



Special Bargains for Horse Show Week

New Dress Trimmings

The greatest line of fine dress trimmings, in Black Silk Crochet Bands and Applique, Silk Pull Braids of all combinations of colors, on sale Monday at 2 1/2c, 5c, 7 1/2c, 10c, 12 1/2c and 25c per yard for the Pull Braids and 35c, 50c, 75c and \$1.00 per yard for the Silk Crochet.
A big line of eoru and white Oriental Laces on sale at 5c, 7 1/2c, 10c and 15c per yard.
We are sole agents in Omaha for the Zion City Laces. Special Sale on Zion City Laces Monday.

REAL LACES

The most complete line in Omaha and the lowest prices. Also Real Lace Collars, Robes, Handkerchiefs, etc.

50c Ribbons, Per Yard, 15c
All colors of Fancy Warp Prints, Plain Satin Tafetas and 5-inch Wash Tafeta Ribbons, on sale Monday 15c at, per yard.
We have the sole agency for Omaha and the state of Nebraska for the famous Hall Borchert Dress Forms.

Splendid Silk Bargains Monday

\$1.00 SILKS AT 39c AND 49c

A new shipment of handsome Sapho silks, Messalines, Peau de Cygnes, Thais, 27-inch plaids, novelty suit—purchased direct from the mills at a great bargain—regular 75c and \$1.00 values—at, yard, 49c and... 39c
Elegant novelty Brocades, Paris Marquise, plain and shadow checks, French silk Voiles, etc.—values up to \$2.50—on special sale... 150
Monday, at, yard... 150

Black Silk Bargain

Our famous \$1.50 black 36-inch taffeta, for Monday 98c only, per yard... 98c
Our \$1.00 black taffeta, 36 inches wide—special... 69c
Monday, at, yard... 69c

Skinner's Satin, All Colors, Monday, Per Yard 98c.

The Leading Dress Goods House of the West

We can show you a stock of dress goods, in all grades and all shades, both foreign and domestic, at a saving in price from 10c to \$10.00 per yard. No other house in the west can show one-fourth of this line, and no other house is in position to make the following prices:

BLACK DRESS GOODS

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| The finest, most up-to-date stock in the west. | \$4.00 will go | 1.98 |
| Best of England Broadcloth, \$5.00 yard down to... | \$3.50 will go | 1.75 |
| Domestic Broadcloth, from \$2.00 yard down to... | at | 25c |
| Austrian Broadcloth, from \$7.50 yard down to... | Evening shades in every known wear and all kinds of fabrics, from \$5.00 yard down to... | |
| Belgian Broadcloth, from \$1.50 | PLAIDS—ALL STYLES. | |
| German Broadcloths, from \$1.25 | Ombra Plaids, Shadow Plaids, Gray Plaids, Black and White Plaids, Silk Mixed Plaids, Scotch Plaids and French Liano Silk Plaids, at \$3.50 yard down to \$2.50, \$2.00, \$1.50, \$1.00, 75c, 50c and... | 39c |
| Bearskins, in all colors, smooth and curly, 20 different varieties, Monday only... | Plain Dress Goods, in Henriettes, Serges, Cheviots, Prunellas, Granite Cloth, Fenettes, etc., go at \$5.00 yard down to \$1.50, \$1.00, 75c and... | 50c |
| \$7.50 will go | 75c and | |
| \$5.00 will go | Other Specials During the Day. Samples to Out-of-Town Customers. | |

High Grade Furnishings

Never before has our display of men's fine dress accessories been so complete. Dress Shirts, Gloves, Ties, etc., of the highest quality are shown in great assortment. In selecting here you have two advantages—LARGEST STOCK, LOWEST PRICES.

Special Sale Ladies' Outer Garments

For Horse Show week we have prepared the greatest display of high quality garments, at bargain prices, ever shown in the city. Our cloak buyer while in the east made extensive purchases, which we are certain will delight our customers—not only in quality and design, but in exceptionally low price.

A cordial invitation is extended to all to visit our new Cloak and Suit department and inspect the most complete stock of stylish garments in the west.



