

We advise early shopping, for in many cases the quantities are limited, and we cannot guarantee them to last throughout the day. We will endeavor to fill mail and phone orders as long as quantities last.

Waiting for Re-financing Sale

This must be raised at once, and the General Manager of this store has been instructed to conduct the most stupendous sale ever held in Omaha. Our vast stocks must be turned into immediate cash, or charge accounts which are considered the equivalent of cash. There is no alternative!—agreements have been signed which call for immediate payments—and in order to raise the money to carry out these signed agreements, values will be

forgot. THIS IS YOUR OPPORTUNITY—TAKE ADVANTAGE OF IT—BUY A SIX MONTHS' SUPPLY OF EVERYTHING AT THE PRICES AT WHICH THEY WILL BE OFFERED MONDAY AND ALL OF THIS WEEK. Remember that this is the great sale for which you have been waiting for months, and that the cash must be raised out of this business to provide the sums that have been promised. PROFIT-SHARING SHAREHOLDERS will find it to their advantage at these prices to trade out all they can absorb, al-

though agreements entered into by the above financiers with the State of Nebraska positively assure them that their money will be refunded in full.

Every department is not only contributing the bargains advertised on this page, but many others advertised in the other papers, and many others not advertised at all, so be here at 9 o'clock sharp Monday morning when the doors open, and be prepared to supply every need, present and future.



New Silk DRESSES

For Street Wear, Sport Wear, Afternoon Wear

Money-Saving Event

Because we are able to offer a large choice of low priced—all charming styles from the best manufacturers. Bought after distinctively youthful styles. Made with a fineness of workmanship and at this price.

Colors

- Mid Green
- Poudre Blue
- Coral
- Peach
- Cocoa
- Navy, Black



Peter Pan Gingham

Yard 48c

Handsome checks, plaids and plain colors. Guaranteed fast color. 65c and 75c values. Second Floor

Notion Specials

- 5c Coats' Darning Cotton, all colors, 2 for 5c
- 15c Curling Irons, very good quality 7c
- 10c Mercerized Coats' Darning Cotton, 2 for 10c
- 15c Vanta Twistless Tape, 5-yd. bolts, 2 for 15c
- 10c Wrights' Bias Tape, all colors, 6-yd. bolts 6c
- 15c packages Needles, all sizes, 2 for 15c
- 5c Safety Pins, 12 on each card, 2 cards for 5c
- 10c 1/4-inch and 1/2-inch Hickory Elastic, yard 6c
- 25c dozen Nedra Hair Nets, 2 dozen for 25c
- 50c Hickory Sanitary Belts, all elastic, 2 for 50c
- 2 1/2c Colored, Mercerized Rick-Rack, all colors, 3 yds. 5c

Main Floor

Pacific Package Goods 1/2 Price

Including stamped gowns, negligees, pajamas, step-ins, combinations, infants' dresses, children's dresses, hats and infants' carriage sets. Second Floor

Household Linens

1,250 Linen Table Cloths at 25 to 50% Reductions

Included are all sizes from the 2x2-yard squares to the 2x4-yard cloths. Of Irish, Scotch and German manufacture; every piece first quality, made from pure flax; some are slightly soiled and mused. Prices range from \$2.50 to \$17.50 from

750 Yards Linen Toweling Irish linen toweling for dishes, glasses or for roller towels. 19c 29c values. Yard.....

500 Yards Linen Damask At 25% Reduction Remnants of table damask in 2 to 3-yard lengths, excellent quality but slightly soiled and mused. Prices range \$1.50 to \$5.75 a length.

Linen Towels Large face towels, neatly hemmed, finished with corded borders, 40c value. Each 24c

Hand-Embroidered Madeira Napkins Of fine Irish linen, hand scalloped edge, 75c value. Not less than 6 to a customer. Each 59c

Turkish Towels Large bleached towel of 2-ply quality, hemmed ends. Excellent value. Each 22c

Second Floor



Special Purchase and Sale of Neckwear

Collar and Cuff Sets Smart new sets in Jenny neck, Peter Pan and Tuxedo styles, developed of organdy and linen. Some are embroidered and trimmed in bright colors, others are all white. Values 98c to 98c 39c

Dainty Lace Guimpes Extraordinary in value are these guimpes of net, trimmed in Venice, Irish, Fillet and Val laces. Short and long sleeve styles in ecru, cream and white. Values to \$7.95. At \$1.89

Silk Lace Scarfs \$2.29

Included in this assortment of styles are silk lace scarfs, slightly imperfect. Crepe tie and dye styles in a range of beautiful colors. Values to \$4.95.

