#### THE OMAHA SUNDAY BEE. The Read and a EDITORIAL SHEET. **PAGES 9 TO 16.** The second second second second second second

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# There Never Was Such Stock Completeness at the Big Store as Now

Assortments were never so varied or extensive. The advantage of our immense bargains was never more apparent. It speaks through every price in this page full of bargains. Our vast army of customers enables us to do business on a small margin. "The more we sell, the cheaper we sell,"

We are agents for the Butterick patterns.

Extraordinary Sale of High Class Silks, all of next is always busy.

# Omaha's Only Complete Silk Dept.

#### Prices which seem marvelous when you see the styles and qualities.

CHANGEABLE SILKS-50 plenes in all most popular combinations, splendid for wear-special price only ..... 25c PLAIN TAFFETA-20 pieces good crisp rustle-new shades-also 25 pieces Brocaded Silka-all go on sale ..... 39c NOVELTY BROCADE-130 places extra fine walst and trimming silks in most beautiful styles and colors-sold all over for \$1.00 and \$1.25-our special price ..... 69c

FANCY SILKS-75 pleces in brocade 2 and 3 tone stripes and figured-worth 89c-to close only..... 50c GLACE TAFFETA-100 pleces just received-in every combination imaginable-positively best quality made and worth \$1.00-our price only..... 75c STRIPED TAFFETAS-new styles-very heavy-25 inches wide-\$1.25-also beautiful stripes in 20 inches wide-

## only..... 98c

## Special Prices on Black Silks

CAPES

worth \$12.50, at 6.98

Thibet, at **4.48** 

perfect hang, at 3.98.

collar, plaid lining, at 2.98

checks, plaids, stripes and plain colors, at 2.98

rect cut, at 2.98

linen collar, at 98c

linings, very high collar, at **3.98** 

BLACK BROCADES-30 pieces novelty brocade gros grains-in beautiful scroll designs ...... ----- 59e i PLAIN BLACK SATIN DUCHESSEfine texture-handsome lustre-a great 

BROCADE GROS GRAINS and Satin imonse assortment in most handsome designs-all to go on sale at our special 

( BLACK PEAU DE SOUI-an extra fine quality of this very stylish and serviceable dress silk-the \$1.40 number on sale at special price ...... \$1.00 VELVETS-black and all colors BLACK SEAL PLUSHES-full line now in stock.

# Another Lot of High-Glass,

#### JUST RECEIVED.

Something entirely n w and only shown by us in this city. These goods are the latest foreign productions for winter wear. 75 different styles in 40 inches all wool and silk and wool,

showing all the new designs and colors, no two alike, good values at 79c per yard, our price only 49c per yard.

A grand assortment of choice new weaves and colorings in the French mixtures, English curl effects, silk and wool stripes, and two toned checks, 53 different designs to select from, worth \$1 per yard. our price only 59c.

40 inch novelty silk and wool Persian designs, in three toned checks, four toned effects, in pin stripes and three toned effects in brocades and figures, 21 different patterns to select from, worth \$1.25 per yard, our price only 75c-

Our 36 inch all wool suiting, in plain colors and mixtures, is the same as is sold by others at 45c per yard, we have these goods in all new winter shades, including black,

Headquarters for plain and novelty black wool, and silk and wool

## Dress Goods,

We show the largest, finest and cheapest line of all weaves in Black Goods in this western country.

45 pieces of black fincy brocades, in Jaquard weaves, 38 inches wide, mohair finish, a regular 59c quality, for 39c per yard. A 48-inch all wool extra fine French serge, good value at 98c per yard, our price 50c per yard.

A 52-iuch storm serge, extra heavy and firm, mohair finish, every yard guaranteed, being sold most everywhere at \$1.00

per yard, our price only 59c per yard. A 46-inch black silk finish henrietta, strictly all wool, very firm,

a regular 98c quality, our price only 50c per yard. All open mail orders for these advertised goods filled, and

money refunded if goods are not perfectly satisfactory.

