OMAHA, SATURDAY MORNING, JULY 8, 1911.

SINGLE COPY TWO CENTS.

Ribbon Bargains 5 and 6-inch plain taffeta ribbons, worth up to 35c, at 15c, 4 and 5 inch piain taffets ribbons in black white and colors, worth up to 20c. at 10c. A good line of 25c and 35c moire ribbons at 15c.

Throughout the summer this store will close evenings at five o'clock-Saturdays excepted.

S. & H. Green Trading Stamps secure you beautiful premiums. Given with all purchases.

Candy Specials

regularly sell at 40c the lb., Saturday. 25c. Bennett's Fluffets chocolates with the soft, creamy centers, regularly 50c the 1b. Saturday's special price, 29c.

Service Is the Measure of Life's Success for Stores as Well as I

another or at another's command"-which leads us gently up to the point we wish to emphasize.

The constant aim of this store has been to meet the commands of the people—not what we want but what they want—to give them the very best the market affords in the way of quality and style at the lowest price consistent with sound business building.

No business was ever ruled with such an iron hand against carelessness and misrepresentation. The one rule for salespeople, after punctuality and regard for store forms, is "Sell customers the goods they want as you would

to your own mother. The cardinal principles that govern the actions of this store and the per

ple in it are one-price, full guarantee and returnability of goods. All of which help to make the service this store gives—the kind that returns you to us for further transactions because of its satisfactory nature. You will be especially pleased with the service and the values to be had in our GREAT JULY CLEARANCE SALES.

The Men's Store Is Wonderfully Interesting; Comfortable These Days

Did you ever put your finger in a bucket of water, then pull it out and look for the hole?

You would think there would be a hole in the men's shirt stock after such vigorous selling as we have had the past week. But more new, fresh shirts have come to take their places

and choice Saturday will be as good as

Have You Seen These Shirts the Whole City Is Talking About?

They were purchased from the Columbia Shirt Co. and represent their entire surplus for the season. Plain and plaited coat styles of the highest grade madras, percales and chambrays in light and dark striped and figured patterns-all sizes at each price that follows.

\$2.00 Shirts at \$1.15 Each \$1.50 Shirts at 89c Each \$1.00 Shirts at 69c Each

Men's \$1.00 Porosknit Union Suits at 59c

Men's 50c balbriggan shirts and drawers at 39c. Men's 50c Porosknit shirts and drawers at 39c. Men's 50c suspenders are now 29c. \$1.50 soft shirts, with collars attached, \$1.00. Pure silk half hose, clearance price, 50c tubular four-in-hands at 19c. 25c wash four-in-hand ties at 15c each, or two for 25c.

Men's belts in black, tan and gray, 50c.

Big reductions on all of our Straw Hats

It Is a Real Clothing Sensation When You Can Buy Such Suits as These at \$11.75

During our many years of leadership in clothing selling we have provided many remarkable bargain chances. We have often sold special lots or certain portions of our stock under price in the heart of the season. But, even, considering that, we can't remember a time when we have offered such great values as these:

\$18 to \$25 Suits at - \$11.75

We want to particularly impress upon you the fect that this clothing is so thoroughly good that any of it would be well worth buying, even without the tremendous advantage of the exceptional savings which this sale affords. NO CLOTHING Paraner S IS ANY BETTER-VERY LITTLE IS AS GOOD. And there is fully three months of service to be gotten

out of it before you will be ready to put it away till There are all of the good fabrics, in all of the new colorings, in all of the new patterns, in all of the new models that men's fashion masters have decreed correct for men and young men. The size

range insures a perfect fit. Big Re uctions in Men's Pants Dept. All wool trousers in every new color and pattern,

both regular and peg top styles, a large assortment to from at these prices-\$6.00 to \$7.50 Trousers, at \$4.95 All \$5.00 Trousers, at ... \$3.95

\$3.50 and \$4.00 Trousers, at \$2.95 Odds and Ends of Trousers, regularly selling up to \$5.00 the pair, go during this sale, at \$2.45. White Duck Pants, at \$1.00 and \$1.50. Khaki Pants, at \$1.00, \$1.50 and \$2.00.

