

Another vivid demonstration of Orkin Bros. Underselling Policy for Saturday--in this

Sale of Marvelous Coats

October is coat buying month, and to make it the greatest month in the history of this store we offer Saturday coat values that are little short of phenomenal.

Hundreds upon hundreds of beautiful, practical, stylish fall and winter coats have been grouped into these four exceptional lots. The money savings warrant immediate selection.

Group No. 1

Fur Trimmed Coats

Truly luxurious coats, generously trimmed with select furs, all the new colors, bewitching styles.

Lustrosia Velvetone
Bolivia Mafalda Cordera
Values to \$75.00

\$49⁵⁰

Group No. 2

Fur Trimmed Coats

This is coat headquarters, and this lot of coats give evidence of this fact. They are here in every size, every color.

Keramie Velvetone
Truonette
Values to \$45.00

\$29⁵⁰

Group No. 3

Smart Dressy Coats

In this group are coats of unusual style smartness, fashioned from quality coatings, some are fur trimmed, all favored colors.

Excello Vel Suede
Blocked Velours Novelty Coatings
Values to \$29.50

\$17⁵⁰

Group No. 4

Sport Coats

Straightline coats with or without belts, large collars, strictly all wool, well made. Ideal for girls' school coats.

Polo Cloth Blocked Velours
Polaire Plaid Backs
Values to \$19.50

\$11⁹⁵

Four Great Value Groups that are certain to cause hundreds of Omaha women to make their selections at Orkin Bros. Saturday

We give you more coat value for your money because we buy and sell in such enormous quantities. It matters not what kind of a coat you want, what color, what size, what style or fabric, you'll find it in Saturday's sale.

Saturday--issues in many unusual values in smart new

Dresses

Styles that are in the height of demand, and such assortments, virtually hundreds from which to choose, and from whichever lot you select you are assured of a value extraordinary.

New Dress worth to \$29.50--Saturday

Dresses for street, business, office and afternoon wear, dresses fashioned in either silk or wool; dresses for the large as well as the small woman; dresses in styles that you'll find quite irresistible.

Flat Crepes Canton Crepes Crepe de Chines
Georgettes Poiret Twills Charmeen
Faille Crepe Satin

\$19⁵⁰

Dresses with a swish of Paris, and to think that they cost you but

Greatest Dress Values in Omaha Today

Measured from any angle, they are values extraordinary, well made, full of good style, rich in color, and the assortment is splendidly complete.

\$10

Satins Canton Crepes Bengelite
Crepe de Chines
We Advise an Early Selection

Beautiful New Silk and Wool Dresses \$15

It will surely be a revelation to every woman who visits our dress section Saturday to see these \$15 dresses--their beauty of style, the amazingly wide assortment and the ridiculously low price at which we offer them, all the wanted silks and wool materials.



A Sale of Extra Size Jacquard Silk DRESSES

Sizes 38 to 54

\$12.50 Values

Dresses for the large woman, graceful in line, slenderizing in effect, all popular colors, several becoming styles.

\$6



Compare

We urge the closest comparison of Orkin Brothers values. Satisfy yourself where your coat buying dollars will go the farthest.

Muskrat and Sealine FUR COATS

\$97⁵⁰

And we believe you will find it difficult to duplicate these coats elsewhere in Omaha for less than \$150.

They are 48 inches long, made of select, soft, pliable skins, well lined--coats with a liberal fullness. Several different styles at this price.

Your Money Back for the Asking

If any purchase proves the slightest unsatisfactory, we urge you to return it for cash refund. We do not want any customer to retain an unsatisfactory purchase from this store.

If you want to share in the greatest fur coat value to be presented so far this season, it will pay you to inspect these wonder value fur coats Saturday.

Values Guaranteed
If you can find better values than Orkin Brothers in Omaha we will cheerfully refund your money.

16" and Harney

Orkin Bros
Management -- Frank A Le Bosky

Conant Hotel Building