

TOMORROW
At Thompson-Belden's

Mother's Part

In Father and Son Week



Mothers probably have noticed that Son is a great pal of Father's when it comes to borrowing handkerchiefs if Father's drawer is filled with the good-looking kind she buys here for 50c. So if she lays in a good supply of these linen ones with drawn colored thread or the beautiful, plain white ones with the threads drawn by hand for the hemstitching so they will be perfectly straight and true, she may be certain she is promoting the good fellowship of the father and son in her family this week.

Speaking of Chests

Notwithstanding the keen activity of Omaha in the Community Chest Drive, it is probable woman's big drive will ever be for her hope chest. So why not a handmade towel of colored linen for the treasure chest of the hope-to-be-bridal you have on your Christmas list this year. One yard of the 36-inch linen that costs a dollar will make two towels. There's a ravishing shade of honeydew as well as lavender, yellow, tan, green, pink and blue in the collection on the Second Floor.

Hand in Glove With Motoring

The woman who drives a Marmon and she who parks a Ford both agree that wool gauntlets are the gloves for winter driving. Our new shipment from "Bacmo" is just in. Camel, silver, brown and heather shades in women's gauntlets cost \$1.50. Children's are \$1.25.

Plenty of It Now

So many school teachers have been buying gold and silver braids in our trimming section for the parchment shades which the art classes are making that we bought this new shipment with them particularly in mind. There are a number of pretty patterns at 12 1/2c and 15c a yard if you can make use of yard quantities it will cost \$1.35 and \$1.65.

"How to Keep Well" Though Fashionable

Are you afraid of catching cold when you change from the wool stockings you wear with your oxfords to the silk hose that match your afternoon frock? Do you feel it is hazardous to don sheerest chiffrons with your dinner gown on wintry evenings? Then we prescribe under-silk hose the cure for your case. They are full fashioned of finest imported cashmere in a pale flesh color and slip on as would a lining under the sheerest of silk stockings. Really no one would suspect them of being there. Instead of making ankles look heavier, on the contrary it often enhances their beauty by concealing any imperfections. G. P. S.

Tomorrow Brings Our Famous EVERY WOMAN'S SALE

of New and Fashionable Fall and Winter

MILLINERY



PRESENTING a variety of the newest and smartest hats in America at irresistible prices! Advance styles---surpassing values---and this is true of each and every one of the hundreds of hats in this spectacular millinery achievement. This is our assurance to you.

As a Great Conception, as a merchandising achievement, this event has no equal!

Our aim is to present the newest and the finest hats obtainable at actually less than the prevailing wholesale prices of the same merchandise. Seemingly impossible—but months of careful effort—the co-operation of the foremost manufacturers—and lo! here they are for your choice!

Every one of our display windows has been devoted to the showing of these hats. So important do we consider the event. It reveals their richness and beauty in striking fashion.

Striking Pattern Hats and Copies of Imported French Models

Did you ever dream of purchasing Maison Maurice hats, Belart hats, or others from equally famous makers, at this price—less than half the ordinary prices? Only in the Everywoman's Sale is this possible! These are hats that set the style for the milliners of America.

\$11⁸⁵

Exclusive Winter Hats

From the leading fashion creators of Fifth Avenue come these distinctive chapeaux at a fraction of their regular prices! You'll find dance hats, dress styles, rich satin hats, fur-trimmed hats, embroidered hats one-of-a-kind models only!

\$7⁸⁵

Brilliant Dress Hats

Every need of matron and miss is satisfied in this great group—so many hats to choose from! The new satins, fur-trimmed or embroidered . . . hats with lace veils . . . gold and silver turbans . . . brocade and velvet combinations of great beauty . . .

\$4⁸⁵

Trimmed Hats

Scores of Styles

Never before have you had an opportunity to choose hats like these at such a price.

Cloches, mushrooms, pokes, turbans in a splendid variety of materials.

\$2⁸⁵

Genuine Matteawan Velours

Matteawan velours are famous for their high quality, their soft becoming contours, the wonderful richness of the furry nap.

Tomorrow we present the most desirable new styles, in black, brown, beaver, pheasant, silver gray.

\$4⁸⁵

250 Trimmed and Sport Hats

A smart new hat for motoring, for sports or for street wear can be found in this remarkable group.

\$1

Fourth Floor

The Usual Thompson-Belden Service

Thompson, Belden & Co.

All Sales Final

National Father and Son Week—November 11th to 18th