Our Pre-Thanksgiving Sale Begins Monday Every special will be found of unusual bargain merit specially interesting to the ca

merit specially interesting to the careful buyer.

THE RELIABLE STORE.

In Our Busy Silk Department

Always something doing here in the way of bargain giving. A visit to the department will always reveal some real 62-in. Unbleached Pure Irish Linen, bargain.

No place in the west will you find a stock of its kind so complete in every detail from popular priced fabrics to the most elegant imported weaves.

A New Line of Waistings-In | All sorts of plain and fancy plaids, stripes and novelties just | Silks, in almost unlimited assort received. The most elegant as- ment of color. sortment we have ever shown. Prices range from, yard, \$1.50

ON OUR BARGAIN SQUARE The balance of our great purchase from the Panikee's mills, Scran-

BLACK SILK SPECIALS

wide, regular \$1.50 quality. 89¢ \$1.19 Black Taffeta, 36-in. wide, special Monday79¢ ton. Pa., silks, worth up to \$1.50 | \$1.00 Black Taffeta, 36-in. wide.

Thanksgiving Linen Sale

High Grade Linen Dept., Middle Section, Main Floor

From new until Thanksgiving we will continue one of the greatest Linen Sales ever seen in this city. See our 16th street window and besides this we will give our famous "hour sales" every day where you can buy fine linens for about half other stores own them. Ask your neighbor who attends

BY THE YARD

64-in. Fine White Mercerized damask, the same as others charge 65c yard, in this sale 39¢ same as others sell at 75c yd.49¢ 64-in. Bleached Pure Irish Linea, good sale at \$1.00, in this sale.69¢ 72-in. Bleached Double Finish Satin Pure Irish Linen, you cannot buy as good in any other store in town at \$1.50, this sale 98c 72-in. Black Extra Weight, extra finish, double satin-faced finished Gold Medal brand, sells in New York City at \$2.50 yard, at.\$1.75

PATTERN CLOTHS The finest brands of linen Pattern Cloths, made by an Irish mill for prize competition at expositionround table patterns \$1.95 Round or square 21/4 yards by 21/4 yards, highest art patterns-you have to see them, \$12.50, \$10.00. \$7.50 and\$6.50

Popular-priced Pattern Cloths at \$5. \$4.00, \$3.00, \$2.00, \$1.50, \$1.00 We have Napkins to match all our fine Table Cloths.

We have Napkins at 49c doz., up to \$20,00 doz. 20x40 Bleached Huck Towels at,

borders, regular 25c Towels, on 20x40 Linen Huck, bleached and unbleached Huck Towels, good values for 25c, each19¢ 20x40 Bleached Hemstitched Towels.

BED SPREADS

We have the grandest line of imported Marseilles satin finished quilts in the west at, each, \$12.50, \$10, \$9.50, \$8.50, \$7.50 and ... \$6.50 We have a grand line of satin domestic spreads, either square or round corners, each, \$5.00, \$4.50, \$3.50 Also a large line of honey-combed etc., at each, \$2.50, 98c, 75c down to..... 59¢

Sheets, all sizes, only the best made by the best mills, at, each, \$1.10, 98c, 75c, 69c, 59c and 50¢ Pillow Cases each, 20c, 18c, 15c, 12 1/2 and 10¢

Fancy Linens-We have Mexican drawn work, cluney lace pieces, etc., in fact everything made in this line from \$10 down to \$1.00

THE RELIABLE STORE.

Main Dress Goods Department Here is the greatest department store west of Chicage. We carry in stock more weel dress goods is value than the entire dry goods stocks of some Omaha merchants are worth. Everything direct from the manufacturer—this is why we can make prices. PLATOS. BLACK DRESS GOODS

Ombre Plaids, Gray Plaids, Shadow Plaids, French Silk and Wool Plaids, Scotch Clan Plaids, 1,000 pieces to select from, at, a yard, \$3.50, \$2.00, \$1.50, \$1.25, \$1, and Tourist Cloth, a yard, \$3.50, \$2.50, \$1.98 and \$1.50 COLORED DRESS GOODS.

Broadcloths, in the new shades, at, a yard, \$5.00, \$4.00, \$8.00, \$2 \$1.50, \$1.25, \$1.00 and ... 75¢ Panamas, at, a yard, \$1.98, \$1.50.

In this department will be found Priestley's, Sir Titus Salt's Embd. and Sir Edward Ripley's Celebrated Black Dyes.

All makes of Domestic Broadcloths at 59c, 49c and 39¢ French Broadcloths, fine chiffon weight at, a yard, \$3.50, \$2.50, \$1.50 and \$1.00 Irvan Simon's Belgian Broadcloths, at, a yard, \$4.00, \$3.00. German Broadcloths at \$6.00 a yard, down to \$1.25 Priestley's Black Broadcloths, at, a yard, \$7.50, \$6.00 and \$5.00 Remember, we make skirts from

Great Clearance Sale of Millinery----\$10

Monday will begin the greatest millinery sale of the entire season in our Millinery Department.

