

Our \$6 shoes have brought a new standard of values to Omaha for quality footwear. Most shoe dealers sell these shoes at \$10 and figure a profit of \$3 to \$4. We are able to sell these shoes at \$6 because we have decided to build our business upon large volume and small profit.

Don't feel that because you have always paid \$10 or \$12 for shoes that you can't get QUALITY shoes for less—you can—and you can get them here in a wonderfully complete assortment.

Remember that we "figure" volume in terms of low profits. It means lower prices for you. Large volume keeps the new style creations coming each week—it gives you newer and smarter styles. Don't pay big profits when you can get quality footwear and smart styles here at a much lower price.



Styles and patterns are here for your approval — the smart sport shoes in novelty modes walking shoes, street shoes in new styles—dress shoes for evening wear and dancing and scores of others to choose from.

Hundreds of the Newest





THE FIRST SHOE STORE TO ESTABLISH LOW PRICES ON QUALITY SHOES

1st National Bank Corner

16th and Farnam Sts.

This interesting contest will be held at the Burgess-Nash Auditorium. Closing hour for entries will be 12 o'clock noon, June 11. Bring your home-made Bread, and write your recipe clearly, placing it in an envelope with your name and address written distinctly.

Get your loaf in by 120 dock MONDAY JUNE 11th

in a Great

HOME-MADE

BAKING CONTEST

BREAD

Bread will be judged from 12 to 2:30 p. m., when the judges will announce the winner. All bread will be on display directly after the judging and all during Tuesday. We hope you will visit this display.

Bake your home-made Bread. Enter it in this interesting contest. We want the recipe so that we can use it in making bread for you.

Petersen & Pegau Baking Co.