

Your Income of Less Importance

Than what you save—Omaha people realize this and are trading where they buy the best value for their money—they know who make the coin-saving prices on new, up-to-date, reliable merchandise.



Dress Goods at 50c—And such a line of them—it's worth a visit here just to see how big half dollars are when translated into dress goods—

New Serges—new Plaids. New Novelty—new Bayadere. New Coverlets—new Cheviots. New Tailor Cloth—new Mixed Goods. AT 12 1/2% A YARD—29 STYLES—Not a single reason why you should not save money in dress goods at these "Special" prices.

Rich Novelty Silk—To go at \$1 a yard. New plaids, stripes, bayadere, changeables, novelties, harned silks, Roman stripes, etc. Just the thing for a handsome silk waist. Not a large amount of any one line.

Black Dress Goods—Interesting times for buyers of black dress goods. The new Persian Crepe, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 and \$5.00 a yard. Other fine values in Black Dress Goods, 100—

New Cloaks and Mantels—This notice will meet the eyes of thousands of ladies whose desire is to dress a new and stylish garment.

There is probably no business which admits of so many unfair manipulations as the cloak business, most houses mark their garments in characters which will only be read by the clerk who is selling them, here everything is marked in plain everyday figures, with one price to everybody.

Ribbons—New patterns just received.

A line of Bayadere stripes in handsome colorings suitable for crush belts, sashes and ties. Double faced satin ribbon, plain colors in extra heavy quality of silk.

Men's Furnishings—Large line of new ties.

All the late shapes and colorings. Another large assortment of ladies' string ties just received, plain black or white satin, also a great many stripes and plaids, at 25c each.

Under Muslins—Ladies' Dressing Sacques.

Best quality elderdown flannel in assortment of colors, at \$1.00, \$1.25 and \$2.00 each. Ladies' Domet Gowns, Mother Hubbard style, turn down collar, at 50c, 85c, \$1.00 and \$1.25 each.

Fancy Goods—Stamped linen center pieces in the latest designs.

We have just received new sofa pillow covers, simple designs, top and back, at 25c and 35c each.

Domestics—Bleached sheetings.

42-inch, at 8 1/2c, 10c, 12 1/2c per yard. 48-inch, at 9 1/2c, 11c, 12 1/2c per yard. 54-inch, at 11c, 12 1/2c, 15c per yard. 60-inch, at 12 1/2c, 15c, 18c per yard.

READY MADE PILLOW CASES—45x35 at 12 1/2c and 15c each.

Notions—A few of the necessary small belongings of the toilet we carry.

Tooth Brushes at 5c, 10c, 12 1/2c, 15c, 20c and 25c each.

Hosiery—Ladies' black cotton hose.

Extra good quality with double toe, sole and heel, at 12 1/2c, 15c, 18c, 20c, 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, 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