Motor Dusters, in the newest correct styles, made of pure linen and crash materials, double-breasted fronts and military collars, \$1.50, \$2.00 and \$3.00

Boys' \$7.50 Knickerbocker Suits This Saturday \$5.00 Another one of those rare bargains you will

find in the boys' store while the July Clearance Sales are in progress. About three hundred handtailored, all-wool suits made from high grade tan, gray, brown and blue suitings in both single and double

> a great many of them. Will fit boys from 8 to 16 years Fifty Suits—Broken lines for ages 9 to 18 years—worth up to \$4.00, choice, Saturday, at \$1.73.
> One lot of boys' suits that have been selling up to \$5.00 the suit—many with two pairs of pants to match—te close out, Saturday, \$3.45.

breasted styles. An extra pair of pants goes free with

Saturday We Place on Sale One Lot Cool Lawn Dresses for Street Wear at \$2.95---Special Value

Fact of the matter is, this bargain would not be possible if our buyer had not been fortunate in securing it from an overloaded maker, while in the east on a buying trip.

They are made of very finest quality lawns, showing pretty black, blue, pink or lavender figares on a white ground and are made in such a way that they will withstand repeated tubbings without the seams giving way or the buttons coming off. These dresses are as accurately proportioned as the highest class costumes or tailored suits and come in low neck styles with elbow length kimono sleeves. Worth much more than our special Saturday price of \$2.95.

Choice of Any Woman's Tailored Suit in the Store at \$10.00

Assortment consists of light weight serges you will be pleased to have with you on your vacation journey, and mannish mixtures that have proven popular this season. All this season's best styles in tans, white, pearl, grey, and other colors. Up to \$40.00 values, while they last

New Waists at \$1.25

Two new models of white lawn waists in sizes 34 to 44, on sale Saturday at \$1.25. One style has yoke of cluny insertion, a row of lace insertion over the shoulder seams, square neck, and elbow length kimono sleeves. The other style is of pretty all-over em- are cut low and square and sleeves are elbow length. Sizes

Clearance

House Dresses at \$1.00 Another lot of new house dresses has ar rived in time for Saturday's selling. Made of Brandenberg percales in neat figured and checked patterns of pink, black or blue shades on white grounds. Necks

Saturday Sees the Last of the Big Sale of Children's Dresses at \$1.00 and in order that there may be a complete range of sizes for your choosing we have added several new dresses of plaid Toile du Nord ginghams and Sea Island Percales. There are plain colors and striped and polka dotted patterns in truly girlish styles. Styles are complete from 6 to 14 years. Up to \$4.00 values, Saturday, or while they last, \$1.00. advise coming in the morning to make sure of the size range.

A Sale of Real Human

Hair Goods At each price you will notice extra length of and quality of each switch and the very wide range of shades for matching. All are mounted on short stems, prepared and kept under strictly sanitary conditions. tions.

18-inch human hair switches in all shades, regular \$1.00 values, at 850. 22-inch, natural wavy human hair switches, specially priced, \$2.00.
22 and 24-inch natural wavy, extra quality human hair switches, according to the size, at \$2.50 and \$3.00 each.
27.50 human hair switches, at \$5.00.
28 and \$10.00 human hair switches, at \$7.50 hair switches, at \$7.50 each. each.

New Gold and Silver

Hair Nets, one of the
latest fads. 25c and 50c each.
Large Auto Wets, in all shades at 5 for 10c.
All of our Washable Mair, Bells, worth 56c each. Saturday, at 38c.

Light Reading for Hot Weather-19c

We have secured a special lot of the famous Magnolia library books which we will place on sale Saturday at 19c the copy. Here's mention of some of them:

Two Orphans, Vanity Fair, Women in White, Macaria, The Minister's Wooling, Nicholas Nickelby, Pickwick Papers, Rival Brothers, St. Elmo, Beulah, Camille, Count of Monte Cristo, David Copperfield, Dombey and Son, English Orphans, Evelyn's Folly, Farmer Holt's Daughter, Hidden Hand, House on the Marsh, Inex, Ishmael, Ivanhoe, etc.

