## Berger's Great \$50,000 Sale of Ladies' Ready-to-Wear Clothing

 We are overstocked in all departments. Immense sacrifices made in the values of CLOAKS, SUITS, FURS, SKIRTS. WAISTS, OPERA WRAPS, GOWNS, RIDING HABITS, CRAVENETTES, PETTICOATS, ETC.THE GREATEST MONEY-SAVING EVENT IN THE HISTORY OF THIS CITY, SHOWING A RECKLESS DISREGARD FOR VALUES THAT OUTDOES THE SPEOLAL PRIGES OF AN

## Inventory Sale. On Saturday, December 8

All the new, up-to-date merchandise in our store goes on SPECLAL SALE, first choice to the first comer, and will continue until
our stock is reduced. Absolutely NOTHING IN OUR STORE WILL BE RESERVED from this sale, and extra charges will be made for alterations. Our great $\$ 50,000$ Sale, coming at this time will enable many to give mothers, sisters and friends useful gifts for Xmas and much finer ones than they originally intended because of our special prices. Read over the partial list of Special Bargains below, and don't forget the first sale day, SATURDAY, DECEMBER 8, 8 \&. m.



## S. FREDRICK BERGER \& CO.

The New Cloak Shop

ROAD TO HELL BLOCKADED

Clear Havana \& Domestic Cigars Morning at Half Price Saturday

Myers-Dillon Drug Co.


1517 Farnam St., OMAHA


## The Lead of THE BEE

CONTINUES TO GROW
Display Advertising--1906
THE OMAHA BEE and THE OMAHA WORLD-HERALD

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| THE OMAHA BE |  |
|  |  |
| Omaha Bee's lead, Home Displa Omaha Bee's lead, Foreign Displa | ${ }_{125,12}^{125}$ |

Total lead of Omaha Bee 379,386 agate lines
THE BEE IS THE RECOGNIZED LEADER BETWEEN CHICAGO AND PACIFIC COAST
(The Omaha Daily News is third, so no comparison is made.)