Handsome Opera Coats—All newest styles, copies of the most beautiful imported garments, \$50 to \$75 values—
at \$35, \$25 and... \$20
Fine Silk Costumes—In crepe de chine, Messalines—all newest style creations, \$50 and \$75 values; sale prices, \$49 and... \$35
Jaunty Tailor Suits—In finest chiffon broadcloths, would sell regularly at \$50; Horse Show week price... \$35
\$35 Tailor Suits—In fine broadcloths and cheviots, in navy blue, brown, reds, greens and black; Horse Show week price, \$24.90

Most Complete Line of Fine Fur Coats in the City—Astrakhans, Krimmers, Squirrels, Beavers, Otters, Persian Lamb, Russian Colt, genuine Alaska Seal, etc. Come in and see them.
Handsome Silk Underskirts—\$25, down to \$18.50, \$15, \$12.50 and... \$10
Another lot of those popular **Prince Chap Coats**, regular \$22.50 values; Monday... \$14.90
\$18 Coats—In fancy mixed and plaid colors; specially priced at... \$12.50

\$12.50 Skirts—In the stylish shadow plaids; special this week, at... \$7.50
\$12.50 Taffeta Walking Skirts—This week... \$8.90
\$7.50 Panama Skirts—In all colors, at... \$4.95
Exquisite Designed Dress Waists—The most beautiful line ever shown; specially attractive values for Horse Show week, at \$35 down to... \$7.50

GREAT LINEN SALE

We are loaded with linens, and in order to reduce them fast we will cut the following numbers in two. Be sure and examine these goods

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| Pattern Cloths —Full 2 yards long and 2 yards wide, bleached, border all around, extra heavy Irish linen, sold regular at \$5 each... 2.25 | 10x40 Bleached Turkish Towels , double warp, extra heavy, regular 19c grade, at, each... 12 1/2c (Six to Customer.) |
| Pattern Cloths , 2 yards wide and 2 1/2 yards long, full bleached, fancy new designs... 2.98 | 18-inch All Linen Crash Toweling , full bleached, regular 12 1/2c quality, at, yard... 7c |
| Pattern Cloths , in round or square corners, 8-4, 10-4 and 12-4 size, handsome new designs, at \$19.50, \$15, \$12.50 and... 9.00 | Marselles Bed Spreads , imported goods, handsome designs, extra heavy, sell regular at \$4.50, at... 3.98 |
| Napkins to Match above cloths , % to % size, dozen, \$15, \$10, \$7.50 and... 5.00 | Marselles Bed Spreads , in both plain and fringed, cut or square corners, large size, pretty patterns, sold regular at \$4.50, at... 3.50 |
| 72-inch Bleached Double Satin Damask , imported goods, sell regular at \$1.50 yard, all new designs, at... 98c | Domestic Bed Spreads , in Marselles and honeycomb patterns, full size, cut or square corners, at \$2, \$1.39, 98c, 85c and... 59c |
| 66-inch Bleached Irish Table Linen , pretty designs, guaranteed all pure linen, sold regular at \$1.10 yard, at... 79c | 81x90 Bleached Seamless Sheets , sold regular at 75c each, at... 58c |
| Hotel Napkins , in fancy designs, full bleached, all linen, regular \$1.50 quality, at... 59c | 9-4 Bleached Sheetting , extra heavy, round thread, worth 30c yard, at... 21c |
| 22x48 All Linen Huck Towels , extra value at 25c each... 12 1/2c (Limit of 6 to Customer.) | 42x45-inch Pillow Cases , regular 14c and 17c quality, at, each, 12 1/2c and... 10c |

Curtain and Drapery Sale

All new stock, but too much of it, and we will have to reduce it.

