OMAHA BALLOON Troop arrives at EaStern Poort
Fifth Squadron, Designated a Eleventh and Twelfth Com panies, Reported Read


Check Off the Items You Want and Come Prepared to Buy

| Wherever Quantity |
| :--- |
| Lasts These Items |
| Will Be on Sale Both |
| Friday and Saturday. |


| But |
| :--- |
| We |


| Bargain |
| :---: |
| Sades |
| Early |
| Shopping |


| In This |
| :---: |
| Big |

Domestics













aynat........












Knit Underwear


Lidio' Fine Litlo slogoter







## Hosiery



## The Economy Center of Omaha

 Headquarters for Thrifty ShoppersEvery day "conservation" becomes a bigger and bigger factor-economy of the right kind will help to make us successful in winning the war. Economy consists of purchasing the right kind of materials and all other needfuls at, prices that will make a real saving.

> It is only stating the conservative truth, when we say that this Immense Basement has never before been better able to demonstrate its wonderful buying power and prestige. With an immense area of selling space (the greatest west of Chicago), we are enabled to display and sell more goods than any other Basement Store in this Middle West-and consequently we are able to buy in greater quantities and at lower prices. Our"saving we share liberally with you in prices that are lower than anywhere else.

## This Is the Economy Center of Omaha

## Because It Gives Back to You the Greatest Savings

## WONDERFUL DRESS BARGAINS

## Over 600 Splendid Garments




Just about 200 Suits in all, with full lined pants; the full belt models and pinch back in brown, gray, Mlue, plain colors and mixtures. These are exceptional good values today and will make the boy a dandy suit for school sizes 6 to 17 years, at
$\$ 4.25$
About 50 Mackinaws priced for quick clearance These are the better grade mackinaws, in brown, blue and red plaids. You will be wise to buy these for next winter. Good weights; sizes 6 to 17 years.


Hundreds of New Trimmed Hats in shiny straws in all Hundreds of New Trimmed Hats in shiny straws in all with ribbons flowers and feathers;
special................................ \$4.95 600 New Sample Trimmed Hats in Pokes and Sailor
 worth $\$ 3.25$ to $\$ 3.95$, at.

SPRING WALL PAPERS
Just at this time when you are thinking of redecorat
ing your rooms we offer you complete stocks of the very ing your rooms we offer you complete stocks of the very
latest and newest designs to choose from at very unusual prices.








## Women's

 Novelty Boots $\$ 3.95$Gray Calf Boots; 9-inch ace; welted sole, plain Dark Brown Vamp with White Kid Top. 9 -inch 1ace;
heel.
ici Kid Vamp; White Kay sewed sole.
White Canvas Lace; 9 hand turned sole.
White Calf 9-Inch Lace
Boots; plain toe, 2inch leather heel.
Black Calf Vamp; Gray eather Top; 9 -inch lace ilitary heel; welted sole Black Vamp; White Kid Top; plain toe, McKay ewed sole; military heel.
Sizes $21 / 2$ to 7 . Widths
$\$ 3.95$ a pair

Rug Offerings
Four items that are ex ceptionally interesting th good wearing qualities.
7x54 Hit and Miss Rag Rugs, $\$ 1.00$ value, 79 c special, each.
Brussels Rug Remnants egular $\$ 1.00$ values, spe cial, \& yard, 49

7x54 Axminster Rug $\$ 3.75$ value, spe- $\$ 2.98$ cial, each, at
27x54 Velvet Rugs, regu
lar $\$ 2.98$ value, $\$ 2.25$

## Supply Yourself With

 Linenswhen you can buy items when you can buy items like these at the low prices
we quote.
Table Cloths, \$1.39.
These are two yards long,
in a range of pretty pat-
erns, made of a fine qual-
ity mercerized Damask; wears and launders like
5c Table Padding, 30c. his is the fleeced quality 54 inches wide, to protec your table; also for iron-
ing pads; special, a yard,
$\$ 1.25$ Towels, 69c. Full bleached, extra heavy double twisted yarns, so called "Jumbo" Bath fections; special, for Friday, each, at . .......69c
EXTRA-Soiled Table
Cloths $1 / 4$ Off.
One lot of salesmen's sam-
ples; Table Cloths in hemtitched or scalloped ends lightly soiled from di playing; regulation size
at $1 / 4$ Off regular prices.

