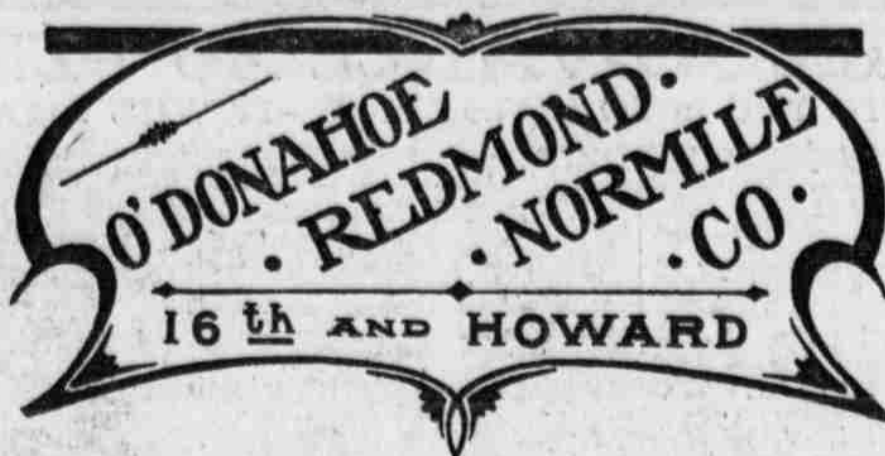


BIRTHDAY

OF THE NEW DEPARTMENT STORE



We Open Monday at 9 a. m.



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Monday We celebrate the happy event and you are invited to attend our Informal Fall Opening

IT IS NOT NECESSARY TO EXPLAIN TO OUR MANY FRIENDS AND READERS THE POSITION WE HAVE HELD IN YOUR MIDST, NOR THE UNPLEASANT CIRCUMSTANCES THAT HAVE ARISEN SINCE WE COMMENCE OUR "NEW STORE," WHICH THE RAPID GROWTH OF OUR BUSINESS DEMANDED. FROM A MERE DEPARTMENT OUR METHODS OF HONEST VALUES AND EXCELLENT MERCHANDISE HAS COMPELLED US TO SEEK QUARTERS WHERE MUTUAL ADVANTAGE COULD BE INDULGED IN, NOT ONLY IN ONE LINE, BUT MANY OTHERS, AND MONDAY WE PLACE OURSELVES BEFORE THE PEOPLE OF OMAHA WITH ONE OF THE BEST AND THOROUGH DEPARTMENT STORES IN THE WEST. WHILE WE ARE NOT COMPLETE IN THE ARRANGEMENTS OF OUR "NEW STORE," WE ARE IN FINE SHAPE TO GIVE YOU SPLENDID SERVICE IN OUR DRY GOODS, MILLINERY, MEN'S FURNISHINGS AND SHOE DEPARTMENTS. ALTHOUGH WE HAVE ISSUED NO SPECIAL INVITATIONS TO ANY ONE, WE URGENTLY INVITE EVERY ONE TO OUR

NEW STORE

DURING THE COMING WEEK NO DOUBT THERE WILL BE MANY OF OUR OLD CUSTOMERS FROM OUT OF THE CITY WHO WOULD BE AS PLEASED TO MAKE THEMSELVES AT HOME WITH US AS WE WILL BE TO HAVE THEM. WHILE OUR SURROUNDINGS FOR A TIME WILL NOT TAKE ON THE ELEGANCE OF APPEARANCE THAT WE WOULD LIKE AND THAT WILL APPEAR LATER, WE ARE READY TO GREET YOU ALL WITH ONLY THE BEST THAT THE WHOLE COUNTRY AFFORDS. PLEASE CONSIDER THIS A PERSONAL INVITATION AND COME AND SEE US. COME AT ANY TIME AND STAY AS LONG AS YOU CAN. The stocks we particularly invite your attention for opening week are Dress Goods, Silks, Velvets, Linens, Domestic, White Goods, Millinery, Ready-to-Wear Clothes for Ladies, Children and Infants, Furs, Men's Furnishings, Blankets, Comforts, Pillows, Shoes, Ladies' Neckwear, Gloves, Hosiery, Knit Underwear, Corsets, Muslim Underwear, Leather Goods, Notions, Handkerchiefs, Laces and Embroideries.

