

Omaha, Oct. 24, 1907.

# Important Purchase of Imported and Domestic Dress Goods

This is an extraordinary statement we are about to make—but it is every word true. Being in close touch with eastern houses—that is reliable houses—we heard of this lot of dress goods, and if we could take them all we could have them for EVEN LESS THAN THE LOW PRICES IN VOGUE BEFORE THE TARIFF WENT UP—all this in spite of the advance. Our Mr. Belden went after them—bought them at a ridiculous figure and they are so good that if we had room for them we could sell them in the course of a few months at a profit of 100 per cent. But we haven't the room, nor the inclination to get rich all at once—so we place them all on sale tomorrow—all that we have room for—and we'll keep the piles filled up from day to day as the sale goes on. They are novelties and mixed effects, both imported and domestic—and will be found at the regular dress goods counters and in the Basement store. The price range will be 25c to 39c.

**CONSUMME** It is so easy so very easy to put high sounding names and such disastrously reduced prices on cloaks in advertisements that we should judge a great many people must think that half the cloak manufacturers in New York are on the verge of bankruptcy, instead of which they are enjoying an era of unexampled prosperity. And it is a fact that if we had to purchase our cloaks at the prices asked today you would probably have to pay as much for them here as elsewhere. As it is a careful inspection will convince you that you can find better cloaks, better styles and lower prices than anywhere in Omaha.

Our Plush Capes at \$10.00 are equal to any shown at half as much more.

**MUSLIN** Ladies' Domest Gowns, UNDERWEAR very good value, made extra long and very wide at \$1.00, \$1.25 and \$1.50 each.

Ladies' Cambric Gowns, Empire style, collar trimmed with embroidery, insertion and ruffles, and 11 trimmings with insertion and ribbon, at \$1.00 each.

Ladies' Cambric Gowns, tucked yokes, trimmed in Spanish jacket effect with embroidery, at \$1.25 each.

**ART DEPARTMENT** Knitting and crochet silk at 5c per yard.

New Stamped Linen Centerpieces and Nothings.

Free lessons in Art Embroidery every Tuesday afternoon and Friday mornings.

New Stamped Linen Centerpieces in very pretty designs.

18x18 inches at 25c.

21x21 inches at 35c.

24x24 inches at 45c.

**NOTIONS** Initials for marking 10c per box.

Strawberry Emerys at 5c and 10c each.

Black Pins at 3c, 5c, 10c, 15c and 20c per box.

Hair Nets at 5c and 10c each.

Dressing and Fine combs, special price at 5c, 10c and 15c each.

**THREE SPECIALS** Eglantine J. C. French Corsets extra long waist Venus back, 6 hook and side steels, made of French satin in black and gray; regular price, \$2.75 each; reduced to \$1.50 each.

J. C. A. La Persephone, made of the best French lawn, extra wide, 5 hooks and side steels, regular price \$3.00 each; reduced to \$1.50 each.

Lenox J. C. Corset, made of finest French Cottons, low bust with bones and regular price \$3.00 each, reduced to \$1.50 each.

**APRONS** A pretty new line of ladies' household aprons made of fine linen and a special good quality of lawn.

Ladies' Fine Lawn Hemstitched Aprons, white, hem at 25c each.

Ladies' Lawn Aprons, extra wide, very fine quality lawn, wide hemstitched ties, at 30c, 50c and 75c each.

**KID GLOVES** The genuine Foster and the Trefousse clasped gloves are recognized the country over as the purest quality of gloves made. We have them in all the most dainty colorings, as well as the staple shades. Although the tariff has advanced the prices on these goods we are still selling them at the old prices, having purchased before the advance.

**RIBBONS** We have received a special number in double face black satin ribbon, to be sold at the following low prices.

No. 9 at 50c, No. 12 at 25c, No. 22 at 25c per yard.

These ribbons are all silk, and good weight.

**DOMESTICS** You'll find them in our basement store.

UNBLEACHED SHEETING.

