

Store Open
Until 9:00
P. M.
Saturday

Orkin Bros Eighteen

Ten Days of the Most Marvelous Value-Giving Ever Recorded

Permit Nothing to Keep You Away From This Wonderful Carnival of Apparel Bargains

You'll Want to Buy Two or Three of These

DRESSES

When you realize their true worth and style beauty. Here are Dresses for afternoon, street, semi-formal and party wear. Dresses that bristle with newness. And to think that you are privileged to choose from virtually hundreds at \$14.85.

Canton Crepes
Flannels
Satin Back
Cantons
Creme de Chines
Flat Crepes
Silk Faille
Velvets Bengaline
Charmeen
Georgettes
Twill Novelties

\$14.85
Every Dress
Worth at
Least \$25

Tunics Basques
Directoire
Coat Effects
Straightline
Long and Short
Sleeves
Every New Color
Sizes to 14.



See some of these dresses in our windows, then be here Saturday morning and share to the limit of your needs in this never-to-be-forgotten sale.

A Sale That Will Startle the C
So Extraordinary in Scope--A
Sacrifices--That No Woman C
Supplying of Her Eye

We believe that the values offered in this Anniversary Sale are by big odds the most extraordinary that have been presented to Omaha women in years. We believe it so sincerely that we guarantee every offering on a basis of Money Back if you can equal these values.

Buy Now as You Need

Your opportunity has arrived. The claim, for the year's best in making your plans to supply your garment needs. Be completed until your entire satisfaction has been assured.

Daring Values in Plain
and Fur-Collared

COATS

We know you'll wonder how it can be done, and we will state frankly that were it not for a series of most unusual purchases such an offer as this would be impossible. But the Coats are here. They are priced at \$12.75. There are several hundred from which to choose.

Many have collars of select furs. The style range is complete. Whether you require a size 14 or 46 you can be fitted with equal ease from this lot.

Coats That Should Sell at Twice This Price



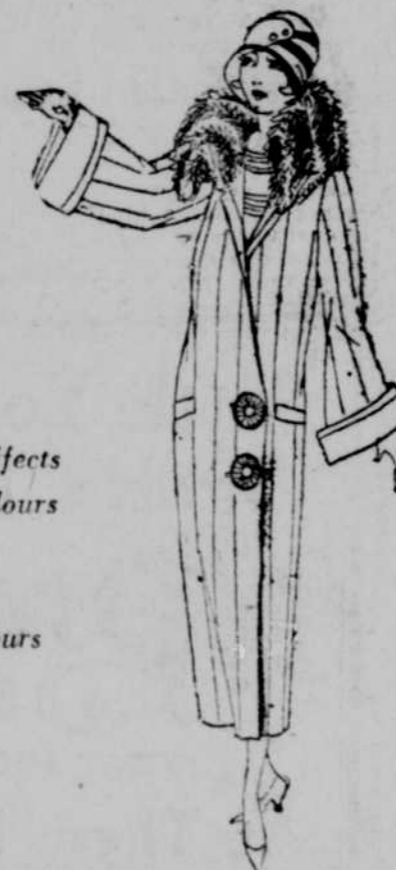
The Styles—

Slender Silhouettes
Swagger Effects
Tailored Models
Dressy Models

\$12.75
Shop
Early
It Pays

The Materials—

Skylow and Novelty Effects
Smartly Trimmed Velours
Rich Overplaids
Shadow Stripes
Blocked Velours



Don't accept these simply as \$12.75 Coats, for you have a real surprise awaiting you when you see the high type of coats we are offering at this price.

The high school girl, the business girl, the woman who wants a utility coat, will find these ideally adapted for her needs.



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Thrilling Values in Hudson Seal
Plush Coats

Pile fabric Coats of unusual richness. Hudson seal plush of the finest, most luxurious quality, fashioned into Coats that have no superior at any price.

- Plain Hudson Seal Plush Coats, self trimmed. An \$85 value... **\$59.50**
- Hudson Seal Plush Coats, with squirrel collar. A \$135 value... **\$99.00**
- Hudson Seal Plush Coat with huge Fitch collar. Regular \$155 value... **\$119.00**
- Deep chin crush Beaver collared Hudson Seal Plush Coat. Regular \$175 value... **\$125.00**
- 48-inch genuine Kerami Coat, self trimmed. \$74.50 value, in sale... **\$49.50**
- Fur Collared Kerami Coat. 48-inches long, beautifully lined... **\$59.50**

A Headline Offer in Anniversary Sale
600 New Silk or Wool

DRESSES

This is indeed the kind of a sale that comes but once in a long time. A big purchase behind it.

Bengfile Trico Suedo
Hal Kord
Satin Canton Crepe
Poiret Twills Satin Face
Prunella Sport Plaids

\$4.97
Values
to
\$12.50

Black Beige
Taupe Brown
Garnet Cinnabar
Navy Combinations
Penny Russet Green

Every size from 14 to 44. A wide variety of pleasing styles.



Pleated Wool Crepe
SKIRTS

Regular \$7.50 Values

\$2.29

Fine knife pleated, all-wool crepe skirts, shown in tan, gray, navy, reindeer, all sizes. The materials alone would cost you more than the price of these skirts.

Relentless Price Reductions on All Our Fine
FUR-TRIMMED COATS

In all probability this is the greatest and most sensational Sale ever announced to you! We prepared it on such a vast scale that the offering is staggering in its immensity! We made the most daring—and most successful purchases in our 18 years of aggressive merchandising, confident that the women and misses of Omaha and for miles around would eagerly respond to a sale if it would save them many dollars on every Coat purchased.

- Coats Worth to **\$50**
In Our Eighteenth Anniversary Sale **\$29.50**
- Coats Worth to **\$75**
In Our Eighteenth Anniversary Sale **\$39.50**
- Coats Worth to **\$95**
In Our Eighteenth Anniversary Sale **\$49.50**
- Coats Worth to **\$110**
In Our Eighteenth Anniversary Sale **\$59.50**

16" and Harney

Orkin Bros
Management — Frank A. Le Bosky

Conant Hotel Building