## No Jobber in this Gountry will Duplicate these Prices on the Same Goods . . .

Ever Held in the West at the BlG STORE Prices Tell the Tale.	5 cases American Indigo Blue Prints, Monday's price, per yard Standard Black and White and Silver Grey Dress Prints, per yard	4 <sup>1</sup> / <sub>4</sub> C
Laties' all wool beaver cloth Jackets, correct shape and finish, covered seams, high storm collar at <b>2.98</b> Nobby Jackets of English Kersey cloth, half silk lined, tailor	Simpson's Fast Black Sateen, guaranteed,	3½C 5 C
made, new shield front, new collar, at <b>4.98</b> Imported Persian Curl Boucle Jackets, han isomely lined with silk, exquisite styles new Klondyke collar and shield front, fully		3½с 9 с

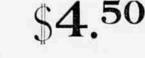
## FIRST BREAK IN PRICES OF MEN'S, BOYS' AND CHILDREN'S Fashionable Dress Fabrics Winter Suits and Overcoats

this week the best values yet. Manufacturers have become tired of waiting for cold weather, and as a result of their determination to force business, we have made purchases enabling us to name prices 20 to 40 percent less than hitherto prevailing.

> First on the list comes a great offering of men's Overcoats and Ulsters, brown and black chinchilla, black and Oxford Ussters, blue, black, brown and Oxford Overcoats, fly front, with deep velvet collars-every coat would bring \$10.00 if we chose to ask lt-a great money's worth at

Men's Overcoats and Storm Ulsters at \$10.00, imported Kersey Overcoats in all the most desirable shades, Storm Ulaters of fine blue, black and brown friezes, Overcoats and Ulsters that look and fit like custom work, only should be marked \$16.60, at .....

Men's blue, black and brown Beaver Overcoats, substantially made and trimmed; try to match them for \$7.50-sale price ....



Men's Suits at \$7.50-These Suits are priced with the intention of equalling any \$12.50 Suit sold elsewhere, there are single and double-breasted sack and cut-away frock, of gray and brown clay worsted, fine Scotch plaids; workmanship absolutely perfect-you can't match them under \$12.50, sale price.....

Men's very fine Winter Suits, made of best foreign and domestic worsted, cheviot and tweeds, cut in the newest double and single-breasted and frock styles, in the most stylish and desirable shades of most stylish and desirable shades brown, blue and bronze, positively ed

#### PAINT PRICES.

Best ready mixed paints, gal., \$1,00. Black and vermillion carriage paints, 40e pint.

Chrome yellow, green and maroon. pints, 35c. lialf pint enamel, 20c. Wo d stain half pints, 14c; pints, 25c.

BRUSH BARGAINS.

1 in. varuish brushes, 5c; 11 in., Sc, 2 in., 10e. 1 in. chisel varnish, 10c; 2 in., 20c; 3

in., 35c. 21 in. wall brush, 20c; 3 in , 30c, 4 in.,

#### SPECIAL WALL PAPER SALE.

French pavers, chintz, Ronaissance and large floral effects, at cut prices. The very latest styles and colors, dark greens, blues and reds.

White blanks, 24c and 34c; glimmers, 4c and 5c; gilts, 6c, 7c, 8c, 10c and 124c; extra heavy gilts, 15c, 17sc and up; satin finished, embossed papers, 20c; 30 in. ingrains at 10c. \$6.50

### Drug Department

Beef, Iron and Wine, 25c per bottle, Pe-ru-na, 70c per bottle, Carter's Little Liver Pills, 12½c, Lyd'a Pinkham's Compound, 70c, Pezzoni's Powder, 30c Woodbury's Facial Cream, 18c. Pabsi's Malt Extract, 17c. Duffy's Malt, 80c. Shaw's Pure Malt, 80c. We fill prescriptions at a big discount.

) 00 Special

Today we give free with every ladies' 25c or 50c pocket book a handsome engraved name plate. LINEN HANDKERCHIEFS 5C.

LINEN HANDKERCHIEFS do. 1,000 dozen ladies' hemstitched pure linen handkerchiefs only 5 cents.

#### Carpet Specials

Monday the greatest sale of carpets ever held in Omaha. All new bright goods from the best makers in the country. Union carpets, 19c.

Cottage ingrains, a very superior quality, Half wool ingrains, the popular 50c quality,

Good weight, all wool ingrains, 35c.

