

# 29<sup>TH</sup> ANNIVERSARY SALE



## THOMPSON-BEIDEN & CO.

Important occasions demand important recognition. This store has completed twenty-nine years of serving Omaha and its surrounding territory. Its gratification at having won its place by something more than the mere buying and selling of goods impels it to celebrate reaching its twenty-ninth milestone, by offerings of unusual public benefit.

Our whole store organization has worked with high enthusiasm to make this The Great Event.

Here is tomorrow's installment of Anniversary news. There will be other chapters of intense interest throughout the week. Read them from day to day.

ANNIVERSARY WEEK WILL BE THE MOST IMPORTANT EVENT IN THE HISTORY OF THIS STORE

### Anniversary Sale of Fine Taffeta Petticoats for \$2.25

A purchase from the regular stock of a manufacturer whom we deal with the year round. Every petticoat was made to our special order.

No comparative price is quoted—just a statement that Monday you can buy Taffeta Petticoats of Thompson, Belden quality and style—

**For \$2.25**

Colors blues, black, green, brown, white and changeables. Every petticoat has an elastic fitted top.

On Sale in the Store for Shirt Waists—Second Floor.

### Wonderful Sale of Middies

- Beautiful Wool Middies . . . . . \$1.98
- All White Middies . . . . . 98¢
- White Middies with blue trimmings . . . . . 98¢
- Also Middies for . . . . . 50¢

All White, White with Blue and White with Red Trimmings.

These values and these prices have never before been together. Besides the usual convenience of a middy blouse, these commend themselves in style and general good looks.

On Sale Monday—Basement.

### The Anniversary Sale of Smart Millinery

#### LONGWOOD.

Bright finished felt hats trimmed with gros grain ribbon. Black only; worth \$3.95, sale price—

**\$1.95**

#### GAMBOL.

Extra quality of beaver, trimmed with gros grain ribbons; black only; worth \$6.75, sale price—

**\$3.95**



### Thirty Dozen Black Silk Velvet Untrimmed Hats

Worth \$2.00 and \$3.75 each—**Monday 89c**

Twenty new and up-to-date shapes—Basement only.

### Talcum Powder and Powder Puffs Reduced Monday

Woodworth's 25c Trailing Arbutus Talcum

**2 for 25c**

Large size Powder Puffs 7c

### Tape Special

Bias Seam Tape in white only, widths (1 to 5) 12 yards

**5c a bolt**

Notion Section.

### Women's Combination Corset Cover and Drawers

Trimmed with laces and embroidery. A Monday special in the anniversary sale. All sizes.

Regular price \$1.35. Monday, 98¢.

### For Men

25c Pure Linen Handkerchiefs—

**17¢**

**3 for 50c**

25c Men's Fiber Silk Hose, 19c a pair. All colors.

Third Floor.

### The Fashion Center of the Middle West

The Anniversary Sale of **\$24.75** Fine Tailored Suits - -

Never During the Regular Season Sold for Less Than \$45. Most of Them at \$50 and \$55



These exceptional values are possible only because of concessions by a prominent New York manufacturer, who has sold to us for years, and to our knowledge makes among the BEST SUITS in the Metropolis.



### Anniversary Week

**\$24.75**

Sizes from 34 to 44.

All of the season's most fashionable fabrics and colors in a wide range of stylish models. Made to the order of our personal representative, Mr. Robert Nicoll.

If you desire our expert alteration service, a small extra charge will be made.

### Specials

#### Handkerchiefs

Embroidered all linen handkerchiefs of extra fine quality 10c

#### Embroidery Insertion

In Swiss and Cambric, Monday 10c a yd

#### Laces

Flouncings in Silk and Net Top. Laces in Silk and Net Top, widths 3 to 12 inches, regularly 30c to \$6.50 a yard. Monday—

**Half Price**

#### Remnants

of Laces and All-overs 25c a Remnant

### Willards Society Linen Stationery

Put up in cabinets of 100 sheets of paper, 100 envelopes, or a combination of 50 sheets of paper and 50 envelopes, in one box. Regular 25c, Monday 19¢ a box. For One Day Only.

