

Prepare for Summer Right Now

Towels

The Best Sale of the Year
It Will Pay You to Invest Well

Just at this season of the year it will pay you to stock up well with the offerings we are making in these Towels. The Linen Department has made special effort for this Sale, and the prices are certainly enticing.

Hundreds of Towels in the Turkish, Huck and Damask kind.

74c Huck Towels, 5c

These are the Huck kind, with fancy colored borders, hemmed ends (not more than six to each customer), each.....5c

124c Huck Towels, 74c

About 200 dozen of a nice quality, bleached Huck Towels, hemmed ends, fancy colored borders, 17x32 inches, each.....74c

15c Towels, 12c

Full bleached Turkish Towels, hemmed ends, soft and fluffy, size 20x40 inches, each.....12c

25c Towels, 18c

Full bleached Turkish Towels, also hemstitched Huck Towels, large size, soft finish (not more than one dozen to each customer), special, each.....18c

39c Towels, 25c

This lot consists of full bleached, extra heavy quality Turkish Towels, also fine linen Huck Towels, a big value (not more than one dozen to each customer), choice, each.....25c

50c Towels, 39c

Full bleached Turkish Towels, with pretty colored borders, heavy quality, large size, very special, each.....39c

EXTRA! EXTRA!

5c Dish Cloths, 2c

These are the close woven mesh quality (not more than six to each customer), very special, each.....2c

Main Floor, Front



The Charm Of the New Summer Frocks

THERE is plain evidence of the tailored influence even in the dresses for Summer wear—and truly Fashion never chose a more smart or fascinating type. This style adapts itself to most any fancy and is ultra-fashionable at all times.

The Tailored Style Frocks feature Shantung and Khaki-Kool Silks, and the introduction of the Smart New Gingham lends a note that is extremely pleasing. Linens, too, vie for attention. For dressier occasions lovely models in Chiffons, Georgettes, Voiles and Nets are shown; beautified with laces, braiding, embroideries and beading.

The laces are lovely patterns of Venice, Fillet and Macrame; effectively pleated or draped, fluffy tunic styles in skirts, with blouses featuring attractive collars, smart sleeves and dainty trimmings.

The Silks, \$25, \$35 to \$50 Linens and Ginghams, \$10, \$15 and \$25

Voiles and Nets, \$25, \$35 to \$50

Coats to Accompany These Dresses

Shown here in Khaki-Kool, Taffeta Silk; Jersey and Marabout trimmed Satins, at \$35.00, \$59.00 to \$85.00.

Second Floor

Brussels Rugs A Beautiful Line

At Prices That Are Exceedingly Interesting

WE are making a most wonderful display of these beautiful Rugs, suitable for any room in the house, but particularly bright and cheery just now for the living and dining rooms.

Now Consider This Fact Carefully—These Rugs are 9x12 feet, and if bought in today's wholesale market we should have to sell them for \$22.50, but because we were foresighted we offer them at **\$16.75**

In another group we have assembled such well known Rugs as Smiths, Yonkers and Carltons and Sanford's Beauvais and Fervacs. These Rugs are seamless, all in good patterns and if bought in the present wholesale market would have to retail at \$40.00—Monday's price here is the lowest we have ever known them to be sold for—9x12 feet **\$27.50** size

Seamless Velvets, 9x12 size, in Tournia, Tehrans and Wilbertons; Rugs that if bought in today's wholesale market would have to bring \$37.50 at retail—but we say for **\$24.98** Monday.

Porch Rugs In Large Variety Rattania, Herringbone and Crex

9x12 feet Crex.....**\$9.50** 4 1/2 x 7 1/2 feet Crex....**\$4.50**
8x10 feet Crex.....**\$8.50** 36x72 inch Crex....**\$2.00**
6x9 feet Crex.....**\$6.00** 27x54 inch Crex....**\$1.25**

Third Floor

Our May Sale of Lingerie Offers Many Exceptional Values

A VERY DECIDED SUCCESS has attended each day's sale, and now we offer fresh lots of this snowy white, crisp, new Underwear for Monday's selling.

Gowns cut full and long, trimmed with dainty lace and embroidery yokes. Envelope Chemises, correctly sized and trimmed with fine lace and embroidery insertions. Skirts cut full and made of good quality Lingerie Cloth, with lace or embroidery flounces. Dozens of styles to select from.