Choice of Any Flower Trimmed Hat in the Store Saturday at \$1.98



This offer is made without any restrictions whatever-and you know what a stock there is at this store to choose from. Not a hat in this sale worth less than \$5.00 and from that price they range up wards to \$15.00 each. The majority of them have not been in stock more than ten days and all were trimmed for present wear-pure white and some black hats trimmed with white flowers; very nobby and stylishin every detail. \$5.00 to \$15.00 values, Saturday, \$1.98.

From 8 A. M. to 1 P. M. Only—A Special Guaranteed willow plumes that are full 12 inches long and \$8.98 20 inches wide, choice of black or white, Saturday morning, only

From 8 A.M. to 1 P.M. Only—Another Special Guaranteed willow plumes that are full 14 inches long and 22 \$9.98 inches wide; black, white and colors; Saturday morning, only

Hesiery Specials for Women and Children

Women's pure thread silk hosiery with liste soles and garter tops, black, white and colors, specially priced at 50c the

Women's plain and fancy lace and silk lists hosiery in all sizes-an extra value at three pairs for \$1.00,

Women's and children's fine black hose -the best we have ever offered at 12%c

Toilets and Drugs for Saturday's Selling

25c bottle Hire's root beer15c 3 double sheets Tanglefoot fly paper . 50 25c Thompson's cherry phosphates . . 20c 10c cake Palm Olive soap, 2 cakes for 18c 50c box Mme. Isabell's face powder 34c 50c box Pozzoni's face powder at 29c 50c bottle Bradley's sea salt35c About 100 Men With Feet That Are Less Than Average 69C Size Can Get a Pair of Oxfords Saturday for 69C

This is another one of those "how-do-they-do-it" sales and we are going to tell you exactly why we do it It's July Clearance time and we have found this number of men's high grade oxfords in our stock that are slow movers on account of the sizes. Nearly all are of the famous W. L. Douglas brand and come in several leathers and styles; regardless of former price, Saturday, if we can fit you, 69c.

The young man who has been paying \$4.50 to \$5.00 for his oxfords can find them specially priced here, Saturday, at \$3.15 the pair. Black and tan Russia calf with the new high toes and At \$3.15 high heels..... (Every pair of men's oxfords in our shoe department that

At\$2.00 sold at \$3.00, Saturday, \$2.00. All sizes and all widths in dull leathers, Russia calf and patent colt—button and blucher lace styles. The Children's Shoe Store has Unusual Value.

The children a department is replete with the newest summer styles in two and three-strap pumps, and but ton and lace oxfords priced according to the size and quality at 50c to \$3.00 the pair. Children's white canvas, button high shoes-Sizes 5 to 8, \$1.50 the pair; sizes 8 1/2 to 11, \$2.00 the pair; sizes

11 1/2 to 2, \$2.25 the pair. July Clearance of Boy's Oxfords—A lot of samples and odd sizes of tan and black leathers, none worth less 1 \$3.00 the pair, Saturday, \$1.49.

Boys', Misses' and Children's Tennis Slippers, both black and white, on sale Saturday at 39c the pair.

To Remind the Women of Their Vacation Footwear—Best Assortments at Bennett's

We have made special provision for your wants along the lines of vacation footwear this season and urge you come while sizes are complete and assortments unbroken. Find high button shoes of white canvas, cool tan and black leathers, none worth less vaniged variated parks, heavy vaniged.

We thore puranteed garden hose, foot good aluminum tea spoons for aluminum tea spoons for aluminum teaspoons for aluminum dessert spoons for aluminum dessert spoons for aluminum vegetable spoons for large refrigerator pans, heavy vaniged.

come while sizes are complete and assortments unbroken. Find high button shoes of white canvas, cool tan Russia calf button boots, Russia calf pumps, black suede and black buck pumps, black and brown satin pumps, dull Aluminum creum ladles, tices.