\$20.00 to \$30.00 Pattern Hats-Will be sold without reserve at \$10.00-in many stores the plumes alone would sell regularly at a greater price than the price asked. Undoubtedly the most exceptional lot of values ever shown at this season of the year. Elegant evening hats. Greatest assortment in the city to select from-made of allover lace, silks, velvets and fine French felts, in pinks, white, light blue, nile, champagne and black and white combinationschoice \$10.00

At \$4.98-Street and Dress Hats for which you would pay elsewhere from \$7.50 to \$10.00.

At \$3.98-A great assortment of late styles that have never been equaled at the price.

A great assortment of Felt, Fancy Braid and Velvet Hats that sold up to \$4.00,

Everything Marked in Plain Figures. Comparison will prove the great superiority of our offerings.

LADIES' AND CHILDREN'S Underwear Specially Priced

If you are looking for the best you'll always find it in the

Harvard Mills hand finished underwear, for which we are sole Omaha selling agents. wool, hand finished, special at \$2.50 and\$1.98 Two-Piece Suits, in all wool or silk and wool, hand finished, at, per garment, \$1.50 and \$1.00 Ladies' Union Suits, in light weight wool, pure white, special. \$1.50 Ladies' Union Suits, fleece lined. light or medium weight, special Ladies' Two-Piece Suits, heavy

CIALS. Ladies' All Wool Union Suits, heavy weight, in gray, white or black worth up to \$3.00, broken lots, at,

fleeced, hand finished, silk taped,

OTHER UNDERWEAR SPE-

Union Suits, in all wool or silk and | Ladies' Vests and Pants, fleece lined, all sizes, white or gray, special at 39c, 25c and 19c Children's All Wool Vests and Pants, at, per garment 50¢ Children's Heavy Ribbed Flat Fleece Vests and Pants, special Children's Union Suits, special Complete Line of Wayne Knit Hose,

special at, garment 49¢ full fashioned, perfect fitting, best wearing hose shown today, in ladies', from lightest gauze lisle to heaviest fleeced garments, at

Children's Pony Brand Hose-In

heavy or fine rib, at, pair. 25¢

Special Sale of Laces

We have Towels at every price

from 3 1/2 up to each, 60c.

In order to reduce quickly our great stock of laces we will offer Monday very special values in all lines. Among the specials shown are:

New Allover Laces-Worth up to] \$1.25 per yard, at, yd....60¢ French and German Val. Laces, worth up to 15c. at. 216 low Tops, Cor An immense line of Oriental Laces, Fancy Goods.

regular 15c, 25c and 50c values, will go at 15c, 10c and .. 7% c Special Bargains in Fancy Pillow Tops, Cords and all kinds of



THE WOMAN OF TASTE when she buys shoes, must have Quality, ought to have Style, and prefers to have Economy. And she gets all three when she buys "Oucen Quality" Shoes. When the "Queen Quality" sales surpass those of all other wemen's shees in the world, there must be a reason for it. See our window display of these famous shoes, then let us prove this claim with just one pair. In all styles shapes and leathers \$3.00-\$3.50-\$4.00.

Shoe Dept., Main Floor

Manufacturers' Sale of Women's Garments

Has, we believe, created more buying enthusiasm than any event of the kind before attempted in Omaha. The tremendous success is due solely to the unmatched variety and high quality of our showing and splendid values which we offer and deliver.

Several New Stocks have been added to our already immense showing and during nine shopping days between now and Thanksgiving we promise our customers the greatest bargain surprises ever known at this season. For Mon-

day we are showing: 200 Women's Coats-Satin lined throughout in blacks, blues, browns, castors, fancy mixtures and plaids, regular \$18.00 values, choice\$10.00 High Class Coats, made to sell at \$25.00, about 700 gar-Sample Tailor Suits, in all newest styles and materials, made to sell at \$18,00 to \$22.50, all in one great lot, at, choice\$8.95 Elegant Tailor Suits, worth up to \$40.00, in fine imported broadcloths and plaids, choice, in Monday's sale \$19.90

Furs! Furs! Furs!