Special, at **\$1.35 and \$1.95**

Grouped together are a lot of Gowns, Skirts, Envelope Chemises, in styles too numerous to mention; beautifully trimmed and neatly made, at..... **\$1.00**

Crepe de Chine and Wash Satin Gowns, Skirts and Envelope Chemises, trimmed with fine laces and insertions; offset with ribbons; many styles to select from; special, at..... **\$4.95**

Second Floor

NEMO Corsets--Correct in Every Way

Summer Corsets for slender figures, extremely light weight and comfortable. **\$3.00 and Upward. NEMO.**

Nemo Sport Corsets, with elastic inserts at side to permit ease and comfort when dancing, on horseback, or practicing any kind of sport.

AND ABOUT SERVICE—SUPERIOR SERVICE. We have expert corsetiers here at all times, to choose the correct model for you and fit it perfectly. You will experience the greatest amount of comfort and obtain the greatest satisfaction from every model you purchase here.

Second Floor

Prepare for Summer--Now

Curtains, Hangings, Porch Shades, Hammocks
Everything for your summer comfort and convenience at prices that are very, very moderate.

Cretonnes

Most complete line ever shown. Just the proper thing for your porch. Large range patterns and colorings. A price for every purse.

Porch Shades

Large and complete line Porch Shades, in 4 feet wide, 6 feet wide, 8 feet wide, etc.

Hammocks

Just received beautiful line Hammocks. Enjoy your lawn or porch. In price from **\$10.00 to \$19.98**.

Hangings

Scrims, Voiles and Marquisettes, large range in White, Ivory and Beige; extra special, per yard... **19c**

Window Shades

Window Shades (water color), 32 inches by 6 feet, complete, ready to hang; special, each..... **29c**

Voile Curtains

Beautiful new line Voile Curtains, lace trimmed; extra special, a pair..... **\$2.98**

Third Floor

Wall Paper

We quote some remarkable values for Monday which will be of interest to those wishing to redecorate during this month of House Cleaning.

All our 9c and 10c papers, with borders and ceilings to match; special, roll..... **6 1/2c**
A large variety of good-looking papers in light and dark colors; suitable for Dining and Living Rooms and Kitchens, cut borders to match, tomorrow, roll..... **9c**
New effects for Downstairs Rooms, positively the newest designs and colors, every one worth 30c and 35c; Monday, a very large selection, roll..... **17c**
Bed Room papers, every one suggestive of the newest; you will be pleased with our display, special, only..... **12 1/2c**
Washable varnished papers for Kitchens and Bath Rooms, sold daily for 25c and 30c, Monday, special..... **16c**

Third Floor

Extraordinary Sale of BLOUSES

Handsome **\$12.50 to \$22.50**

Dress Blouses
\$10.00

And let us say right here that your Ten Dollars never bought more in the way of Dress Blouses.

Fillet Lace-Trimmed Models, Irish Lace-Trimmed Models, Hand-Embroidered Blouses, Russian Blouses

All brand new merchandise, in a clearaway sale to make room for new fixtures which we are about to install.

Colors are: White, Flesh, Rose, Peach, Nile, Emerald Green, Primrose, Blue, Navy, Green, All Suit Shades.

Second Floor



Buy Munsing Underwear

And You Will Have
Lasting Satisfaction

No other underwear that we know of fits so well, wears so well, or gives such great satisfaction. We are showing complete stocks right now—better get your Summer outfitting.

Munsing Union Suits for women; particularly fine for fit and wear—regular sizes are 75c. Same garment in out sizes, at..... **90c**
Munsing Union Suits, tight or open knee, regular sizes, at..... **\$1.00**
Out sizes, at... **\$1.25 and \$1.50**
Munsing Union Suits, fine fit, tight knee, a splendid out-size garment, at..... **\$2.25**

Main Floor

White Goods in Great Array The Season and the Sale Is Here

No daintier or prettier White Goods—and certainly no other prices so moderate. You will want these every day—better buy them when you may save.