Corsets on Special Sale Saturday

A complete line of \$2.00 and \$2.50 corsets made of batistes and coutils, with good, strong hose supporters

attached and extra good boning; a clearance of clean, down-todate stock, Saturday, only -89c



Sale of Picture Mouldings

Our complete line of picture mouldings, consisting of over 500 styles and patterns chosen from the largest and best stocks in the country goes on sale Saturday at

25% Discount Fine mouldings of rosewood,

oak, walnut, mahogany, gumwood and satin wood; all the very latest styles in antique golds; and gold, brown and black ovals in 4x6-inch up to 16x20-inch sizesthe entire stock at a discount of twenty-five per cent.

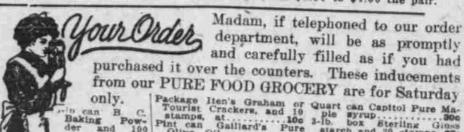


A Carnival of Music and Some Great Bargains Saturday will be two planists and two singers

here to entertain you Saturday and demonstrate any piece of music you may wish. Also many new bailads which have just been received will be on sale at 10c the copy. Among

'Sweetheart" - 10c the Copy This is Miss Billie Burke's newest song success and is one that is bound to appeal to all those who love music of tender sentiment.

"Mary Brown" -- the Simple Country Miss-10c the Copy 'Mary Brown" continues to be one of our best sellers and there's a reason for it. Ask to have it played and sung for you Saturday-then you will



from our PURE FOOD GROCERY are for Saturday

only.

Only.

Package Iten's Graham or Quart can Capitol Pure Mapint can B C Baking Powder and 100 Stamps \$1.00 Into an Gaillard's Pure Olive Oil Stamps \$250 Into Best Coffee, and 56 stamps \$350 Into Best Coffee, and 56 stamps \$350 Into Best Coffee, and 56 stamps \$350 Into Best Coffee, and 56 In

Refrigerators A Clearance

Saturday we underprice a special number of which we have too many in stock for this time of year. They are the New Perfection refrigerators in single door. lift-lid style, made of theroughly seasoned oak with dead air insulation and sine ice chambers of 120 lbs. capacity. The shelves are adjustable and the outside is finished with handsome nickle trimmings. Regular \$22.58 values, for Saturday only—

Fresh Fruits and Vegetables

Madam, if telephoned to our order

department, will be as promptly

and carefully filled as if you had

Home grown Sweet Corn at, the dozen 121/2C 40c Lemons at, the dozen . . 30c 35c Lemons at, the dozen .. 25c New Potatoes, the peck 65c Large baskets fancy Tomatoes, Hood River strawberries, per box 15e 3 large bunches of beets 5c Rockyford cantaloupes, 2 large ones

China and Glassware at Reduced Prices

300 blue and white English semi-porce-lain bowls and jugs in assorted sizes, 50c values at the July Clearance price of 10c. \$1.00 fancy imitation Tiffany glass fruit bowls in plain and footed styles, 49c. Heavy Colonial water tumblers specially priced at 39c the dozen. priced at 39c the dozen.

Heavy Coloniai shaped water and lemonade sets consisting of either squat shaped pitchers or tall tankards and six tumblers, regular \$1.50 values at 75c the set. Venetian glass compots with very fine gold decorations and high stems; regular \$1.50 values, while they last, \$80.

Bargains in the Hard. ware Store

\$1.39 enameled, covered white combin

Ours is a meat depart-

ment that pays attention to details. We are always particular about selecting our meats on the hoof-in secing to it that only the healthlest and best conditioned animals are killed-but that is not enough. We employ only the most skilled cutters for much depends on the way meat is cut if all the tenderness be preserved. Here are some specials for Saturday only: Pork Roast, at ... 63/4C

Pork Butts, at ... 81/20 Shoulder Steak, 2 lbs. Boiling Beef, 7 lbs. 25c Lamb Stew, 7lbs...25c Best Pot Roast ... 71/2C Lamb Legs..... 111/2C Hamburger, 3 lbs. 25c Corned Beef, at 5c Beef Lard, 13 lbs. . . \$1 No. 1 Bacon ... 141/20 Can best pure lard 35c

at60c

20c Mackerel, at .. 10c Large Keg Herring,