

NEW BLOUSES—Pongee and Georgette, stunning styles and shades, lace and embroidery effects, \$4.00 values **\$2.95**
 SPRING SWEATERS—Styles for now. Slip-ons, side effects, sleeveless sport coats, most attractive shades and combinations, \$7.50 down to **\$1.95**

SPORT SKIRTS—Striking styles—rich tans, grays, browns, heaver, rose, white and happy combinations. Remarkable values at \$25 down to **\$3.95**
 SILK PETTICOATS—Finest quality Jerseys; colors to match spring dresses, plain and fancy pleated bottoms, \$4 values only **\$2.49**

Come Tomorrow!

GRAND OPENING

We Want Every Child in Omaha to Have a Free Mama Doll or a Free Radio

HARRIS-GOAR'S

New Store 507-511 So. 16th



You and your friends will want to see this new store, the store that "tells it in values" and throws in easy terms for good measure. We have been in this same business, same policies, same firm members, and same management for about 25 years; and, strange as it may seem, we don't need the money. Therefore, we plan to open at least 5,000 charge accounts the first 60 days, and we are making these special inducements to open a bunch of them at this opening sale. Better bring your friends here tomorrow.

FREE \$15 RADIO SETS

Free With \$35.00 Charge Accounts Complete in Every Detail



READY TO HOOK UP: fine head phone, aerial wire, all switches, nothing to buy—good for 25 to 50 years. Every home should have one. You can get it at Harris-Goar's during our Opening Sale. Come now—come tomorrow—come any time during this sale. This wonderful \$15 Radio Set will please you beyond all expectation and YOU CAN GET YOURS FREE BY OPENING A CHARGE ACCOUNT DURING OUR OPENING SALE AMOUNTING TO \$35 OR MORE AT ONLY \$1.00 A WEEK ON YOUR ACCOUNT.

\$5 MAMA DOLL



FREE WITH \$15 CHARGE ACCOUNTS—THE MOST PERFECT DOLL EVER MADE—IT WALKS, IT TALKS, IT SLEEPS. THEY COME IN BEAUTIFUL BLONDES and Brunettes. The delight of every child and no matter how many dolls your child may have, another is a new acquisition. YOU CAN GET ONE FREE AT THIS OPENING SALE BY OPENING A CHARGE ACCOUNT OF \$15 OR MORE AT ONLY \$1 A WEEK ON YOUR ACCOUNT. You can buy one article or several to make the required amount. Come while they last.

\$100 GETS THIS DIAMOND



Direct From Antwerp—Saving 25 Per Cent to 35 Per Cent With Easy Terms to Suit

Special Diamond Ring Sale

A special lot of fine, carefully selected Diamonds, mounted in latest style 18k white gold mountings, a regular \$60 value. Special during this Opening Sale, only **\$39.50**

50c Down and \$1.00 a Week!



SELECT YOUR DIAMOND TOMORROW—A WONDERFUL SAVING ON THE DIAMOND ALONE AND YOU GET THE \$15 RADIO SET FREE—AN UNPARALLELED OFFER AND OUR WAY OF GETTING ACQUAINTED WITH THE GOOD PEOPLE OF OMAHA.

FREE CATALOG—We open charge accounts everywhere. If possible come to our store—but if you live too far away, write for our Free Catalog. We send goods on approval, no money down. We trust honest people everywhere.

Good Clothes

LOWER PRICES EASIER TERMS

Suits Dresses

Principia Men And Young Men FASHION CLOTHES

The Perfect Fitting Clothes—and the Greatest Values Since the War, Bar None!

VIRGIN WOOL, HAND TAILORED SUITS—New two and three-button single-breasted models. Fine soft cassimeres, pure worsteds, beautiful serges, de luxe fabrics from the leading makers.

NEWEST PATTERNS IN TARTAN BROWN AND GRAY CHECKS—Pin Pin stripes and rich shades in solid colors. Wonderful suits, standardized and guaranteed savings to you of \$10 to \$15 a suit of your own selection—stouts, slims and stubs included.

