

Remarkable Purchase of 600 Women's Afternoon Dresses and Gowns, Made of Rich Silks and Worth up to $\$ 35$, home $\$ 12.50$ ning silk one of New York's most prominent wholesale dressmakers we purchased the greatest assemblage of stunnitin aresses ever secured by a western house at the height of the season. This purchase comprised practically the entire stock on hand of this noted designer of exquisite apparel. Although every costume is a beautiful and authentic example of newest style, our cash offer induced the maker to sell to us at a price representing barely one-half the actual value of the merchandise in the market today. Many extreme novelty effects for mid-summer wear. Think of the rare opportunity this presents to the women in need of a dainty summer gown for afternoon affairs, for luncheons, style and harmony of color. The variety is almost unlimited.

meteor, marquisette, radium, bengaline and taffeta silks, The colors are the Balkan blue, Amer ican beauty, Kelley green, apricot, chartreuse, Dorothy blue, Nell rose, purple, maize, pearl, ing shades now in such

## $\$ 12^{50}$

Any woman who would appreciate a charming frock for dressy summer wear will find a genuine saving of $\$ 10$ to $\$ 20$ in this sale. Some of these silk costumes were made to sell at $\$ 20-$-some at $\$ 25-$
some at $\$ 30$ and a few as high as $\$ 35$ each.

10For Women's Tailored Suits, That Are Actually Worth $\$ 18, \$ 20$ and $\$ 22.50$


Are Samples, Values Up to $\$ 20$,


## There Are Rare Values in This Special Sale of Midsummer Hats

Our New York Buyers Secured Immense Lots of Trimmed and Untrimmed Hats From 5th Avenue Wholesalers at Unheard of Reductions Smart $\$ 10, \$ 12.50$ Hats at $\$ 5$ $113^{0}, 15,15,418$ Dress hal $8.88^{\circ}$

Saturday Specials in Millinery Dept. shiond American Beauly Roses | Misses' and Ohildren's Untrimmed Hats
 for trimming fine Fronoh
tilinan flowers, in tive tope
Amerite




Furnishings For Men


Specials in Basement Millinery Section Children's Hats Model Trimmed Hats Untrimmed Hats


 $49 \mathrm{c}{ }^{2 n+1} 69 \mathrm{c}$

Hirsh-Wickwire High Art Clothes

 | $\$ 22.50$ |
| :--- |
| to $\$ 7$, at $\$ 8.50$ and $\$ 5$ |
| 55 |



n in Omaha IS


Special Event Men's \$5, \$6, \$7 Panama Hats at $\$ 2.95$


Men's Suits - Basement



## $83.98 \quad 55.98$ <br> 

Special Hand Tailored Worsteds\&Tweed Suits for Men; New Browns, Greys \& Faney Mirtures

| mate to se sell |
| :--- |
| at 225.00 , at |

## GreatestSaleLeather Bags

EVER OFFERED BY AN OMAHA STORE Bags of Fine Grade-Positively Worth ${ }^{\text {ap }}$ \$6, at \$1 We bought the entire sample lines of a Now York manufacturer at a redinction never before known. These bage are all samples, practically no two ailike. Leathers are real morococo, real seal, real goat seal, real saffein, ota, All shapes all colors
sil sizes. Some lined with oolored leather linings, while some have silk liniogs many have 4 and 5 fititings. Every one a wonderful bargain


Actual $\$ 3, \$ 4, \$ 5$ and $\$ 6$ Values, at
Saturday on 100 Main Floor Each

Great Lot of Leather Bags; Worth to \$7.50, at $\$ 2.98$