42-inches wide at 75c, 50, 10c, 12 1/2c, 15c, 17 1/2c, 20c, 22 1/2c, 25c, 27 1/2c, 30c, 32 1/2c, 35c, 37 1/2c, 40c, 42 1/2c, 45c, 47 1/2c, 50c, 52 1/2c, 55c, 57 1/2c, 60c, 62 1/2c, 65c, 67 1/2c, 70c, 72 1/2c, 75c, 77 1/2c, 80c, 82 1/2c, 85c, 87 1/2c, 90c, 92 1/2c, 95c, 97 1/2c, 1.00, 1.05, 1.10, 1.15, 1.20, 1.25, 1.30, 1.35, 1.40, 1.45, 1.50, 1.55, 1.60, 1.65, 1.70, 1.75, 1.80, 1.85, 1.90, 1.95, 2.00, 2.05, 2.10, 2.15, 2.20, 2.25, 2.30, 2.35, 2.40, 2.45, 2.50, 2.55, 2.60, 2.65, 2.70, 2.75, 2.80, 2.85, 2.90, 2.95, 3.00, 3.05, 3.10, 3.15, 3.20, 3.25, 3.30, 3.35, 3.40, 3.45, 3.50, 3.55, 3.60, 3.65, 3.70, 3.75, 3.80, 3.85, 3.90, 3.95, 4.00, 4.05, 4.10, 4.15, 4.20, 4.25, 4.30, 4.35, 4.40, 4.45, 4.50, 4.55, 4.60, 4.65, 4.70, 4.75, 4.80, 4.85, 4.90, 4.95, 5.00, 5.05, 5.10, 5.15, 5.20, 5.25, 5.30, 5.35, 5.40, 5.45, 5.50, 5.55, 5.60, 5.65, 5.70, 5.75, 5.80, 5.85, 5.90, 5.95, 6.00, 6.05, 6.10, 6.15, 6.20, 6.25, 6.30, 6.35, 6.40, 6.45, 6.50, 6.55, 6.60, 6.65, 6.70, 6.75, 6.80, 6.85, 6.90, 6.95, 7.00, 7.05, 7.10, 7.15, 7.20, 7.25, 7.30, 7.35, 7.40, 7.45, 7.50, 7.55, 7.60, 7.65, 7.70, 7.75, 7.80, 7.85, 7.90, 7.95, 8.00, 8.05, 8.10, 8.15, 8.20, 8.25, 8.30, 8.35, 8.40, 8.45, 8.50, 8.55, 8.60, 8.65, 8.70, 8.75, 8.80, 8.85, 8.90, 8.95, 9.00, 9.05, 9.10, 9.15, 9.20, 9.25, 9.30, 9.35, 9.40, 9.45, 9.50, 9.55, 9.60, 9.65, 9.70, 9.75, 9.80, 9.85, 9.90, 9.95, 10.00, 10.05, 10.10, 10.15, 10.20, 10.25, 10.30, 10.35, 10.40, 10.45, 10.50, 10.55, 10.60, 10.65, 10.70, 10.75, 10.80, 10.85, 10.90, 10.95, 11.00, 11.05, 11.10, 11.15, 11.20, 11.25, 11.30, 11.35, 11.40, 11.45, 11.50, 11.55, 11.60, 11.65, 11.70, 11.75, 11.80, 11.85, 11.90, 11.95, 12.00, 12.05, 12.10, 12.15, 12.20, 12.25, 12.30, 12.35, 12.40, 12.45, 12.50, 12.55, 12.60, 12.65, 12.70, 12.75, 12.80, 12.85, 12.90, 12.95, 13.00, 13.05, 13.10, 13.15, 13.20, 13.25, 13.30, 13.35, 13.40, 13.45, 13.50, 13.55, 13.60, 13.65, 13.70, 13.75, 13.80, 13.85, 13.90, 13.95, 14.00, 14.05, 14.10, 14.15, 14.20, 14.25, 14.30, 14.35, 14.40, 14.45, 14.50, 14.55, 14.60, 14.65, 14.70, 14.75, 14.80, 14.85, 14.90, 14.95, 15.00, 15.05, 15.10, 15.15, 15.20, 15.25, 15.30, 15.35, 15.40, 15.45, 15.50, 15.55, 15.60, 15.65, 15.70, 15.75, 15.80, 15.85, 15.90, 15.95, 16.00, 16.05, 16.10, 16.15, 16.20, 16.25, 16.30, 16.35, 16.40, 16.45, 16.50, 16.55, 16.60, 16.65, 16.70, 16.75, 16.80, 16.85, 16.90, 16.95, 17.00, 17.05, 17.10, 17.15, 17.20, 17.25, 17.30, 17.35, 17.40, 17.45, 17.50, 17.55, 17.60, 17.65, 17.70, 17.75, 17.80, 17.85, 17.90, 17.95, 18.00, 18.05, 18.10, 18.15, 18.20, 18.25, 18.30, 18.35, 18.40, 18.45, 18.50, 18.55, 18.60, 18.65, 18.70, 18.75, 18.80, 18.85, 18.90, 18.95, 19.00, 19.05, 19.10, 19.15, 19.20, 19.25, 19.30, 19.35, 19.40, 19.45, 19.50, 19.55, 19.60, 19.65, 19.70, 19.75, 19.80, 19.85, 19.90, 19.95, 20.00, 20.05, 20.10, 20.15, 20.20, 20.25, 20.30, 20.35, 