THE BEE: OMAHA, SATURDAY, APRIL 19, 1913.



All the Highest Class Women's Costumes, Secured at a Tremendous Reduction From One of New York's Most Famous Importers and Manufacturers of Fine Apparel

Never in Western history has a store been so fortunate as to secure women's apparel of such fashionable elegance and such superb quality at a greatly reduced figure. This New York firm sold us, at practically our own price, all their fine imported Spring and Summer Gowns, as well as scores of beautiful adaptations of foreign models. This sale is an event of fashion interest as well as a wonderful bargain occasion.

This sale enables women to buy at a very moderate price a new gown for wear at openings of Omaha's social and country clubs-gowns and dresses designed for resorts, for afternoon affairs, luncheons or elaborate evening parties

THE STYLES The Bulgarian motifs some with low, wide waist lines—m a n y variations of draped costumes - graceful adaptations of extreme Paris & Vienna models

Women's Dresses, Made to Sell Up Te \$40

Beautiful Linen Frocks, hand embroidered crepe dresses,

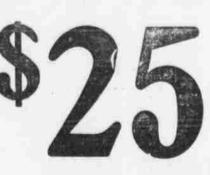
voiles and batiste costumes with dainty trimmings of fine

lace and embroidery, the new plain and fancy ratine dresses

and lingerie frocks. Daintiest of summer apparel......

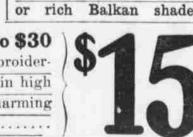
We have assembled in one group the fine evening gowns and robes of rich silk and chiffon. They are masterpieces of elegance. Many are hand embroidered voile and crepe frocks -gowns trimmed with real Irish lace or with filet, shadow or cluny lace. Costumes adapted for the most exacting social affairs of spring and summer. Many of the imported gowns are individual models and cannot be duplicated.

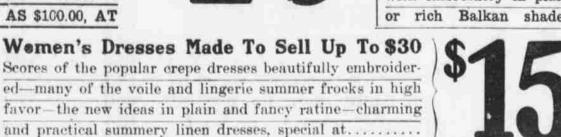
SOME OF THESE DRESSES WORTH \$50.00, SOME WORTH \$65.00, \$75.00, \$85.00 AND EVEN AS HIGH AS \$100.00, AT



THE COLORS These costumes are in all the new and popular Rose shades - Balkan blue -Chartreuse - new green-Dorothy blue-and white with embroidery in plain or rich Balkan shades







7,500 Men's Spring and Summer Shirts in One Tremendous Purchase Overstocked Shirt Makers Sold to Us Just 650 Dozen of Their Regular 75c, 2 BIG LOTS SATURDAY \$1.00 and \$1.25 Shirts. You Can Buy Them for 50c and 65c 75¢and 85¢ Our buyers visited the leading shirt makers in New York last week and bought their samples and excess stock of their leading lines that never