YOU CAN BUY THEM FOR CASH OR EASY TERMS AS YOU PREFER—THE PRICE IS ALL THE SAME, AS HARRIS-GOAR CO. NEVER CHARGES FOR CREDIT—and remember, at this opening sale you can get a fine \$15 Radio Set Free.

GUARANTEED 35 VALUE **\$25** GUARANTEED 40 VALUE **\$30** GUARANTEED 45 VALUE **\$35**

Summer Suits for Hot Weather

Unmatchable values in fine Mohairs and Palm Beaches. Values up to \$16.75, only **\$12.75**

FINE GABARDINE SUITS, hand tailored and silk trimmed, values to \$30, only \$24.75. BE HERE EARLY—If you come now you get the Radio Set or Mama Doll Free.



The World's Greatest Anatomical Shoe!



Endorsed by The American Posture League, Inc., and recommended and prescribed by physicians everywhere. THERE IS NOTHING TOO GOOD FOR HARRIS-GOAR customers. Our staff of New York buyers are constantly on the alert for you and us. The Ralston and Tri-pedic Shoes are recognized the world over as "life savers" to lame people and those who wish to enjoy shoe satisfaction. You can get them here at the lowest minimum retail selling prices and you can pay on easy terms. Moderately priced.

\$7.50 \$9.95 \$10.75

Other good shoes for men and women. \$5.95 to \$8.75—all guaranteed.



To Wear Now

Alltime Silk Crepe Dresses

All colors and happy combinations in rich browns, tans, navies and high colors—dresses of style and great durability—fine for vacation. Regular \$18 values—all sizes, only **\$9.95**

CANTONS AND CREPE DE CHINE, many silk laces included; stunning styles to wear now; very dressy models, sizes 14 to 44; every new shade, in cocoa brown, castor, navies and attractive combinations. Regular \$25 frocks, only **\$15.00** at our Opening Sale, only

CANTONS, FLAT CREPE, GEORGETTE—Wonderful dresses, including many printed crepes—very superior quality and deluxe styles. Come tomorrow and see how much you can save—Regular \$35 values, during our Opening Sale **\$19.75**

EXCLUSIVE MODELS IN CANTONS AND FLAT CREPE—Fifth Avenue's latest copies of Parisian models—dresses that you should see now, wonderful fabrics, wonderful styles; come and save nearly half at this Opening Sale. Regular \$45 values, only **\$24.75**

—and remember that with any charge account of \$15 you get a beautiful \$5 Mama Doll Free and with an account of \$35 you get a fine Radio Set as our compliments.

Silk and Wool Capes

Women's and Misses'

A special purchase of 500 beautiful silk and wool capes and coats, suitable for now and early fall wear makes it possible for you to save 1/3 to 1/2 here tomorrow.

VELOUR CAPES—Overplaid, plain and sport models, \$15.00 values, only **\$9.95**

SILK LINED VELOUR CAPES, \$25.00 values, tomorrow only **\$14.75**

BRYTONIA CAPES and Cascade capes, full silk lined, embroidered models, values to \$60, now only **\$39.75**

New Spring Suits

Tailored and Fancy

Fine French Point Twills—Full silk lined, beautifully hand embroidered—navies, tans and cocoa brown; brand new and season's last word in style value—**\$40.00** regular. At this sale only **\$24.75**

Beautifully Tailored Models, including stouts, superb Point Twill fabrics, Tans and Navies. Regular \$60.00 values, now only at **\$34.75**



YOUR Credit Is Good

ELGIN'S

New Boulevard 18k White Gold Models



17 Jewel

This new Boulevard White Gold Elgin is the last word in watch style and watch accuracy. It is the one watch that is the pride of the great Elgin factory. Regular \$40 at retail—but owing to our large purchases we offer you this wonderful style watch **\$37.50** at only 50c DOWN AND \$1 A WEEK

21 Jewel



Genuine Waltham Guaranteed to Pass Any R. R. Inspector

A REGULAR \$80 VALUE, complete in a 20-year gold-filled case; during this Opening Sale only **\$39.50**

50c Down and \$1 a Week!

HARRIS-GOAR'S

507 to 511 SOUTH 16th ST

Note: If you cannot come, write for Free Catalog. We trust honest people everywhere and send goods on approval. But, if possible, come now and see how much you save.