# Here's News of the January Clearing Sale Starting Friday--Telling of Seasonable and Dependable Merchandise at Greatly Reduced Prices

We Never Disappoint

#### **Stylish Colored Dress Goods** at Clearing Sale Prices

Occurring, as it does, only once a year, the opportunity should not be missed.

Each reduction is guaranteed to be exactly as stated \$1.00 Mixe Dress Gods, 59c yard. \$2.00 Mixed Velour Cord, \$1.19 yard. \$2.25 English Diagonals, illuminated, \$1.39 a yard. \$2.50 Changeable Suitings, \$1.39 a yard. \$3.25 Imported Eponge, illuminated, \$1.98 a yard. \$3.50 new Eponge, \$1.98 a yard. \$4.00 Broche Metalasse Eponge, \$1.98 a yard. \$4.25 Imported Novelties, \$2.29 a yard. Hundreds of other equally good styles and valuescan't be mentioned here.

### **Clearing Sale of Lace Curtains**

We din't sort out a few soiled or old style curtains for this sale-we reduce the price of every pair in stock, including Brussels Net, Cluny, Lacet, Arabian, Duchess, Cable Net, Antique, Nottingham and Macrame.

Only a few of the hundreds of different styles and bargains are mentioned here.

\$12.50 Curtains, pr., \$9.95 | \$3.50 Curtains, pr., \$2.45 \$10.00 Curtains, pr., \$7.95 \$2.50 Curtains, pr., \$1.95 \$2.00 Curtains, pr., \$1.65 \$7.50 Curtains, pr., \$5.95 \$5.00 Curtains, pr., \$3.95 \$1.50 Curtains, pair. . 95c

**Great Semi-Annual Clearance of All Millinery** Every Trimmed Hat in Our Stock at Great Reduction.

\$2.25 Table Cloths, each \$1.75

\$3.00 Table Cloths, each \$2.28

3.50 Table Cloths, each \$2.50

\$4.50 Table Cloths, each \$2.98

\$7.50 Table Cloths, each \$5.00

\$10:00 Table Cloths, at \$6.98

\$12.00 Table Cloths, at \$8.89

\$15.00 Table Cloths, at \$10.98

\$20.00 Table Cloths, at \$15.00

# We Never Disappoint

## **Table Damask**

**85c Bleached Table** Damask, 69c \$1.25 Bleachem Table Damask, 89c \$1.50 Bleamhed Table Damask, \$1.00 \$1.75 Bleached Table Damask, \$1.10 \$1.50 Heavy Silver Bleached Damask, \$1.10 \$1.25 Heavy Silver Bleached Damask, 89c

Women's Wearing Apparel

In the January Clearing Sale

Tomorrow, Friday, we commence our Semi-Annual clearing sale of all the finest grades and most beautiful styles of

High Class Tailored Suits, Afternoon and Evening Dresses, also 1000 Coats in Velvet, Plush, both plain and Brocaded, Chinchilla, Persian Coats, Broadcloth Coats, and many others of new and fashionable fabrics.

All the goods we place on sale are our own regular stock; every garment has been made to our own order; ever one is of the latest and most advanced style.

At the reduced prices we shall sell everything for Friday; we know it will merit your attention.

## GREAT CLEARING SALE

# We Never Disappoint

### **Bed Blankets and Comforters**

Greatly reduced prices on all Cotton Blankets, Woolen Blankets, Cotton Comforters, Docon Comforters. Now is the time to save money on reliable blankets and comforter.s

Our January Sale of Muslin Sheeting, Sheets and Pillow Cases, etc., starts MONDAY, JANUARY 12th. It will pay you to wait. We never disappoint.

#### January Clearing Sale of Kimonas, House Dresses, Wool Skirts, Aprons

BASEMENT-READY-TO-WEAR SECTION SEPARATE SKIRTS-Serges, whipcords and diagonals; regularly \$5.00, sale price, \$1.98. KIMONOS-Swan's down and fleeced; good colors and styles; val-RESIDNOS—Swar's down and preceder good down light and dark col-ues to \$2.50, sale price \$96. HOUSE DRESSES—A large assortment of both light and dark col-ors; values up to \$1.50, sale price 796. LARGE COVERALL APRONS—Light and dark colors; 59e qual-

#### January Clearing Sale of BED BLANKETS AND COMFORTERS At Greatly Reduced Prices

Every pair of blankets and every comforter of our choice stock is included in this sale. We cannot quote every reduction, but the price list below will give you an idea

price list below will give you an idea.		
30c Gray Cotton Blankets 39c	a	pair
\$1.00 gray, tan or white Cotton Blankets \$1.48	a	pair
\$1.75 gray or tan Cotton Blankets \$1.48	8	pair
\$2.50 Plaid Cotton Blankets \$1.98	a	pair
\$3.50 Gray Wool Blankets \$2.98	a	pair
\$4.00 White Wool Blankets \$3.29	a	pair
\$4.50 All Wool gray or tan Blankets \$3.69	a	pair
\$5.00 gray, tan or plaid Wool Blankets \$3.98	a	pair

The Foremost Linen Stock in Omaha at Reduced Prices	We Never Disappoint
Our January Sale of LinensMore Important than Ever	Huck Towels
In announcing this annual sale—looked forward to by every woman in Omaha—we are better prepared than ever to offer to our patrons better goods and better values at greater reductions than have ever before been offered in the West.	25c Scalloped Huck Towels, 19c 45c Huck Towels, 25c 75c Huck Towels, 50c
January Sale of Table Cloths EXTRA SPECIAL Fancy Linen at One-Half Price	\$1.00 Huck Towels, 75c \$1.50 Huck Towels, \$1.00

Scarfs, Table Cloths, Napkins, Italian Filet Center Pieces, Scarfs and Table Covers, at just half price. John S. Brown & Sons' \$75 Italian Filet Napkins Cover, \$37.50

\$50 Maderia Table

\$7.50 Cluny Lace Center Piece, \$3.75 \$7.50 Cluny Lace

Center Piece, \$3.75 \$6.00 Cluny Lace

**Linen Sheets** \$15 H. S. Linen Sheets,

\$50.00 Cluby Lace Table Cloth, \$25.00 100 dozen \$10 3/4 Napkins,

ities, sale price, 39c.