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| Read This! Irish Lace Curtains that sell at \$5 pair will go at... 2.50 | \$5 novelties for... 2.98 |
| Cluny laces , regular \$2.50 curtains, at... 2.50 | \$7.50 novelties for... 4.98 |
| Cluny laces , regular \$7.50 curtains, at... 3.75 | Nottingham Curtains , the largest variety in the city, at, per pair, \$6 down to \$1.50, \$1, 75c, 50c, 39c and... 25c |
| \$10 curtains , regular \$10 curtains, at... 4.98 | Madras , fine imported quality, in white cream and colors, from \$1.50 yard down to... 25c |
| American Point, \$5 pair, go at... 2.98 | The finest line of Drapery Silks in the west , 500 patterns to select from. We carry all patterns Cheeny Bros' Drapery Silk and several other grades of foreign silks at \$1 yard down to 50c, 75c and... 50c |
| American Point, \$10 pair, go at... 4.98 | Alma Tapestry , regular price Tapestry by the yard; fine pattern, on sale Monday... 12 1/2c |
| Cable Net , in white and ecru—That sells at \$3 per pair go at... 1.49 | Goods that sell at 65c will go at... 39c |
| That sells at \$5 per pair go at... 2.50 | Goods that sell at 85c will go at... 59c |
| That sells at \$7.50 per pair go at... 3.98 | Goods that sell at \$1 will go at... 69c |
| Brussels Net —That sold at \$3 for... 1.98 | Sample Portieres , fringed and bordered, worth up to \$12.50, at, pair, \$3.98, \$2.98 and... 1.98 |
| That sold at \$5 for... 2.98 | A large line of Rice and Bamboo Portieres to close at less than half price. |
| That sold at \$7.50 for... 3.98 | |
| That sold at \$10 for... 4.98 | |
| Novelties in Fine Curtains , an immense line. We will sell... 2.50 novelties for... 1.75 | |
| \$3.50 novelties for... 2.50 | |

Dress Linens; White Goods

India Linon, Nainsook, Dotted Swisses, etc., will be found in this department.
French Lawn, 50 inches wide, that sold up to \$1.25 and \$1.50, on sale Monday, 85c, 75c and... 50c
All our new Merceized Batiste for lingerie waists at \$1.00, 75c, 65c, 50c and... 39c
St. Gall Swisses, 32 inches wide, figured and dotted, \$1.50 down to 85c, 75c, 45c and... 39c
Scotch Swisses that sold up to 75c, Monday only... 59c, 45c and... 39c
Domestic Swisses, regular 25c quality for, yard... 10c
All our new Fall Waistings, 7/8d, 75c, 50c, 39c, 25c and... 19c
Fancy and Striped Piques, a yard, 35c, 25c and... 19c
Persian Lawn, 45 inches wide, Monday only, a yard, 25c, 19c and... 15c
India Linons, 65c down to 19c, 15c, 12 1/2c, 10c and... 7 1/2c
Berkeley Nainsook at, a yard... 15c
Empress Cloth at, a yard... 19c
Countess Nainsook at, a yard, 30c, 25c and... 19c
Old Glory Long Cloth, yard, 25c, 19c, 15c, 12 1/2c and... 8 1/2c
Rondraz Linen Finish Suiting, regular 25c quality at, a yard... 15c

Popular Priced Dress Goods Dept.

Here you can find just what you are looking for—at less than you intended to pay.
75c Mohair at... 25c
\$1.00 Mohair at... 25c
\$1.25 Fancy Waistings, 39c All Wool Tricots, 35c Henriettes, at... 25c
\$1.00 Mohair Waisting... 25c
All Wool Challis, Silk and Wool Challis... 25c
19c Gray Shadow Suitings, at, a yard... 19c
75c French Plaids... 39c
All Wool Serges and Panamas, regular 75c quality... 49c
All Wool Shadow Plaids, Ombra Plaids and Gray Plaids, 50c grade, only... 39c
\$1.00 Fancy Mohairs, 46 inches wide, yard... 39c
\$1.00 Broadcloths, at... 39c
HIGH GRADE WASH GOODS DEPT.
Silk and Mercereized Plaids, Washable Waistings, at, a yard... 49c
35c French Gingham... 15c
15c French Gingham... 12 1/2c
18c Flannelettes, at, a yard... 12 1/2c
15c Flannelettes, at, a yard... 10c
12 1/2c Flannelettes, at, a yard... 8 1/2c
French Percalles, at... 12 1/2c
Domestic Percalles, at... 10c
Domestic Percalles, at... 7 1/2c
Out-of-Town Customers Send for Samples.