Silks
A special Birthday offering of silks that will cause wonder and surprise to all of Omaha's shoppers.
O. R. N. Special in the name of a new plain silk made for us in a beautiful range of both dark and bright shades, including cream and black, a very correct fabric for smart dancing gowns, full 38-in wide, pure silk; will be sold regular at 80c; opening Birthday price, a yard 48c
A BIG Birthday sale of fancy silk for waists and suits. This line embraces small and neat figures in all shades—Bouquet checks, plaids in both black and white, and a large assortment of these silks are worth from 75c to 85c a yard; opening Birthday price, a yard 59c
ANOTHER splendid offering in 38-in. Taffeta silk for linings and drop skirts, in both white and black; regular price 85c (over one yard wide); opening Birthday price, a yard 59c
BLACK POI DE SOIE silks at a bargain, 38 in. wide and all pure silk, our regular \$1.25 value; opening Birthday price will be, a yard \$1.00

Great Specials in Our Embroidery Dept.
Three thousand-five-hundred-yard lot of nainsook and Cambric Embroidery edges, insertions, fancy beadings and appliques, all widths, and a few matched sets that are strictly good values, at 5c to 35c a yard, to be sold in four lots.
Lot 1, value 5c to 10c a yard, Birthday price 2c a yard
Lot 2, value 10c to 15c a yard, Birthday price 7c a yard
Lot 3, value 15c to 20c a yard, Birthday price 10c a yard
Lot 4, value 20c to 30c a yard, Birthday price 15c a yard

Val Laces
Big lot of new French Val Laces, with insertions to match, bought to sell from 5c to 10c a yard; opening Birthday price, a yard 5c

Gloves
Reynier's Sita, real French Kid Gloves, for ladies, 16-button length, with three-button wrists, in the new tan, brown, black and white; price, pair \$3.00
Reynier's Celebrated Ladies' Kid gloves, two-button length, point Paris stitching; full line of new shades; the best French Kid Glove in the world; a pair \$1.00
Ladies' Standard Wash Chambray Gloves, twelve-button length, in cream, white and the new tan shades; warranted washable; Birthday price (all gloves warranted and fitted), pair 1.00

Handkerchiefs
Ladies' Irish Linen, soft, bleached, laundered Handkerchiefs, fancy embroidered initials; an excellent value at 10c
100 doz. Ladies' fine hemstitched Shadow embroidered Handkerchiefs, linen, cambric; very sheer; each 3c

Ladies' Neckwear
New up-to-date novelties in exquisite stock collars, linen, embroidered, batiste, silk and chiffon, daintily trimmed in lace, plain and fancy colors; plain white pique coat sets; your choice during Birthday day sale, each 25c
Elaborate line of silk chiffon, plain silk, all lace, fine linen and sheer batiste Stock Collars, trimmed in lace and beads; new linen Turnovers and Collar Sets, fancy embroidered, strictly new ideas; sale price, each 50c

Knit Underwear
NEW lines of Ladies' Ribbed Vests and Drawers, shaped garments, heavy silk-fleeced, high neck, long sleeve Vests and ample length Drawers, silver gray; worth 50c a garment; Birthday price 48c
25 doz. Children's fleeced-lined Union Suits, silver gray, perfect fitting garment, sizes 3 to 7 years; a bargain leader, a suit 25c

Hosiery
40 doz. Ladies' fast black, plain Cotton Hose, with double spliced feet; our 10c value; Birthday price, three pairs for 25c
100 doz. Children's fine and heavy ribbed plain cotton and fleeced-linen Cotton Hose, fast black, double heel and toe, sizes 5 1/2 to 9; bought to sell at 12 1/2c; Birthday price, three pair 25c

Hose Supporters
Two immense lots of Ladies' Hose Supporters to be sold at manufacturers' price.
LOT 1—Three gross colored lisle web also supporters, 1 1/2-in. webbing, with rubber loop protection clasps; at our Birthday sale, a pair 10c

Ladies' Muslin Gowns
Trimmed with embroidery and tuck, 50c

Ladies' Corset Covers
Lace and embroidery trimmed, 50c

Ladies' Muslin Drawers
With Tucks and Embroidery or Lace, 50c

Corset Specials
Straight front, long hip Corset, made of coutil, in white and drab, all sizes; supporters front and sides 48c
Tape Corsets, white, blue and pink; also satin Corsets, same colors, sizes 18 to 25 48c
Extra Special Corset, straight front, long hip, made of sterling cloth, two pairs plain web supporters, sizes 18 to 25, white only; regular price, \$1.25; this sale 89c
See our Special Models for stout figures in medium prices.