Women's \$15.00 Astrakhan Capes, sale price..... \$7.95 Women's \$50.00 Astrakhan Coats, special, Monday \$39.00 Fine Southern Beaver Coats-Sold elsewhere at \$80.00 and Blended Coney Coats, in blouse or box style, \$25.00 values, at\$16.98 Double Sable Fox Scarfs, \$15.00 values, special at. . . \$9.90

\$7.50 Scarfs or Ties, in blended or Siberian squirrel, great New Waists for Thanksgiving-Silks, lace net, fine linens, lingeries, voiles, nun's veilings, etc., the handsomest new styles in both plain and fancy colors, at \$10.00, \$7.50. \$5.00, \$3.98 and\$2.98

New Silk Skirts, in plaids and Dresden effects, changeables and plain colors, from \$25 down to \$3.98 New Dress Skirts, in Crepe de Chines, voiles and taffetas, EXTRA SPECIALS

From 8 till 9 A. M .- Cashmere | From 9 till 10 A. M .- \$4 Beaver

men's \$1.00 Coney Scarfs 50c | Sacques at25c

In the Great Bargain Room

10c Outing Flannels, dark and light

10c Red Ribbon Dress Gingkams 35c Snow White Table Damask, at. 12 1/2 C Percales 36-in. wide, dark or 10c Fleece Back Flannelettes, spe-\$1.25 Crochet Bed Spreads, Marsollies patterns of pink and white, at, yard 7 16 c yard6¢ All Wool White Flannels, at 50c

15c Toil du Nord Dress Ginghams | 6 1/2c Standard Indigo Blue Prints. | while they last, at. each.....5c at, yard 5¢ 5c Huckaback Linen Towels, 20x40 size, each9¢ yard 5 % & Germany Finish Cotton Blankets, in gray, white or tan, at, pair, 98c. -lb. Wool Blankets, at, pair, \$4.98, Home-made Comforters, \$3.00 values, filled with pure, white cotton, weight 7 lbs. special, at. \$1.98

Tailored Skirts Made to Measure

The price is controlled sole ly by your preference as to style and quality of materials selected. In any case the price means a substantial saving to the purchaser. For particulars address or inquire at dress goods dept.

Curtain and Drapery Department

This is the most complete, best equipped and up-to-date department in Omaha. We have goods from the very cheapest to the most expensive goods manufactured by English, Swiss and American factories.

Cludy Lace Curtains, 3 yards long, 48in wide, with 3-in hem, beautiful inen
lace, from \$3.50 a pair up to ... \$8.00
Corded Arabian Curtains, 3 ½ yards long, 52-in, wide, all new patterns, from
\$3.75 up to ...

Brussels Net Curtains in two or three
pairs of a pattern:
Let 1, a pair ...
Let 2, a pair ...
Let 2, a pair ...

Signo City, Cable Net Curtains, in white or coru, 3½ yards long and 54 inches wide, at \$5.00, \$4.75, \$3.50, \$2.50
and ...

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Signo City, Cable Net Curtains, in white or coru, \$1.50 up to ...

Signo City, Cable Net Curtains, 3 yards long, at each ...

Signo City, Cable Net Curtains, 3 yards long, at each ...

Signo City, Cable Net Curtains, 3 yards long, at each ...

Signo Cable Net Bed Spreads at \$3.50 up to ...

Signo Pair fine Curtains, 3 yards long, at each ...

Signo Cable Net Bed Spreads at \$3.50 up to ...

Signo Pair fine Curtains, 3 yards long, at each ...

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Sig

worth \$2.75, sale price \$1.35

Ingrain Carpet Samples, 1-yard length, at

14-yard Samples Tapestry Brussels, 25c

White Goods, Dress Linens, Swisses Groceries Groceries

This is a complete department in itself. Owing to the immense business we had to give it three times the former space. From the finest foreign to the cheapest domestics will be found here in immense quantities.

than anywhere in the west. Also a large bargain square loaded up with bargains.

Dress linens, 36 inches wide on sale at, 1 Art linen, yard, 98c, 50c, 45c and ... 39¢ Handkerchief linen, 1 yard wide, yard, \$1.25, 98c, 85c, 75c, 59c and 35¢ French lawns, 48 inches wide, yard, 98c, French lawns, 2 yards wide-on sale Mon-Mercerized batiste, for lingeric waists, slightly soiled, regular 50c quality-on sale Monday at, a yard 39¢ Wash chiffon, 45 inches wide-at, a yard,

All our new fall waistings, in figured, stripes and checks-at, a yard, 50c, 39c, Old Glory long cloth, chamels finish, 36 inches wide, yard, 25c, 19c, 15c, 12 %c and 10¢ Countess Nainsook-the best made-at, a yard, 30c, 25c and 19¢ Auto cloth, Rendrag suitings and linen finish-at, a yard, 19c, 15c, 12 1/2 and 10c

Heavy vestings-at, a yard, 85c, 59c, 39c Hand embroidered French mull, 45 inches wide, regular \$2.00 a yard-Monday at. a yard\$1.50