MILLINERY BARGAINS

Any Pattern Hat in the Millinery Department—some of them worth up to \$60.00—choice... \$28
A splendid opportunity to secure an elegant dress hat at a great bargain.
Handsome Dress Hats—In great assortment of evening shades, with two and three large plumes—special Monday... 12 1/2
\$2.00 Trimmed Hats—Worth up to \$3.98—on sale at... 98c
Children's School Hats—In great assortment, \$2.98 down to... 98c

Splendid Undergarments Specially Priced FOR HORSE SHOW WEEK

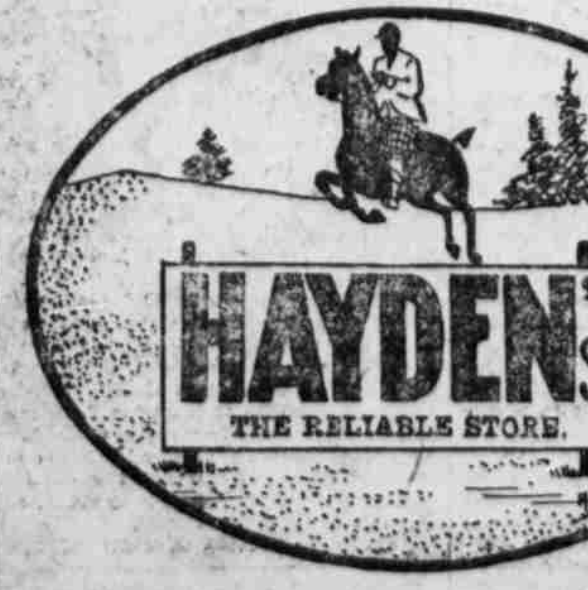
We are showing complete lines of the finest undermuslins and hand finished perfect-fitting knit wear. Complete assortment. The Kayser and Sterling knit undergarments are shown, and we are sole Omaha agents for the celebrated Harvard Mills underwear.
During This Week We Will Make Exceptionally Low Prices on Silk, Silk and Wool and Pego Silk Undergarments.
Ladies' Union Suits, in silk and wool Swiss ribbed, hand finished, white or colors, at \$2.98, \$2.50 and... 1.98
Ladies' Vests and Pants, in silk and wool or Vega silk, white, pinks or blues, specially priced at \$1.50 and... 98c
Ladies' Light Weight Union Suits, special... 49c
Ladies' All Silk Hose, in plain and fancy colors, at \$1.98, \$1.50 and... 98c
Hand Embroidered Silk Hose, all colors, at \$4.50, \$3.98, \$2.98 and... 2.50
THE MOST COMPLETE CORSET STOCK IN OMAHA—La Marguerites, La Gresques and Bon Tons, ranging in price from \$3.00 up to \$10.00.
All standard makes, in the newest models at up from \$1.00.
LADIES' GLOVES—Anything you wish in the glove line in our busy Glove Department. New line of 12 and 16-button length gloves, in suede and glaze, just received.



INDIA BRUSSELS
Something new in Hall and Stair Carpet, 27 inches wide, has the pattern for stairs on one side, pattern for hall on the other; a great wear resister; unequalled value at, yard... 39c
Extension Curtain Rods—With white metal ends, 30x 54, special Monday... 7c
Extension Curtain Rods—42x78, for large windows, special Monday, each... 11c
A Chicago Curtain Stretcher will save both your temper and your curtains, now's the time you need one. Prices, \$2.00, \$1.50 and... 1.00
New line of Velvet Axminster Carpets just received. You'll find our prices always the lowest.
YOUR CREDIT IS GOOD IN OUR CARPET DEPT.

CHINA DEP. SPECIALS
English Cream Jugs, 1c each
Decorated Ware—Odds and ends of stock; Monday, each... 3c
Art Pottery—Jardiniere, 25c up
Fine thin blown Tumblers, while they last Monday, 6 for... 9c
Fine Austrian China—White Ovid Cups and Saucers, per set of 6... 49c
Wine Glasses, each... 1c

GROCERIES!



