

We Will Not Be Undersold

That's the foundation of the newer Orkin Bros. store. Every purchase we make is on a basis which will permit us to undersell all competition at all times.

16" and Harney

Orkin Bros

Conant Hotel Building

We guarantee complete satisfaction with every purchase. Your cash refunded for the asking—and we do not ask you to accept "due bills."

Saturday---On Our Second Floor We Launch a Wonderful

Sale of High-Type Coats

A Typical Orkin Bros. Coat Sale, Offering Beautiful Coats, Right When Real Winter is Striking Omaha, at Prices Worth Traveling Far to Enjoy

HUNDREDS of COATS in 3 BIG SALE GROUPS

\$ 23⁷⁵

Beautiful silk linings—rich braiding, embroidery and buttons add to the attractiveness of these Coats.

\$ 33⁷⁵

\$ 43⁷⁵

These marvelous groups of coats offer such a wonderful saving opportunity that we cannot too strongly urge you to take advantage of these extraordinary values. Every advance style is featured—every smart new Fall color—every material—every fur trimming fashionable this season—a selection we believe unsurpassed at these very low prices.

Enchanting last-minute modes just received from foremost New York designers.

The smartest new colors of the season, including the popular cranberry.

Every fashionable fabric from the suede-like textures to the lustrous, deep-pile materials.

Wondrous replicas of the most popular and exclusively styled coats of the season.

FUR TRIMMINGS

Natural Squirrel
Vialka Squirrel
Fine Fox
Golden Beaver
Platinum Wolf
Fitch

Opossum Nutria
Jap Mink

EVERY SIZE, 16 TO 52 INCLUDED

48-INCH MUSKRAT FUR COATS

The wonder Fur Coat offering of the year. Select prime skins, perfectly blended and matched. Full silk lined. A Fur Coat full in sweep. It is yours for only \$95. Can you resist such an offer?

\$ 95

A Real Value at \$150, In Sale Saturday



Rare Values in Rare Styled New DRESSES

\$19

MATERIALS

Satin Crepe, Bengaline
Satin Canton Crepe
Flat Crepe Charmeen
French Flannel, Twills

We are showing in these Dresses the pick of many manufacturers' models, with every new style and interesting new conceits in trimming. The designers have shown their skill and the result is worthy the hearty appreciation and approval of the women of Omaha.



Mokine
Dronga
Deltex
Delco
Furlaine
Brytonia
Downey
Wool
Velvatone
Chamo-
vella
Suede de
Luxe

Marvelous Specials from Our New Self-Serve Store Main Floor

Serve Yourself and Save

Never-to-Be-Forgotten Values in

DRESSES

Search the city over and you will not find a dress that will approach these in style or quality. They were bought at an unusual price concession and offered at practically no profit in this Self-Serve Saturday Sale.

Two Big Sale Groups

\$ 5 - \$ 9

Hundreds of dresses, rack after rack, all plainly marked as to size and price. Come in, look them over, you'll want two or more, for no woman who is a judge of value can willingly pass them by.

Both Silk and Wool Dresses—in all the more desirable colors—every size, 14 to 46. We urge the comparison of these amazing self-serve dress offerings.

Step Just Inside the Door to Find These Dresses

Wait on Yourself---It Pays Big Dividends

Where Else Such Marvelous Values in

COATS

Such assortments, such styles, such materials. Warm coats, fur collars, well lined, offered Saturday in the new Self-Serve Store.

Startling Price Sacrifices

\$ 10 - \$ 15

Every practical color. Warm all-wool coatings, plain and novelties. Well made, jaunty styles, every size from 16 to 44.

No one to urge you to buy, in the Self-Serve Store. Look around to your heart's content. Make your selections with leisure. We urge shopping in the forenoons whenever possible.

Stop and Shop in the Self-Serve Store