In Popular Priced Dress Goods Dept. Here is the place for the economical buyer to pick up fine goods for little money. Mohairs, henriettas, wool novelties, serges, broadcloths, all kinds of dress goods for less

Omaha's Greatest Store for Pure Food Products

crackers, per lb.....6c 1/2 lb. cans Walter Baker's Fancy Mandhaling Java and Cocoa..... 20c Arabian Mocha, no finer turnips or rutabagas, per 1/2 lb. pkg Walter Baker's

10 lb. sacks pure Buckwheat Fancy Seedless Raisins, per | Fancy Spider Leg Japan Tea. Flour. 35c | 1b..... 9c 8 lbs. bert rolled oatmeal 25c Fancy 3-crown Muscatel Fancy gunpowder, Colong. 7 lbs. be it hand picked navy Raisins, per lb......9c English Breakfast or Ceybeans...... 25c Fancy California Prunes, per Fancy Italian Prunes,

porters drink blended, 3 pounds turnips or rutabagas, per

per lb...... 35c Fruit and Vegetable Dept. peck 10c Fancy Cranberries, California Figs, per pkg. .3c 1b 17%c Fancy Shallots, bunch ... 5c The best soda or oyster Fancy Ankola Java and Fancy wax beans, per Mocha, Ib 23c Ib 714c

DRIED FRUIT SALE | lb 25c Fresh Spinach, per peck 10c

1/2-yard Samples Velvet Brussels, 35c Wilton Velvet Samples, 1 1/4 -yard lengths, and30e \$16.50 Standard Tapestry Brussels Rugs 14-yard lengths of Axminster, \$1.75 val--9x12 size, special at \$12.95 ues, at 98¢ \$25.00 Seamless Velvet Rug at .. \$18.25 14-yard lengths extra quality Axminsters. worth \$2.25, at, choice \$1.20 Many other special bargains Monday.

Hardware, Stoves, Housefurnishings Specials on Stoves-The Imperial, Did You See It?

Special Sale of Carpet Samples

Tapestry Brussels Samples, in 1 1/2-yard | 1 1/2 yard lengths Bigelew Arminsters.

Manufacturers' samples, nicely bound, at about half the regular cost

The handsomest Double Heating Base | Our MONDAY WASH DAY SALE Burner made-it is a beaut ... \$48.50 The Sparkling, a very handsome double Heating Base Burner, worth \$36.00. for\$29.95 S-hole Steer Range-All asbeston lined, large 18-in, oven, high warming closet, sells elsewhere for \$30.00, our price A nice No. 8 Cast Cook Stove, warranted \$8.95 Large No. 8 Laundry Stove \$2.95 15-in. Air Tight Oak \$6.95

who make the southern the south

Tapestry Brussels Samples, in 14-yard

lengths, worth \$1.25, at, each 63¢

Velvet Carpet Samples, 14-yard lengths,

10-qt. Galvanized Pails10¢ Folding Wash Bench 69¢ All Willow C Basket43¢ 50-ft. Clothes Line 10¢ Rotary Washer \$4.95 45c Galvanized Wash Tubs 29e 55c Galvanized Wash Tubs 39e 65c Galvanized Wash Tubs 49c 75c Galvanized Wash Tubs 59c Warranted Wringer \$1.95

All wool shadow plaids, Ombra plaids and gray plaids, 59c grade-Monday at, a \$1.00 black broadcloths-at, a yard . . 39¢ 75c Panamas-at, a yard 49¢ 59c Jamestown worsted fancies-at, a yard39e

\$1.00 Black mohair—at, a yard.....49e , 59c all wool fancies—at, a yard.....39e Strictly all wool Henrietta-at, a yd., 492 Ail wool challies-at, a yard 25¢ All wool serges at, a yard 49¢ Silk and wool challies-at, a yard . . . 256 English cassimeres, in all colors, 36 inches \$1.25 faucy waistings-at, a yard ... 25¢ 39c all wool tricots, in all colors, 32 inches 25c plaids-at, a yard 10¢ 19c gray shadow suitings-Monday at, a Remember we make skirts from any

cake Flour 8 1/2 Pancy Santa Clara Prunes, 25 lb. sa k pure rye flour 55c per lb...... 10c Large Grape Fruit, each 9c Bromans slon, Jellycen or Fancy New York evaporated Fancy Malaga Grapes, per Jell-O, per pkg.....75c apples, per lb...... 9c lb...... 15c 2 lt. can fancy sweet sugar TEAS AND COFFEES Fancy Ripe Bananas, per corn..... 5c Hayden Bros. Direct Im- dozen...... 10c 2 lb can fancy wax or string beans..... 616c Fancy Santos Coffee, per 3 lb. can Boston Baked ib...... 15c Beans..... 712c Fancy Maricalbo Blend, per

Hayden Bros.