

come and share in this sale of Oranges. Figure this

our regular stock, a nice assortment of \$30.00 and \$35.00 Suits, and arranged them in a special group for Thursday's selling, repriced downward to \$22.50.

WE HAVE taken from

All splendid models. new coat styles, loose back, ripple back, tailored, Eton, Norfolk and plain tailored models.

In Serges, Gabardines, Poplins and Poiret Twills. Also the mannish striped Worsteds, in pencil striped design, and the black and white shepherd checks, some button and braid trimmed, most of them have over-collars of pique, silk or moire.

Very Special for Thursday, \$22.50 Second Floor



price against the prevailing market figures and you will want to stock up generously.

Remember, no restrictions on quantity as long as this lot lasts on Thursday. We were fortunate enough to buy a great quantity of these and the concession we obtained comes to you in the little price we have quoted for Thursday.

Come early, because even this big quantity will not last long. None sent C. O. D. No Mail or Telephone Orders. And none will be delivered. Basement.



The entree of women into the business and workaday world, has made it imperative for her to adopt radical changes in-her wearables, and after months and months of study, the "Nemo" Corset people offer this "Self-Help" model with the assurance advanced to every woman that she will find it the most efficient, comfortable and stylish corset that she can wear during working hours.

> Our expert Corsetieres will be pleased to show you the two lat-

> est inventions embodied in Self-

Help Corsets and you will be

sure to enthuse over them.

flatten the abdomen, hips and

thighs, preventing strain and re-

lieving physical weakness. The

belt can be readily adjusted by the concealed lacings on the

The new suspension stays,

side.

Adjustable reducing and supporting bands, which reduce and



Every Child Says And after all, it is what the child thinks of the Footwear he or she has to wear, that counts.

If you fit little feet with the proper kind of a Shoe, it will grow right, will be a comfort instead of a source of annoyance and real pain and worry to the owner-and if you fit them with "Billiken" Shoes, which are made over the same pattern that Nature makes little feet, you will find they will train little pedals in the way they should grow.

Just now we are exploiting the Summer Footwear, and we are showing a most complete stock in all sizes.

Billiken Shoes have three excellent points of merit that every mother should know.

FIRST—Flexibility— As easy on little feet thing little toes to the tender little feet. FIRST-Flexibility- SECOND - The Na- THIRD-Not a Nail

These points have a direct bearing upon the general health of your child, and they are feet features that should not be overlooked. Priced according to style and size.

Main Floor, Rear

New Pin-On Millinery Service Specializing On Hats for Matrons

at little outlay.

sizes for misses and women,

over middy style, all

exceptional offerings

bright shades

The Pin-On Service has hundreds and hundreds of devotees in Omaha now, in fact it has been a wonderful success right from the start. Scores and scores of women like to have the privilege of selecting or changing the trimming to be put upon their Hats and this Pin-On Service fills that need admirably.



\$4.95

Sweaters---The Latest Styles

At Very Moderate Prices

EVERY WOMAN wants a good Sweater in her wardrobe,

especially when the outdoor season and sporting time has

come around again. When it is possible to purchase just

the style you want, in the right colors and pay as little

as these prices quoted here-you can satisfy your wants

Shetland Wool Sweaters, new styles, for the Summer

season, in all the bright Summer shades; trimmed in white

contrast at the pockets, cuffs and collars; wide belt;

Slip-Over Middy Sweaters, purled at waist line and cuffs; a deep collar with color combination, breast pocket; some with Angora collars; all fashioned after the new alip-

Second Floor

You pay for the shape and each piece of trimming sep-- arately, so a Hat can cost as much or as little as you please.

Now, for Matrons, We Are Showing

a particularly broad and comprehensive display of Hats of Black Lisere Straw, with edges of horse hair braid, Maline or pleated lace.

For adornment, flowers in old blue, purple and gray or smart ribbon effects. Small, close-fitting Hats with narrow brims.

The styles that make women in middle life look younger. The smart styles that every woman will like are here.

And---Practically All the Styles Are Under \$5.00 Second Floor



