

Better Homes Show Lauded by Omahans

"Real Homes. Keeping Alive Good, Old Family Spirit, Must Be Planned," Says Mayor.

Expositions and shows to demonstrate and emphasize better homes are of inestimable value to the community and should be encouraged by everyone, prominent Omaha business and professional men said today in connection with the Better Homes exposition to be held at the Auditorium for a week, beginning Monday. The consensus of opinion was that better homes mean better citizenship.

happier family groups and a progressive community. "Omaha is primarily a city of homes and it is a wonderful thought to develop the home so that can be of highest service to its occupants," said Harry Wolf of the H. A. Wolf company. "Homes keep the individuality of us alive and help to develop the city." Refinement comes from environment, to a great extent, W. F. Baxter of Thomas Kilpatrick said. "Better homes mean better quality of everything in the home," said Mr. Baxter. Mayor Dahlman, who will make the opening address Monday night at 8, is very much enthused over the possibilities of the Better Homes exposition, which is being sponsored by The Omaha Bee and the American homes bureau. "Homes, to be real homes, must be planned," said Mayor Dahlman. "The better the home is planned, the more attractive it is to the family, helping to keep alive the good old family spirit." "Better homes means comfort, pleas-

ure and joy," said T. P. Redmond of the Burgess-Nash company. "A good home, which is a 'better home,' contains little things that go to make one feel like living. It's the small details many of us overlook that count in the aggregate. Better Homes exhibitions carefully expose these details to us." The better homes movement, according to C. M. Wilhelm, of Orchard & Wilhelm company, is very important for the good of the people. "It teaches us how to produce the best homes at the least possible cost. It shows how to get the best results for money spent for home furnishings," he said. H. Felthelm of the Hartman Furniture company plans to escort several parties through the Better Homes exposition. "From what I hear, it will be of especial interest to women," he said. "I am for any movement that al parties through the Better Homes form the foundation of every successful community." "Home is the foundation of America," said H. R. Rosenthal of the

Union Outfitting company. "On the home depends the life of the family unit. Proper furnishings is one of the ways of making for a better home. The Better Homes exposition will show in detail how this can be brought about at less cost than one realizes." J. E. Davidson, general manager of the Nebraska Power company, said that the growth of the city depends on the home. "Our home life, all in all, makes up the life of the city. The home is the root from which our progress comes," he said. "We can live without good homes, but not so well, the same as we can live without pictures, but not so well, as expressed by John Ruskin," said Carroll Belden of the Thompson-Belden company. "Anything that will show us how to better our homes should be welcomed with outstretched arms." Charles Gardner, secretary of Ak-Sar-Ben, said today that the king and queen of Quivera wished to state to

all their subjects that Quivera wants all its homes to be "better homes." Uni Students Taken on Tour of Business Houses Forty members of the advanced class in business cost accounting of the University of Nebraska made a tour of Omaha's big business houses Friday. They were met at the station by Miss Agnes Singles of the Chamber of Commerce. Luncheon was served at the Burgess-Nash tea room. On May 4, pre-medical students from the University of Nebraska will visit Omaha. "Tate" Matters Here to Aid in Defense of His Father "Tate" Matters, former football star and now a lawyer in New York, is here to assist in the defense of his father, Thomas H. Matters, one of 14 men on trial in federal court on charges of mail frauds in floating the Colonial Timber & Coal corporation.

D. A. Johnson, Fire Insurance Adjuster, Says--- 7 DAYS MORE And We Must Close this GREAT FIRE SALE

Every Man and Woman who has the slightest need for Spring Apparel should make it a point to be here Saturday.

On the night of May 5th all remaining Fire affected Garments will be shipped to the Pittsburgh Salvage Syndicate for Final Disposal.

