
TODAY - The Day of the Great H0SIERY SALE

Ladies' $\$ 3.50$ Silk Hosiery at 98c Pair Hosiery of all pure spun silk and silk gauze- plain and
Rembrandt ribed-they come in plain and fancy effects
 Big Ribbon Sale

50c All Silk Ribbons at 15c Yard


A Sale of Ladies' Neckwear
vavave $5 c-10 c-15 c$

## Ladies' Underwear

 100 Calling Cards at 39c

Greatest Sale of the Season-Ladies' SHIRT WAIST SUITS $=[B R A N D E=$
Entire Surplus Stock from I. L. Marks Q Co., Philadelphia More than a thousand absolutely new shirt waist suits-summer's coolest dresses-
made in prettiest styles of the season. We bought them very cheaply-the moet



Thousands of Ladies' Royal Shirt Waists


## L

LADIES' LO


Thousands of Omaha ladies who have bought these splendid
hirt waists speak in the highest terms of their style and durability.


REFIERYY LAII Sot Valid


## Truths that Strike Home

and-if he cares to do so-can tell
little about the buuk coffeo bo
know, where it originuly came from how it was blended-or with what
-or when roasted If you buy your LON COFFEE, mae unors or ALL Package corfess, is of
necessity unltorm tin quallty, strespith and flavor. For ovze A $\dagger$ © eurms or a camury, Lion corfee has been the standard cottee in
nillions of homes. HON COFFEE


In each peckage of LION COFFEE you got one full
pound of Purr Coffee. Insiot upou getting the genvine (Lion hoad on every package.)

SOLD BY GROCERS EVERYWVHERE

Majestic Shirts
Bought from the Manufacturers COBLENS, CAHN \& CO. $\begin{gathered}\text { Batlimore } \\ \text { Md. }\end{gathered}$

Who Retired from Business


## IBRANDE1S $=$ MILLINERY

Entire Summer Stock on Hand from M. Spiesberger \& Son, Omaha.


## 5

 $=5=5 c-10 c-25 c$ All the Summer Flowers $f$ $5 \mathrm{c}-\mathrm{Ec-} 10 \mathrm{c}$ TBRANDEIU Choice of Entire Stock of Men's on big tables, w$\qquad$
$\ldots$...25c

## 嘘