White Gabardine, good, firm Twill, Wool Finish, for Suits, Skirts, Middies, etc., 36 inches wide, per yard..... **50c**
Sheer, Crisp Organdies, Voiles, Embroidery Novelties, pretty patterns for Dresses and Waists, 38 inches wide, per yard..... **35c**
15-inch White, Sheer, Crisp Transparent Organdy, 50c value, much in demand for Dresses and Waists, per yard..... **29c**
36 and 40-inch White Dress Fabrics in Cords, Checks, Satin Stripes and Plain Gabardine, per yard..... **15c**
40-inch Imperial English Nainsook, snow white, soft, silky finish, excellent for fine Undershirts, 12-yard bolts, per bolt..... **\$2.69**
3 more cases of Imperial Long Cloth, Chamois finish, 36 inches wide, free from starch and fine white, 12-yard bolts, per bolt... **\$1.49**
Splendid quality fine, Crisp White India Linon, 28 inches wide, special, per yard..... **15c**

Basement.

Domestics Down in Price Get Full Share of These

40-inch finest Printed Voiles, all the wanted Neat Printings and Black and White Stripes, per yard..... **15c**
36 in. Best Grade Tissue Voile, made from Finest Egyptian Yarn, Fast Worn Colors, per yard..... **25c**
Beautiful "Leno" and "Tropical" Suiting in all the new sport shades, for street and outing Skirts, Golf and Tennis, Suits, Coats and Skirts, per yard..... **25c**
27 in. Dress Zephyrs, Best Grade, Hundreds of Pretty Plaids and Checks and Fast Worn Stripes, per yard..... **15c**
36 in. Dress Percalés, Light and Dark Grounds, neat Dots and Figures, Best Grade, per yard..... **12 1/2c**
The Genuine "Claremont" Dress Batiste, sheer crisp fabric, the 3rd Reliable Wash Material, per yard..... **10 1/2c**
Beautiful 36 in. Woven Madras in all the neat woven Checks and Stripes, Beautiful Color Combinations, per yard..... **15c**
Fine Sheer Dress Voile, 27 in. wide, Neatly Printed, Fancy Checks and Figures, 12 1/2c value, per yard..... **9 1/2c**

Basement

A Splendid Sale of Beautiful Silks

One of the Most Notable Offerings for Monday
THESE ARE ALL beautiful, RELIABLE Silks, and the prices we quote are really sensational.

This has always been the Silk Center of Omaha—and this Silk Aisle never offered better values than those we quote for Monday.

Silks, Worth \$3.00 to \$4.00,
at **\$1.95**

The newest and most wanted silk fabrics at ABOUT HALF PRICE—think of it! Plain and novelty Khaki Kool, Rookie and Printed Radium, in the new hand blocked designs, in a beautiful range of colorings.
\$2.25 40-In. Taffeta, \$1.50 Yd.

40-inch Imported Chiffon Taffeta, in plain and changeable effects; extra good weight; soft finish; a splendid value at this price.
\$1.00 White Wash Corduroy, 59c Yard

32-inch White Corduroy, for sport wear; will launder perfectly.

Satin Messaline and Chiffon Taffetas, **\$1.00**

36-inch, in a splendid range of new street shades. Good weight and soft finish.

40-Inch Plain and Novelty Silks, 98c

Crepes, Chiffons, Marquisettes and Grenadines, including the new printed and gold and silver embroidered effects; values \$1.75 to \$2.50, at 98c a yard.

Satin Stripe Shantung, \$1 Yard
32 and 36-inch, in beautiful range of color combinations; will wash and wear perfectly; well worth \$1.50.

Main Floor, Aisle of Silk

Wonderful Art Embroidery Offer

Hand-Embroidered Show Pieces
Half Price

THE SUPERB PIECES that we have used as models are now priced just half. Every woman will appreciate the remarkable significance of this offering. In every instance the work has been accomplished with the greatest care and the most beautiful pieces shown anywhere are now offered to you at 50c on the dollar.

Scarfs, Center Pieces, Pillows, Lingerie, Children's Dresses, Rompers, Boudoir Caps, Dressing Sacques and a good assortment of Fancy Goods—HALF PRICE.

Hand embroidered Centers, trimmed with Cluny Lace, 36-inch edge, \$10.00 value, at

Hand embroidered Scarfs, trimmed with Cluny Lace, \$10.00 value.....

Hand embroidered Waists on Voile and Batiste, value \$10.00, at.....

Hand embroidered Night Gowns, with hand crocheted yokes and medallions, \$10 value, at

\$5

Other Pieces Priced This Way:

\$6.00 Scarfs, for..... **\$3.00**
\$5.00 Children's Dresses..... **\$2.50**
\$1.50 Madeira Towels..... **75c**

Third Floor

