75c new hair 93 C
rolls at. .
50c new hair 25C
rolls at. . the reliable store
Ladies' Hose 25c
A tremendous purchase of
high class Hosiery, in all
ings-silk lisles, lace effects
and plain gauze lisies-not

Lemon Drops $\underset{\text { urday, } \mathrm{lb} . . .10 \mathrm{C}}{\text { Special Sat- }}$ Ice Cream
Soda, glass

High Grade Linen Depi. Saturday

Letting Down the Prices
On All Classes of Summer Merchandise
Letting Down Men's Underwear and Furnishings
the Prices of
All sorts of natty hot weather needfuls from our tremendous stock of high class men's furnish
ings, on sale at most astonishingly attractive prices. Note the prices.


Men's Fine Neckwear,
$\$ 1.00$, at 25 c .

$$
\begin{aligned}
& \text { Over } 900 \text { dozen finest quallity } \\
& \text { ties-in silks, satins, French } \\
& \text { folds, reversible or wide ends; }
\end{aligned}
$$

very choicest colorings and pat-
terns.
Men's 25 c and 35 c Silk Ties-
in the lot for seleotion-
at...........19e and $\mathbf{1 0 c}$
Men's 50 c Suspenders at 25c
Silk and lisle web, with calf
 dreds of dozens for your selec-
tion, plain colors, stripes and
figures; greateat At ${ }^{\text {At }}$ MEN UNDERWEAR AND BARGAINS Men's Underwealns
silk, 1
at. 1
$\square$
750 Satin Pad Hese Supporters........25c
50 c Satin Pad Hose Supporters........19c
25c Side Elastics, Saturday..........71/2c

Mosi Sensational Sale of Women's Outer Garments

## Ever Known in Omaha

Every Garment in the Entire Stock Priced at a Small Fraction of Their Actual Worlh

Tailor Suits $\$ 20.00$ to $\$ 9.90$
$\$ 40.00$ Values at....... 9.90
ings and materials, values beyond comparison-the greatest ever None sold to dealers.
\$7.50 Waists $\$ 2.50-1,100$ bean- Linen Coats, White Flannel tiful waists, peau de eoie, nets, Coats, Just Half Price

taffetas and laces, the greatest $\$ 10.00$ values for.... $\$ 5.00$ | $\begin{array}{l}\text { bargain opportunity of the en- } \\ \text { tire season. }\end{array}$ | $\begin{array}{c}\$ 15.00 \text { values for.... } \$ 7.50 \\ \$ 20.00 \text { values for } . . \\ \$ 10.00\end{array}$ |
| :--- | :--- | 500 Women's Dresa Skirts, in voiles, panamas, white flannels, etc., 200 White Wash Dress Skirts, $\$ 5.00$ Taffeta Underakirts; limit that at ............... $\$ 1.00$ at ...... .............. $\$ 2.98$ Infants' Bhort and Jong slips-Big assortment, values from $\$ 1.00$ Scores of other magnifficent bargains Saturday and all next week.



## Dont Forotet Try HAYDEN'S First ${ }^{4 \text { P Pays }}$

THE RELIABLE STORE

| Wondetut $\begin{gathered}\text { bargains in } \\ \text { Snowy Underwear }\end{gathered}$ |  |  |
| :---: | :---: | :---: |
| A tremendous stock of dainty MusIin Undergarments, priced at less than |  |  |
|  |  |  |
|  |  |  |
| Slirts--Regular values to $\$ 5.00-$ on sale |  |  |
| at. .........98c, \$1.50 and \$1.98 Many different and beautiful de- |  |  |
| signs. Several hundred dozen in the lot |  |  |
| for selection. |  |  |
| Gowns that sold regularly to $\$ 3.00,98 \mathrm{e}$ Nothing to equal them in assortment |  |  |
|  |  |  |
| or quality ever before offered at the |  |  |
| price. |  |  |
| Oombination Suits, regular $\$ 2.00$ values, at ........... .....................98c |  |  |
|  |  |  |
| Oorset Covers and Drawers-Regular values to $\$ 1.00$, at . .....49e and 25 c |  |  |
| Ohemise-Regular values up to $\$ 2.00$ choice ...... . . . . . . . . 49c and 98e |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

An Unusual Shoe Opportunity

| Men's Shoes and Oxfords, all kinds and all leathers, values up to $\$ 3.00$, nt $\ldots . . . . . . . . . . . . . . . . . . . . . . . . . . . .$. <br> In this lot are about 150 pairs of men's black, tan and |  |  |
| :---: | :---: | :---: |
| ive ELK SKIN SHOES. |  |  |
| Men's $\$ 4.00$ patent and $\tan$ oxfords . . . . . . . . . . . $\$ 2.5$ |  |  |
| Women's $\$ 3.00$ and $\$ 3.50$ tan vici, Russia calf, patent colt and viei kid oxfords. $\qquad$ $\$ 1.98$ |  |  |
| Misses' and childs' oxfords, worth up to $\$ 2.00$ a pair, $\mathbf{\$ 1 . 0 0}$ |  |  |
| Chillas $\$ 1.00$ and $\$ 1.15$ Oxtoras, shoes and stippera, sizes up to 875 Barefort Bandala, up to nite 2 . |  |  |
| Boys' Tan Bals and Oxtords........................... 81.50 |  |  |
| Boys', Youthn' and Little Gents' 8koes, values up to \$1.75 .....\$1.19 <br> Infante' and Chlles sHppers and White Canvas Oxtords, ap to sise |  |  |
|  |  |  |
| Infante' and Childs' BHppers and White Canvas Oxtords, up to aise |  |  |
| We carry \& full and complete une of Btetson and Crosett shoen for <br> men-the beet for the price............... 85.50 and 84.00 <br>  |  |  |
|  |  |  |
|  |  |  |
| amily Wine and Liquor Dep |  |  |

Eight Year Old Whiskey-Cedar Brook, Old Oscar Peper, | Wines-Special values, per | Six Year Old Maryland Rye; |
| :---: | :---: |
| bottle, $\mathbf{2 9} \mathbf{c}, \mathbf{3 5 c}$ and 50 c | full quart $\ldots . . . . . .75 \mathrm{c}$ | Bottled in Bond-Winahester Rye Whiskey, quart, \$1.00 Telephone orders given

Fruit Jar Sale

| Exfra Specials in |
| :---: |
| Drug Dept. |


| ne Day |  |
| :---: | :---: |
| Victor Patent Fradt Jars- | 12o mporad Ab |
| All glase ercept wira clamp |  |
| 5i a dozen; qua | yendem cater prata |
| size, on sale at, per 69 C | L |
| ander doeme. 35 |  |
| Son tin dame |  |
| ${ }_{7} 8$ | 发 |
| Prumemo Divpemene 108 | Motat ir wititution |

BERLIN LIIE AXCIENT ROMIE

## Iransformation of Germany's Capital

uphift of untted germany
$\square$
$\qquad$

## S.S.S. 므NuIIIE



NER OF FOSSIL FARM
$\qquad$

## Food Fads may come and go, but <br> SHREDDED WHEAT

goes on forever. It contains more real nutriment than meat or eggs and is more easily digested. Try it for breakfast.

