. Ladies wishing to take advantage of this opportunity will receive a hearty welcome.

Summer Corsets "Vision" and "Melba"
Summer Corsets, extra long waist, at 50c.

28 1/2 C. French Corset—short—regular price \$2.75—reduced to \$1.00.

Men's Furnishings Neckties—mostly Four-in-Hands and Tecks—at 5c each; reduced from 25c.

A complete line of men's Negligee Shirts—in all the newest designs and colors—from 75c to \$2.00.

Ladies' Ladies' Lisle Thread Tights Tights, tan colors, knee length, either open or closed—\$1.35 per pair.

McCall's The best and the Bazar cheapest. We ask Patterns you to be seated and take all the time you wish in making your selections.

Muslin Underwear Extra quality Muslin Gowns 50c each.

A new line of Cambrie Night Gowns, trimmed in lace and embroidery—\$1.25, \$1.50, \$1.75 and upwards.
Just a few Colored Skirts left, in pink, blue and yellow—at \$1.00 each, reduced from \$1.45.

Notions A nice line of Shopping Bags from 75c up. Also a complete line of Pocketbooks at popular prices.

New Shirt Waist Sets, in pearl, just received—prices 25c, 35c, 50c and 60c each.
Ladies' Hats—new styles—25c, 35c, 50c, 75c and \$1.00.
Belt or Shirt Pins—leather covered—assorted colors—10c each.
Metal Belt Pins—15c and 20c each.

Prints A large variety of Standard Prints in all shades at 6 1/2c per yard.

Indigo Blue Prints 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00, 1.10, 1.20, 1.30, 1.40, 1.50, 1.60, 1.70, 1.80, 1.90, 2.00, 2.10, 2.20, 2.30, 2.40, 2.50, 2.60, 2.70, 2.80, 2.90, 3.00, 3.10, 3.20, 3.30, 3.40, 3.50, 3.60, 3.70, 3.80, 3.90, 4.00, 4.10, 4.20, 4.30, 4.40, 4.50, 4.60, 4.70, 4.80, 4.90, 5.00, 5.10, 5.20, 5.30, 5.40, 5.50, 5.60, 5.70, 5.80, 5.90, 6.00, 6.10, 6.20, 6.30, 6.40, 6.50, 6.60, 6.70, 6.80, 6.90, 7.00, 7.10, 7.20, 7.30, 7.40, 7.50, 7.60, 7.70, 7.80, 7.90, 8.00, 8.10, 8.20, 8.30, 8.40, 8.50, 8.60, 8.70, 8.80, 8.90, 9.00, 9.10, 9.20, 9.30, 9.40, 9.50, 9.60, 9.70, 9.80, 9.90, 10.00, 10.10, 10.20, 10.30, 10.40, 10.50, 10.60, 10.70, 10.80, 10.90, 11.00, 11.10, 11.20, 11.30, 11.40, 11.50, 11.60, 11.70, 11.80, 11.90, 12.00, 12.10, 12.20, 12.30, 12.40, 12.50, 12.60, 12.70, 12.80, 12.90, 13.00, 13.10, 13.20, 13.30, 13.40, 13.50, 13.60, 13.70, 13.80, 13.90, 14.00, 14.10, 14.20, 14.30, 14.40, 14.50, 14.60, 14.70, 14.80, 14.90, 15.00, 15.10, 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