

When we use the word speciai, it is significant and full of meaning, used sparingly and with
care, that the article it advertises is an extra special offering, and will thus appeal to you. We
lave won, and hold the most discriminating clientele in Omaha, because in addition to highest
qualities, people know that we tell the truth about our special offerings. As to the abuse of the
word, that is too apparent elsewhere to need comment.
THESE VALUES QUOTED HEREWITH ARE SPECIALS AND OVERDESERVE the NAME.

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The Conservative Savings \& Loan Ass'n

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Tearing the Label out of a Gordon Hat takes none of its Qualitybut it doe take away the Satisfaction that comes from knowing you have the best. Gordon Hats

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