# A WORD STRAIGHT FROM THE SHOULDER 

Do unto others as you would haqe them do unto you. We ask only to be judged fairly by the peoyle ol Omaha-without favor. We believe in fairness in all matters-facts and truth only-without misrepresentations or false impressions. We stated publicly the other day, and state again, the circumstances of our coming to this city. After O'Donahoe-Redmond \& Normlle Co. failed, we figured with Messrs. Webster \& Sunderland, the owners of the building, ro locate here permanently, but could not agree on the terms until November 14, when lease was finally executed. Owing to the lateness of the season, we were not able to open with new fixtures and new equipments, and concluded to upen temporarily until spring, when we intend to open permanently. We are wholesale manufacturers, many years in business, and stand as high in the business community for good, reliable merchandise, or for integrity, as does any house in the country.
NON TO THE POINT

## WHAT IS IT ALL ABOUT?

## THE BIGGEST THING WE HAVE DONE FOR OMAHA

Is the undisputed fact that we were the cause and instrument of bringing down their exorbitant prices. We have saved the public hundreds of thousands of dollars in their Christmas shopping, and will continue to do so. Read and see:
OUR GREATEST EFFORT WILL BE TOMORROW

| NUMBMR 1 <br> 125 Ladies' and Mlsses' Coats, from 30 to 50 inches long, some all satin Hined, prices from $\$ 5.00 \$ 125$, all- |
| :---: |
|  |  |


| 500 Skirts-Ladies' skirts, volle panamas, serges, fancy platds, in all leading styles, extra wide: cash value from $\$ 6.00$ to $\$ 10.00$, cholce |
| :---: |
|  |


|  |
| :---: |
|  |  |



| NUHMBER 6 |
| :---: |
| Flannel Petticoats, cash |
| $87 / \mathrm{c}$, at- |





|  |
| :---: |



Manufacturer's Wholesale Outlet
Corner Sixteenth and Howard Streets, Omaha.
Money back if goods don't suit.
Our Motto: Highest Grades at Lowest Cut Prices

GEMS OF ENGLISH LANGUAGE
Some Incongruities Found in Foreign
Police Newspaper.



WARDEN BEEMER SHOWS SAMPLES

sioner and Superintendent.


ISEASE MUST bE waRded ofy $\qquad$