Men's Topcoats and Gaberdines Smartest Styles \$13.95, \$19.95, \$24.95

Men's Sox in Three Groups 15c, 29c, 59c

Men's Knit and Athletic Union Suits 79c, 89c, 98c

Men's and Young Men's 1 and 2-Pants Suits \$17.95, \$24.95, \$29.95

Men's Dress and Work Shoes, Big Assortments 98c, \$1.98, \$2.98

Buy Men's Shirts in Sale— \$1.98, \$1.48, 98c Any Silk Shirt in the house..... \$3.98

Women's Coats, Capes and Wraps in Final Price Smash

\$8.95, \$14.95, \$21.95, \$24.95, \$29.95, \$34.95

Stunning New Spring Suits Reduced to \$10.95, \$19.95, \$24.95

House Dresses and Bungalow Aprons... 79c Children's Polo Coats and Capes... \$5.95

Hundreds of Spring Dresses to Go in Sale \$10.95, \$13.95, \$18.95, \$23.95

Women's Silk Hose All Colors 69c

Women's New Spring Hats \$1.95

Muslin Petticoats, at 98c

Girls' Gingham Dresses, at 99c

Men: Here's A Complete Summer Outfit \$13.50

A real knockout value. A time to economize. Big assortment from which to make selections.

Palm Beach or Mohair Suit \$8.95 Palm Beach Shoes \$1.98 Straw Hat \$1.98 White Silk Hose 59c \$13.50

Men's Belts, at 49c, 29c, 19c

All Suspenders to close out at 39c

Men's Garters, all colors, the pair 19c

All Men's Silk Four-in-Hand Ties 29c

Men's Hats, your choice in two lots— \$1.98 and \$1.48

All Caps that were in the fire to go at \$1.28

Men's lightweight Leather Gloves; these are worth three and four times this price \$1.49

1,000 PAIR Men's and Women's PALM BEACH SHOES 98c, \$1.98, \$2.48

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Plain 45-inch Ray Seal Coats, rich lining \$98.50
Squirrel trimmed Ray Seal Coats, 42 inches long, at \$139.50
Full length Ray Seal Capes, full wonderful linings, at \$98.50
Muskrat Coats, 45 inches long, at \$149.50
French Coney Coats, 45 inches long \$69.50
38-inch French Coney Coats, extra \$29.50
Black Lynx Coats \$69.50
French Coney Capes, short length, at \$29.50
Russian Mink Cape, \$75.50
Jap Mink Cape, 30-inch \$99.50
Russian Blouse Jaquettes, Metelasse Plush with Stone Marten Collar \$29.50
Plain Metelasse Plush Jaquettes \$16.50
Ray Seal Coat—Siberian Squirrel Collar and Cuff \$99.50
\$5.00 Down and \$5.00 per Month During the Summer

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FEATURE VALUE Silk Lined Suits \$35

Not in years such fine values in rich worsted pencil stripe suits—all sizes.

Other Silk Lined Suits, \$30 to \$50



FEATURE VALUE Smart Sport Suits \$35

All the distinctive new belt and plait effects; scores of variations.

Other Sport Suits at \$25 to \$45

A Revolutionary Idea

Selling the Best Hand-Tailored Clothes at the Price of Ordinary Clothing!

It comes at a time when intelligent men who study market conditions, will doubly appreciate the opportunity to buy standard quality clothes at a real saving.

No further reductions later—but now, in the height of the season, you buy the world's best spring clothes at absolutely bedrock—and enjoy a full season's wear.

FEATURE VALUE NEW TWEED SUITS \$35

In the British Isles they know real fabrics. They're keen for Tweeds.

Other Tweed Suits \$25 to \$45

FEATURE VALUE BEDFORD CORD TOP COATS \$35

A new heavy twill—twill appeal to you—belted with patch pockets.

Other Twill Toppers \$20 to \$40

FEATURE VALUE TWEED TOP COATS \$35

Belted or box models with the swing of style distinction. Many shades.

Other Tweed Toppers \$25 to \$40

FEATURE VALUE Semi-Conservative Suits \$35

Single and double breasted models. Fancy mixtures and stripes galore—Tans, Grays, Blues, Browns.

Other Semi-Conservatives at \$25 to \$50

FEATURE VALUE Silk Lined Chesterfields \$35

Just right always—Vicuna silk lined Chesterfield top coats of oxford gray. All sizes for all men.

Other Silk Lined Top Coats \$25

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