Men's Furnishings
It's not enough that furnishings be fine; they must be tasteful as well, and besides they must be fashionable. We don't know of any place where you are so sure of finding things right up to date as you will here.
HERE ARE SOME BIRTHDAY OFFERINGS.
The princely soft bosom shirt in neat patterns, regular value \$1.00; opening price 50c
Beautiful neckwear in figure stripes, dots, plaids and black; 50c quantities 25c
Full weight underwear in natural gray, regular price 75c 50c
Fine Jersey ribbed union suits that you can't find elsewhere for 1.00 \$1.50 for 1.00
Hosiery in black and tan, fine ones at 10c
Extra fine lot of fancy hose, worth 50c 25c
An unusually fine quality fancy border silk handkerchiefs, 35c, 3 for 1.00
This is one of the most complete furnishing departments in Omaha.

FUR NOVELTIES

EARLY FALL SHOWING

The small fancy stock takes the lead for early wear.
We mention here a few of the many rare bargains for our Birthday Opening Sale.
Sable Coney Stock, satin lined, \$3.50 value, for \$1.95
Canadian Mink, shaped tabs, \$4.25 value, for \$2.50
Southern Beaver Stock, silk medallions, \$6.00 value, for \$3.50
Blended Squirrel, elegantly finished, \$6.75 value, for \$4.50

Wait for the New Store and be sure and attend our GREAT BIRTHDAY BARGAIN SALE Come and See How Much a LITTLE MONEY WILL BUY

Millinery

BIRTHDAY OFFERINGS ON SECOND FLOOR.

At our new store will be found an unusually bright and extensive display of correct trimmed hats and all prices, which upon examination, you will find to be from 25 to 35% per cent below the usual figure at other stores.
Pattern Hat Copies at \$5.00
At this price we show an inexhaustive array of most beautiful designs, each and every line being a reproduction of some great artist; ideas which cost ten times as much money to import. These hats are made up of the choicest materials and possess that charm and individuality so dear to women who love to dress different from others. Our birthday offering price 5.00
Trimmed Hats at \$3.49
Five hundred trimmed hats for ladies and misses, made of fine velvets, braids, feather breasts, marine and ornaments and trimmed in most excellent style, Birthday offering price 3.49
A Thrilling Millinery Offer in Street Hats at 93c
This offering of the choicest styles of the season in street hats is without a parallel in the annals of millinery retailing in the western business world.
Ostrich Plumes, 39c
One hundred dozen of the season's newest colors, French dye and French curl, 13 inches long, a special birthday offer.

Colored Dress Goods

New location, new goods and special Birthday prices. We are showing the most comprehensive lines of Dress Goods ever on sale in Omaha. All the newest weaves and colorings at prices that will appeal to all New Plain Panamas, Batistes, Serge, Nun's Veilings, Fancy Plaids and all plaids in all the new color combinations, Shepherd checks and plaids in worsteds and mohairs, irregular checks and plaids in the panama weaves, the best value ever offered in Omaha, at 50c a yard.
48-in. Chiffon, Batistes and Panamas, 48-in. Rain-Proof Suitings, in Plain and Fancy Mixtures, 48-in. Fancy Worsteds Suitings in the new colorings, all bought to sell for \$1.00 a yard, opening Birthday price 75c a yard
56-in. plain colored Chiffon Panamas, 56-in. plaid and checked Suitings, 48-in. Serge Suitings, all colors, 48-in. Suitings in plain, mixed and plaid effects, 48-in. Taffets in the new fall shades, sold at \$1.25 and \$1.50, Birthday price 1.00
Imported Tailor Suitings and Cloakings, \$1.50, \$1.75, \$2.00 and \$2.50 per yard.
Broadcloths in all the new shades at \$1.00 to \$3.00 a yard.
Bearskins, Astrakhans and English Curl Cloths, new colors.

Black Dress Goods

48-in. Black Chiffon Batiste, our \$1.00 quality, at 75c a yard.
56-in. Black Chiffon Panamas, 48-in. Black French Voiles, 48-in. Black Crepe de Paris, 48-in. Black Tarnies, 48-in. Black Silk Eolines, Birthday price 1.00 a yard
New Black Broadcloths, ranging in price from \$1.00 to \$5.00 a yard.

