

Doors Open 8:30 a. m.

In order that the business women of Omaha may partake of the first day advantage of this great sale, we shall open the doors at 8:30 Friday morning instead of 9 o'clock as is customary.

**Here's the Reason**

B. Pred, through very recent negotiations, has purchased the entire stock holdings of the Emporium, Inc. This requires immediate cash and to this end he has inaugurated this great sale.

**B. PRED SECURES EMPORIUM STOCK**  
The Emporium Inc., 310 South Sixteenth street now passes into the hands of B. Pred exclusively. Mr. Pred just returned from the east where final negotiations were completed in which he bought all outstanding stock in the store. The store will continue as in past but will hereafter be known as Pred's Emporium.  
During the past two months the store has been rearranged, a new shoe and hosiery department has been added. Mr. Pred predicts a flourishing business this fall.

Starting Friday Morning and Continuing 10 Days!

The Entire All New Fall and Winter Stock of Pred's Emporium Will Be Sacrificed in This **MARVELOUS SALE**

Purchase of Other Stockholders' Interests in Emporium Forces Pred to Raise \$20,000 at Once -- New Stocks Ruthlessly Cut in Price to Meet This Emergency -- You Get the Profits

AMAZING VALUES IN **DRESSES**

Cabinets are packed, racks are full, the field for choosing is the greatest in the history of the store.

Styles are bewitching; and with all these buying advantages we add a schedule of price sacrifices that will hold you spellbound.

**200 Stunning New Fall Frocks**

Offered In This Marvelous Sale in Two Big Lots

**\$14<sup>75</sup>**

Sizes 14 to 46  
Dresses Easily Worth Double

**\$16<sup>75</sup>**



Truly Wonderful Money Savings on

**FUR COATS**

Fur garments of unusual quality, embracing every pelt that is in favor. Your choice from entire stock at

**1/3 OFF**

This is a genuine, positive discount. A sale of necessity in which the purchaser takes the full advantage. It will pay you to investigate these offerings.

Incomparable Values at  
**\$79.00 - \$89.00**  
**\$98-50 - \$195.00**



**Drastic Price Sacrifices on all our finer Dresses**

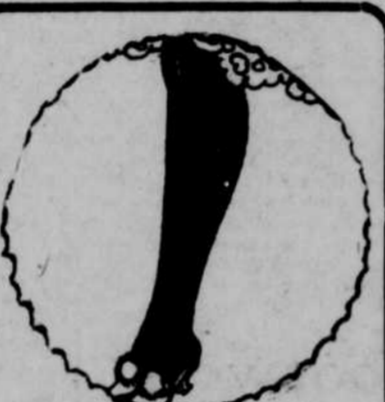
Surprise after surprise awaits you in this sale. Beautiful new dresses are offered at prices that seem quite impossible.

**Close Out of Skirts**

Our entire skirt stock is to be converted into cash, and we've instituted prices to do it quickly.

**\$1<sup>95</sup> and \$5<sup>00</sup>**

Plain and fancy skirts, all sizes. If you want to share in the greatest values of the year, plan on an early attendance.



Sale of Sample **SILK HOSE**  
\$1.00 and \$1.25 Values  
2 Pair for \$1.00

Black and all wanted colors. These are salesman's samples, which make such an offer possible.

Samples of full fashioned **Chiffon Hose**  
\$2.00 and \$2.50 Values  
Black, gun metal and colors. Every pair perfect... \$1.00

Satins

Polret Twills

Silks

Worsted Stripes

Choose from dresses for the miss, the matron and the junior. Choose from all those delightful new autumn modes, and autumn colorings—every dress a value beyond compare. The buying is certain to be very intense, so be here early.



**Women's Tailored SUITS**  
Values to \$39.50  
**\$12<sup>75</sup>**

Navy twills and smart novelties. Suits that are ideal for early fall wear. Sizes 14 to 42. The quantity is limited, so we urge early attendance.

**Smart New Twill DRESSES**

Penell and chalk stripes and checks as well as plain twills, straightline models, with touches of bright trimmings, a genuine \$15 value, on sale—

**\$9<sup>75</sup>**

**Medium Weight Coats**

Coats and capes, remaining from the spring season. Choice in two remarkable lots.  
**\$15.00**  
**\$19.50**

**Sale of Coats**



All Our Fine Fur-Trimmed

**COATS**

at Positive Savings of **20% to 30%**

The richest and most exclusive fabrics, beautiful linings, luxurious fur collars, cuffs, pockets and bandings—coats you'll be proud to own and wear—all sacrificed in this wonderful sale.

**Strikingly Pretty New Silk**

**PETTICOATS**

All the new shades, both light and dark. Plain and novelty flounces. Buy two or more.

**\$2<sup>79</sup>**

Values to \$5.00



**Tailored Blouses**

A Sale Extraordinary

Jaunty new creations to be worn with sweaters or tailored suits—white and light colors, daintily trimmed. Take your choice of the lot, while they last at only

**\$1**



**Close-Out of All**

**SWEATERS**

In Two Groups

**50c and \$1.95**

The new and wanted styles, all colors, plain and novelties—the prices are ridiculously low.



**Special for Friday**

**"DIXIE" TIE**



**\$4<sup>85</sup>**

Tan Calf, Black Calf, Black Patent, Flat Heel. Sizes 2 1/2 to 8. Width, A to C.

See Window Display

**THE "EZ-ON"**



Black Patent, Black Satin, Black Suede, Military Heel. Sizes 3 to 7. Width, B to D.

**\$3<sup>85</sup>**

See Window Display

Watch Our Windows

**PRED'S EMPORIUM**

310-312 South 16th St.