### Outing Flannel

10c and 12c Qualities 5c a yard

This special will interest women who prefer buying outing flannel and doing their own work rather than buying ready-made garments. These 10c and 12c grades have a good heavy nap and are here in a large variety of styles and colors.

**5c A YARD**

Basement.

### Six Linen Specials of exceptional interest

- \$2.25 Cluny Lace Scarfs, . . . . . \$1.10
- \$2.50 Bleached Table Cloths, . . . . . \$1.75
- \$1.75 Bleached Table Damask, . . . . . \$1 yd.
- \$1.75 Silver Bleached Table Damask - \$1 yd.
- \$4.75 Bleached 5-8 Napkins, . . . . . \$2.89 doz.
- 75c Fancy 24-inch Huck Toweling, . . . . . 50c yd.

### The Anniversary Sale of Women's Silk Hosiery

One of our remarkable Silk Hosiery Sales that needs no introduction to the women of this city.

**\$1.15 a pair**

Much less than regular price—a sale that always satisfies.

### A Stylish Brassiere 39c

A Brassiere which will be much worn this season with sheer blouses for it prevents any suggestion of loose, vulgar, slovenliness above the waist-line—shapes without stiffness, supports without restraint. Interprets the tailored effects in a refined and sensible manner. Sizes 34-44.

As an Anniversary Special 39c

Corset Section—Third Floor.



### Hair Goods Sale

- These Great Reductions—
- 24-inch Switches of Natural Wavy Hair . . . . . \$3.25
- 28-inch Switches of Natural Wavy Hair . . . . . \$5.55
- 20-inch Switches of Best Quality Hair . . . . . \$4.25
- 24-inch Switches of Best Quality Hair . . . . . \$10.45
- All Round Transformations, Natural Wavy Hair . . . . . \$5.45
- Psyche Falls of French Cut Hair . . . . . \$1.15

Hair Goods—Third Floor.

### The Anniversary Sale of Gloves Offers Substantial Savings



16 Button length Trefousse Kid Gloves—the finest produced in France. In black, white and evening shades. \$3 and \$4 qualities—

**\$1.49 a Pair**

Short Kid Gloves in colors only. \$2 value—

Short Kid Gloves in white with black and self embroidery—also black with white stitching. \$1.50 quality—

**98c**

**\$1.19 a Pair**

### Wonderful Values in Silks and Choice Dress Goods

We have made more extensive preparation for this Anniversary Sale than for any previous event. The qualities are larger—the lots chosen with more care.

Displayed on tables and counters where you can examine them easily.

### \$2.50 and \$3 Satin Meteors, 42 to 44 Inches Wide, Monday. \$1.25 Yard

One of the season's most beautiful and popular fabrics—particularly suitable for afternoon and evening gowns. Shades, lavender, rose, cadet, American beauty, ivory, navy and light blue.

### Half-Price. \$2.50 Imported Silk Poplins, 42-in. Wide, \$1.25 a yard

A lustrous fabric—good weight—rich satin finish—colors: Field mouse grey, purple, Bordeaux, taupe, brown and plum.

### Colored and Black Dress Goods

Go in the Anniversary Sale, Too You can select any fabric with assurance that it is in complete harmony with fashion.

**\$1.75 COLORED CREPE POPLIN, 89c A YARD** **\$2-\$3.50 BLACK DRESS GOODS, 98c A YARD**

52 inches wide in beautiful colors of Russ green, Cope blue, brown, wisteria, plum, black. Stylish cord effects, novelties, poplins, diagonals, suitings, etc.

Silks and Dress Goods—Main Floor.



### Seven Hundred Pairs of SOROSIS SHOES

assembled in two lots for Monday's selling

**\$4 to \$7 Values**

On Sale at

**\$3.45 and \$3.95**

All new, fresh goods—every pair this season's model.