

# Thompson, Belden & Company

## 37th Anniversary Sale

**CAMCO**  
CORSET



**NOTIONS OF QUALITY**  
Our ELASTICS  
Fresh from the  
Manufacturer Full of  
Life and Wear-  
Guaranteed.  
From  
LION  
to YOU  
AMERICAN  
EVERETT  
Black and White  
All Widths  
LOWEST PRICE FOR DURABLE ELASTIC

*Young Victoria Cream  
Does clear the complexion*



We consider Venida Hair Nets the very best nets we can offer to women of Omaha—favorites everywhere because of their total invisibility and strength of texture, assuring long life and economy.

**VENIDA**  
*The Genuine*  
HAIR NET

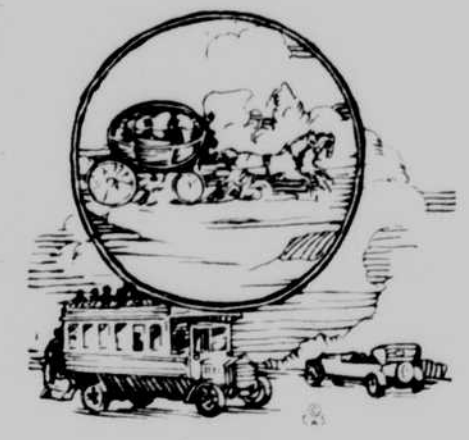


We recommend "Burton's 36-inch white Irish Poplin" for nurses' uniforms, dresses and men's shirts. The best poplin made.



**George G. Wood & Company**  
Specialists in Coats

**Exclusive Misses' Wraps and Coats**  
Presented in Omaha by Thompson, Belden & Company from  
**Aurn Goldstein & Co.**  
Manufacturers of  
MISSSES SUITS AND COATS



**NEWS of the special sales for Anniversary Week will be found on page 2 of all Omaha dailies.**



### A Message From the Founder

To our customers I am proud of the merchandise advertised on these pages. It has long been sold in our store. Our reputation for fine merchandise is founded on the integrity of the goods produced by these manufacturers. We make grateful acknowledgements for their cooperation.

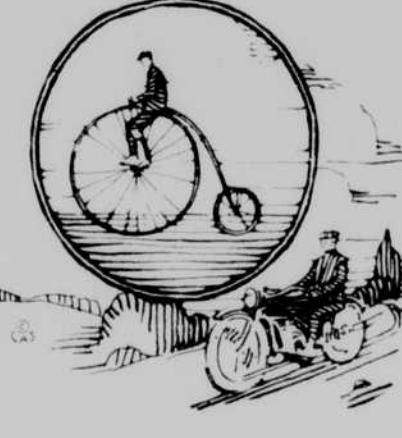
To every woman interested in price on a quality basis—that is low price for dependable merchandise only—I commend the Thirty-Seventh Anniversary Sale. It is a store-wide sale brought forth at indiscriminate times and at no expense, but an event held regularly each year during the anniversary week of the founding of the store.

All our old friends will find that those who make their initial purchase during this sale will find an honest effort has been made to offer only quality merchandise for the lowest price possible. In other words, during anniversary week at all times, you will find Thompson-Belden's the best place to shop after all.

*Charles C. Belden*



**THE Anniversary specials for Monday on page 2 of this paper. Each day will have interesting new specials.**



**Dresses by Siegel-Levy Company Chicago**

**COSTUME JEWELRY**  
Clever design and harmonious coloring make costume jewelry a matter of taste rather than expense in Thompson-Belden's Jewelry Section.

**Her Majesty UNDERTHINGS**  
Samuel N. Magill, Incorporated  
"Her Majesty" silk petticoats will not tear in the seams. Sold in Omaha by Thompson-Belden & Company.



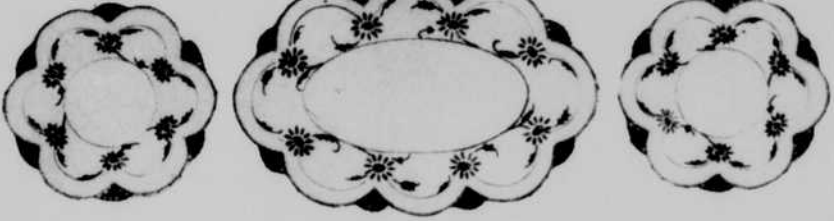
**SOROSIS SHOES**  
Fine Footwear  
For Women and Children



**Double V**  
ELASTIC CORSETS  
ELASTIC GIRDLES

**THE "H & W" COMPANY**  
INCORPORATED  
Newark, N.J.  
LARGEST MAKERS OF CORSET WAISTS AND CORSET SPECIALTIES IN THE WORLD AND ORIGINATORS OF THE BRASSIERE

**Famous for Fine Fabrics**  
The newest and finest weaves among dress woolens shown in our piece goods section this fall are of the same sterling quality that has built the enviable reputation of this department for fine fabrics.



**Super Custom Tailored**



Long line, slightly fitted dress, tailored braiding with fancy flowered design, in new effect—long sleeves, full skirt.

**\$59.50**

**SALOMON & CO.**  
Custom Tailored  
DRESSES, SUITS AND COATS FOR LADIES WOMEN



**Different--**  
The coat or suit for the woman who is stout can be fashionable and even distinctive in its lines as well as contain those elements of quality and workmanship which go to make up a really high grade garment.

No. 330—An attractive and well constructed suit of graceful lines, becomingly decorated.

No. 780—Striking in its individuality—hand-made workmanship and a garment for many occasions.

**GARFINKEL, ROSENBLATT & CO.**  
New York

## Colgate & Company Join With Thompson-Belden Company in Celebrating Their Thirty-Seventh Anniversary

Colgate & Company products have for years been standard merchandise with the Thompson-Belden Company. During the great Anniversary Sale these articles will be on display where they have held position for many years—in the center of the main floor.

**Colgate & Company**

Charmis Cold Cream  
Colgate's Bandoline  
Colgate's Dactylis Talc  
Colgate's Toilet Water  
Colgate's Shaving Cream  
Colgate's Cashmere Boquet Toilet Soap  
Colgate's Cashmere Boquet  
Colgate's Baby Talc  
Colgate's Florent Perfume  
Colgate's Florent Talc  
Colgate's Ribbon Dental Cream  
Colgate's Brilliantine  
Colgate's Face Powder

**Redfern**  
WRAP-AROUND

IT eliminates the difference between the REAL and the IDEAL between your own figure and the silhouette of fashion. Yet, beneath your frock, the presence of your REDFERN WRAP-AROUND is unsuspected.

N-113. A beautiful Wrap-Around for average figures. **\$12.00**

C-234. A perfect design for figures with considerable natural curve. **\$8.50**

**Trimming's**  
Tailored braids, silk tassels and novelty braids shown in Thompson-Belden's Trimming Section from  
**A. B. Fiedler & Sons**  
Importer Manufacturer

Number "1622"



**THOMSON'S Glove-Fitting CORSETS**

THE woman of today with her greater activity requires a corset which promotes health and grace while allowing perfect freedom of action.

Let us show you the latest models of Thomson's "Glove-Fitting" Corsets. In our Corset Department you will find a style created exclusively for your type of figure.

It's a new model that works wonders with figures inclined to be full. As pictured, it has very straight back, also low bust and back-boned just right for ample support, yet allowing perfect freedom! In beautiful Pink Color it's a special value at **\$5.00**

**Trolaset**  
CORSETS