Hayden's, the Great Universal Providers of Everything Fresh, Highest Quality and Lowest Prices

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| 10-lb. sacks best white or yellow Cornmeal... 12c | 2-lb. can fancy Wax or String Beans ... \$1.40 | 4-bushel baskets fancy Green Tomatoes for canning... 15c |
| 7 lbs. best hand picked Navy Beans... 25c | 16-oz. cans Condensed Cream 7 1/2c | Fresh spinach , per peck... 10c |
| 5 lbs. best Boiled Oatmeal... 25c | Quart cans Golden Table Syrup... 3c | Six bunches fresh Radishes... 5c |
| 10 bars best brands Laundry Soap... 50c | Oil or Mustard Sardinian, can... 3c | Four heads fresh Lettuce... 5c |
| 10-lb. sacks best pure Buckwheat Flour... 25c | Dried Fruit Season Has Commanded. See our line of all new Fruits. | Fresh Sweet Potatoes , pound 1 1/2c |
| 25 lbs. pure Rye Flour... 60c | Fancy California Prunes , lb... 7 1/2c | Fresh Turnips, Carrots , lb... 1 1/2c |
| Quart bottle Crosse & Blackwell's pure Malt Vinegar... 30c | Fancy Cleaned Currants , lb... 10c | Pumpkins , pound... 1 1/2c |
| Crosse & Blackwell's Jams, per jar... 30c | Fancy 3 Crown Mincuted Raisins , per lb... 10c | Two bunches fresh Parsley... 5c |
| Lea & Perrins Sauce, bottle... 30c | Fancy California Peaches , lb 12 1/2c | Large heads New Cabbage... 5c |
| 1 1/2-lb. can Walter Baker's Cocoa... 20c | Fancy California Cooking Figs , per lb... 7 1/2c | Large Hubbard Squash , each... 5c |
| 1/2-lb. cakes Walter Baker's Chocolate... 15c | Fancy New York Apples , lb... 3c | New Honey , per rack... 15c |
| 1/2-lb. cans Colman's Mustard... 15c | Fancy Caricain Citron Peel , per lb... 25c | 1/2-lb. pkgs California Figs... 5c |
| California Hops , 1-lb. can... 30c | Fancy Seedling Raisins , lb... 5c | Italian Blue Plums , basket... 25c |
| 1-lb. can Van Houten's Cocoa... 5c | Fancy Sultana Raisins , per lb... 5c | Fancy Jonathan Apples , peck... 25c |
| Imported French Peas or Mushrooms, per can... 15c | Omaha's Greatest Fresh Fruit and Vegetable Department. | Fancy Sweet Apples , pe... 25c |
| 2-lb. can fancy Sweet Sugar Corn at... 25c | Fancy Keefer Peas for canning—See our line of everything... \$1.10 Single baskets... 20c | Butter and Cheese |

GROCERIES!

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| 15c Toll du Nord Dress Gingham —All new, up-to-date patterns, Monday at... 9c | Large Cotton Blankets —Extra heavy quality, great value at, 98c, 75c, 59c and... 45c | Special Wool Blanket Sale —Unmatched qualities at \$4.98, \$2.98 and... 2.98 |
| Amoskeag Apron Check Gingham —Great variety of checks, Monday, yard... 5c | 85c Union Table Damask —Snow white, great value Monday, yard... 17 1/2c | |
| Fruit of Loom and Lonsdale Muslins —Special Monday at, yard... 6c | | |

STOVES! STOVES! STOVES!

We carry the largest line of first class standard Steel Ranges, Cast and Steel Cooks, Double Heating Base Burners, Hot Blast and Air Tight Ovens in Omaha. We have everything in the stove line at our new stove dept.
The Milado Steel Range, 6-burner, full size, high warming closet, large 18-inch oven, all asbestos lined, roll-top steel, a range that sells elsewhere for \$25, \$24.95 we sell for... \$24.95
The Universal line of Double Heating Base Burners, nothing better made in America, up from... 32.50
A First Class Cook No. 8 full size... 8.95
The Standard Air Tight Oak
11-inch Oak... \$9.95
12-inch Oak... 6.95
2-hole Laundry... 2.95
13-inch Oak... 5.95
17-inch Oak... 7.95
4-hole Laundry... 4.95
Take Elevator to 3rd Building.