Domestics

We are now ready to indulge your every wish in Linens, White Goods, Domestic and Bedding, all new goods at new prices.
36-in. Cutting Flannels, extra heavy quality, best of coloring, worth 15c a yard, Birthday price 10c a yard
100 doz. Hemstitched Huck Towels, plain white, regular 15c quality, Birthday price 10c
50 doz. 72-90 Bed Sheets, made of a very fine quality of muslin, free from dressing, with a flat, durable seam down the center, regular price 45c, Birthday price 28c
32-in. Printed Flannellettes, in French flannel patterns, extra fine quality, best colorings, in pretty new patterns, opening Birthday price 12c
100 pieces of new Fall Beige Suitings, 34-in. wide, in checks and plaids, regular price 38c, opening 28c
20 pieces bleached and unbleached Irish and German Table Linens, 36 and 72-in. wide, very fine and extra heavy, worth from 80c to \$1.15 a yard, opening price, a yard 75c
100 doz. very fine quality of 3/4 Irish Linen Napkins, green bleached, worth \$1.50 a dozen, for opening sale, dozen 4.75
Bed Spreads, large white crocheted-hemmed, ready for use, worth \$1.25, for opening Birthday sale, 75c
Best quality Amoskeag Gingham, all dye check, a yard 5c
Extra large size Comfort fitted with a nice white cotton and covered with a fine quality of silkoina, \$1.25 \$1.75 Comfort, opening Birthday price, each 1.95

Ladies' Suits

SPECIAL OPENING PRICE, \$18.50
Full line of latest Fall Novelties, all the new materials, shadow plaids, mixtures, checks and plain colors, in fitted tailored Jackets, Norfolk and Prince Chic styles, all with extra full pleated skirts, regular \$20.00 suits, at \$18.50
Another Lot of \$17.50 and \$25.00 Suits go in this sale at \$18.50

Ladies' Dress and Walking Skirts

THESE SKIRTS are the best values ever exhibited in Omaha, all the new materials in plain colors, checks and rich patterns, very full fashioned pleated skirts.
\$7.50 Values in Birthday Sale for \$6.50
\$9.50 Values in Birthday Sale for \$8.50

New Fall Waists

Every new idea shown this season will be found in our large department. As a few opening specials we mention the following bargains.
White Madras, full weight, in the new checked effects, with tucked fronts, forming the wide Gibson shoulder, hemstitched collar and cuffs, a \$5.00 value, going in our Birthday sale for 3.25
All Wool Batiste Waists, in latest colors, with solid tucked fronts, silk stock collar and cuffs, regular price \$2.50, at \$1.95
Silk waists in Shadow and hair line plaids and checks, in black and white and new color combinations, \$4.50, \$6.50 and \$7.50 lines, all go in Birthday sale 4.95

Ladies' Coats

48-in. coat, full circular sweep, extra full tailored strappings, in black, also plaids and checks in colors, regular \$8.50, Birthday sale only 4.95
Beautiful 56-in. garments in French plaids, checks and stripes, coat collars, mannish cloths, side button and self-estrapped trimming, worth \$11.50, during Birthday sale 8.95
ELEGANT showing of jaunty box pony and fitted effects in English covert cloths, especially priced for our Birthday sale.
\$7.00 Coats \$4.95 \$8.95 Coats \$5.95 \$10.00 Coats \$7.50

Misses' Fall and Winter Coats

Fancy mixtures in green and navy, full box back, side vents, with button trimmings, velvet turned collars, full sleeves, 8 to 14, worth \$5.75, while they last 3.50
Gray Astrachan cloth, full back, crushed velvet belt, collar and cuffs, storm collar for school wear, a \$15.00 coat for 7.95

Children's Coats

White bear skin coat, exquisitely trimmed, full lined and well padded, \$6.75 value for 4.95
Buster Brown coat of gray Astrachan, patent leather belt, high storm collar, fancy cuffs, warm and stylish and worth \$5.50, at birthday sale, only 3.95

In Our Shoe Department

If you have never known the luxury of a perfect fitting pair of shoes it's probably because of the price or place you made the purchase. We have got the shoes for ladies, men and children that will suit you perfectly and economically; shoes that anyone can wear with genuine comfort. We have ladies' shoes in all makes, qualities and leathers, as low as \$1.50 and as high as \$5.00 (with several go-betweens).
Men's shoes that positively cannot be duplicated at the figure we ask from \$2.00 to 5.00
Special attention we call to the celebrated Hiltow \$3.50 and \$4.00 shoe in patent, patent colt, gun metal and velour. Also the famous Buster Brown shoes for boys and girls; all styles, all leathers. Come and see "em."

OUR PROFIT WILL BE SCATTERED AMONG OUR PATRONS