Beautiful Bruesels carpet, some with bor-ders to match at 50c. New pattern Moquettes, with or without borders, at 96

Grand Curtain Specials

New Nottingham curtains in point de esprit and brussels effects, 95c. Nottingham curtains, extra sizes, in brus-

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at the price, \$2.98. The New Books "Quo Vadis," the greatest novel of the time, by Sienklewicz. Publishers price, \$2.00; our price, \$1.19. "Hugh Wyun," in two volumes. Publishers price \$2.00; our price, \$1.19. 100 elegant engraved calling cards, with 100 cards from your own plate, only 65c.

# MAIL ORDERS-will be promptly filled. The Greatest Sale of Ladies' Ready Made Garments



## Hardware Department

We are not quite through moving, but we are ready for business. We are going to have a little sale to introduce you to the locality for HARDWARE, STOVES AND HOUSEFURNISHING GOODS.

39c SALE! 39c SALE! 65c 26-inch long spirit level for ..... 39c

The Big Store for **Big Bargains** 

100 dozen 50c satio belt, slik elastic hip protector and button clasp hose supporters 100 dozen 25c fancy silk side elastics, only

100 dozen 50c and 75c fancy allk garters with enamel buckles, only 25c

#### The Only Place for Groceries

Very best Minnesota Patent, warranted, ber sack, \$1.25.

10-lb, sack new corn meal at 8c. New jelly in pails, only 15c. 3-pound cans table peaches at 914c. 10 pounds best Scotch 1928 25c

Best rolled of ts k in dried) per package, 4c.

Snyder's tomato soup (3-1b caus), 123-c, Flat care blace beans (restly for lunch) only 21/26. Flat cans Columbia river salmon (Acorn

brand) at 7½c. I pound choicest seeded Muscat raising, mckage, 19c.

New prunes, 5c. New pitted plums (best quality) at 9c. Dukes Mixture, 28c.

#### Teas and Coffee

Whole Rio coffee, 9%c. Choice Santos, 150 Broken Java and Mocha, 10c. Our special Blend, 20c. Japan siftings, 10c. Sun Dried Japan, 25c.

Gunpowder, 250 Backet Fired Japan, worth 48c, 28c.

#### Furniture

We have just received a large assortment makers and from the deft fingers in our own workrooms. The style is in the millinery, not in the prices. of fine ration rockers. Monday we place on sale two large, roomy, well made and well finished rockers; one lot at \$2.95, the other

### When you see them you will agree with

us that they are good values. We have just put on the floor a new line of high grade bedroom suits, fine finish, new styles, excellent drawer work, patent castors false bottoms; the prices range from \$13.50

up to \$22.00. We have also added to our stock this week

Ladics and gents gold filled Hunting Case so inviting at this season of the year; all waterhes, beautifully engraved, waternited to arranged on our new well lighted floors and wear 20 years, with fine Eigin or Walthom all marked at the crices which have made Hayden's furniture famous.

Omaha, s Best Linen Store NAMES SOME NEW PRICES.

We carry the largest stock in the west. Come and see our new stove department and you will see more stoves than you have perhaps seen for years. HERE GOES A FEW CRACKER JACKS!

A good Heating Stove for .....\$1.95 A good Heating Stove to the the double A hard coal Heating Stove worth double 3.95

Stoves! Stoves! Stoves!

How does this strike you? A 12-inch Round Oak, regular \$10.50, sale price 5.95 Here is a corker! A No. 8 Cook Stove. large size, with resrvoir, regular \$27,

sale price .... Another! \$33.00 Stove. No. 8, with resevolr and warming closet, sale price 19.95

We have just received 3 carloads of stoves and are bound to sell.

## Napkin Special

10.1.A.MINS--We will place on our coun-ters for Morday only, 50 dozen 3-4 dou-ble satia Irish Linen Napkins, our

# at.....

10 pieces full bleached damask, worth 30c, Monday ... 72-inch extra quality Austrian Damask. worth 75c 58-inch bleached satiu Damask, worth

ide, on sale at 64-inch half bleached Damask, extra heavy quality, worth 65c, Monday ..... 60-inch fancy Persian pattern Damask. worth 39c, at 60-inch fast color Turkey red damask worth 40c, at 4-4 satin damask Teacloths, worth 75c, Monday Satia damask fringed Tablecloths, hemstitched, Monday

on sale 40-inch bleached pillow case linen, worth 60c. Monday

10-4 linen Sheeting worth \$1.75 on sale

Muslin and Sheeting