Main Floor

Women's 12 1/2c Swiss Handkerchiefs, 7c

White Swiss handkerchiefs with dainty colored woven borders. Regular size. 6 for 35c

Colored Linen and Swiss Handkerchiefs, 6 for 69c

All white linen with dainty lace edges, with white cord borders and extra fine quality Swiss handkerchiefs with colored woven borders. Main Floor



Women's Gingham Dresses \$4.00

Cleverly styled dresses of imported gingham in checks and plain colors. Beautifully trimmed with contrasting colors and hand embroidery. Values \$4.95 to \$6.95.

Sizes 16 to 20; 36 to 46; 22 1/2 to 52 1/2.

Second Floor

Boys' Apparel at Sale Prices Boys' Wool Suits \$10.95

Suits of good quality blue serge and wool mixtures, made in the latest styles and fashioned to withstand hard wear.

Extra pair of pants.....\$2.00

Sizes 6 to 18 years.

Good quality cap given with every suit purchased.

Boys' Wash Suits 69c, 3 for \$2.00

Wash suits of chambray, galatea, cotton pongee, romper cloth, and khaki, made in middy, Oliver Twist, Balkan styles.

Boys' Skull Caps 19c

Skull caps of felt in all the school color combinations.

Boys' Athletic Union Suits 59c, 3 for \$1.50

Athletic union suits, made with elastic back. Sizes 6 to 16 years.

Third Floor



Men's Silk Mixed Sox 59c

Excellent quality sox in the silk heather effects—black with white, navy with black, brown with green, brown with black and brown with tan. These are exceptionally popular for summer wear. Every pair first quality. Regular 85c values. Main Floor

Men's Cooper Bennington Underwear 1/2 Price

Monday we will place our entire stock of this well known underwear on sale at exactly one-half the regular price. Not all sizes in every lot. Main Floor

Sale of Men's Handkerchiefs 12 1/2c

Extra fine quality cambric handkerchiefs, all white, or with colored woven borders. Main Floor

Sensational Sale of Women's Novelty Pumps and Strap Slippers \$9.85 Regularly Priced to \$14.75



Fifteen new styles from our Brooklyn shoemakers, strap slippers and pumps, sizes AAA to C.

- Black Satin
- Brown Satin
- White Nile Cloth
- Airedale Suede
- Silver Brocade
- White Satin
- Gray Kid
- Fawn Suede
- Bronze Kid
- White Kid
- Gray Suede
- Beige Suede
- Patent Black Kid

Main Floor

Sale of Laces

Val Edging 12 Yards 35c

Various widths of Val lace edging in white only. Regularly 55c a bolt.

Val Laces 12-Yd Bolt 59c

Extra fine quality Val laces in ecru and white. 1/2 to 1-inch widths. Regularly 85c.

Venice Allover Laces

Beautiful quality Venice allover laces in 18-inch widths. In white, cream and ecru. \$3.50 values. Yard \$2.19

Chantilly Laces

Black and white silk Chantilly laces in 1/2 to 1-inch widths. Regularly 20c a yard. Yd. 9c

Main Floor

Junior Dresses At 1/3 Off Present Sale Prices

Wash dresses of better quality materials that will give good wear for school or play; plain or checked gingham and Normandy voiles and crepe combinations, attractively trimmed with bright yarn embroidery, sashes of organdy or self material, and rows of lace. Smaller sizes with panties to match. Sizes 6 to 16 years.

Third Floor



Many Specially Priced

- \$1.00 Ingram or Mal d'Or Cream 79c
- 25c Resinol Soap 19c
- \$1.25 Mavis Toilet Water, 69c
- \$2.50 Piver's Toilet Water, Floramye, Azorea, \$1.98
- \$1.00 Narcissus Flaconettes, 49c
- \$1.00 Mary Garden Soap, 69c
- \$1.50 Fountain Syringe or Hot Water Bottle 69c
- \$1.00 Odorono, large size 69c
- 35c Mirror 19c
- Nail Polish, 19c
- 35c Cutex Cuticle Remover, 24c
- 50c Pebecco Dental Cream, 32c
- 50c Mennen's Shaving Cream, 35c
- \$1.00 Listerine 69c
- \$1.00 Squibb's Petrolatum, 79c
- 60c Sal Hepatica 39c
- 50c Rubber Gloves 35c
- \$1.00 Gillette Safety Razors 39c
- Plain and Two-Tone Ivory 1/2 Price
- Included are Mirrors, Hair Brushes, Combs, Picture Frames and Manicure Pieces.
- Large face towels, neatly hemmed, finished with corded borders, 40c value. Each 24c
- Of fine Irish linen, hand scalloped edge, 75c value. Not less than 6 to a customer. Each 59c
- Large bleached towel of 2-ply quality, hemmed ends. Excellent value. Each 22c

Second Floor