20.40, 20.45, 20.50, 20.55, 20.60, 20.65, 20.70, 20.75, 20.80, 20.85, 20.90, 20.95, 21.00, 21.05, 21.10, 21.15, 21.20, 21.25, 21.30, 21.35, 21.40, 21.45, 21.50, 21.55, 21.60, 21.65, 21.70, 21.75, 21.80, 21.85, 21.90, 21.95, 22.00, 22.05, 22.10, 22.15, 22.20, 22.25, 22.30, 22.35, 22.40, 22.45, 22.50, 22.55, 22.60, 22.65, 22.70, 22.75, 22.80, 22.85, 22.90, 22.95, 23.00, 23.05, 23.10, 23.15, 23.20, 23.25, 23.30, 23.35, 23.40, 23.45, 23.50, 23.55, 23.60, 23.65, 23.70, 23.75, 23.80, 23.85, 23.90, 23.95, 24.00, 24.05, 24.10, 24.15, 24.20, 24.25, 24.30, 24.35, 24.40, 24.45, 24.50, 24.55, 24.60, 24.65, 24.70, 24.75, 24.80, 24.85, 24.90, 24.95, 25.00, 25.05, 25.10, 25.15, 25.20, 25.25, 25.30, 25.35, 25.40, 25.45, 25.50, 25.55, 25.60, 25.65, 25.70, 25.75, 25.80, 25.85, 25.90, 25.95, 26.00, 26.05, 26.10, 26.15, 26.20, 26.25, 26.30, 26.35, 26.40, 26.45, 26.50, 26.55, 26.60, 26.65, 26.70, 26.75, 26.80, 26.85, 26.90, 26.95, 27.00, 27.05, 27.10, 27.15, 27.20, 27.25, 27.30, 27.35, 27.40, 27.45, 27.50, 27.55, 27.60, 27.65, 27.70, 27.75, 27.80, 27.85, 27.90, 27.95, 28.00, 28.05, 28.10, 28.15, 28.20, 28.25, 28.30, 28.35, 28.40, 28.45, 28.50, 28.55, 28.60, 28.65, 28.70, 28.75, 28.80, 28.85, 28.90, 28.95, 29.00, 29.05, 29.10, 29.15, 29.20, 29.25, 29.30, 29.35, 29.40, 29.45, 29.50, 29.55, 29.60, 29.65, 29.70, 29.75, 29.80, 29.85, 29.90, 29.95, 30.00, 30.05, 30.10, 30.15, 30.20, 30.25, 30.30, 30.35, 30.40, 30.45, 30.50, 30.55, 30.60, 30.65, 30.70, 30.75, 30.80, 30.85, 30.90, 30.95, 31.00, 31.05, 31.10, 31.15, 31.20, 31.25, 31.30, 31.35, 31.40, 31.45, 31.50, 31.55, 31.60, 31.65, 31.70, 31.75, 31.80, 31.85, 31.90, 31.95, 32.00, 32.05, 32.10, 32.15, 32.20, 32.25, 32.30, 32.35, 32.40, 32.45, 32.50, 32.55, 32.60, 32.65, 32.70, 32.75, 32.80, 32.85, 32.90, 32.95, 33.00, 33.05, 33.10, 33.15, 33.20, 33.25, 33.30, 33.35, 33.40, 33.45, 33.50, 33.55, 33.60, 33.65, 33.70, 33.75, 33.80, 33.85, 33.90, 33.95, 34.00, 34.05, 34.10, 34.15, 34.20, 34.25, 34.30, 34.35, 34.40, 34.45, 34.50, 34.55, 34.60, 34.65, 34.70, 34.75, 34.80, 34.85, 34.90, 34.95, 35.00, 35.05, 35.10, 35.15, 35.20, 35.25, 35.30, 35.35, 35.40, 35.45, 35.50, 35.55, 35.60, 35.65, 35.70, 35.75, 35.80, 35.85, 35.90, 35.95, 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71.75, 71.80, 71.85, 71.90, 71.95, 72.00, 72.05, 72.10, 72.15, 72.20, 72.25, 72.30, 72.35, 72.40, 72.45, 72.50, 72.55, 72.60, 72.65, 72.70, 72.75, 72.80, 72.85, 72.90, 72.95, 73.00, 73.05, 73.10, 73.15, 73.20, 73.25, 73.30, 73.35, 73.40, 73.45, 73.50, 73.55, 73.60, 73.65, 73.70, 73.75, 73.80, 73.85, 73.90, 73.95, 74.00, 74.05, 74.10, 74.15, 74.20, 74.25, 74.30, 74.35, 74.40, 74.45, 74.50, 74.55, 74.60, 74.65, 74.70, 74.75, 74.80, 74.85, 74.90, 74.95, 75.00, 75.05, 75.10, 75.15, 75.20, 75.25, 75.30, 75.35, 75.40, 75.45, 75.50, 75.55, 75.60, 75.65, 75.70, 75.75, 75.80,