

Bee Want Ads Are Business Boosters.

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of efficiency and discipline our army and navy nurse corps must be given "In Canada," the committee states, "the king's regulations and orders for Canada militia gave in 1910 the rela-tive rank of lieutenants, captains and in some instances, majors, to army

The Comrade club is proving to be know it only too well ourselves.' Still It is planned to give the dances at nother states: 'The American nurses Keep's academy, beginning the first

doing overseas duty feel the lack of of June

"Once to every man and nation Comes the moment to decide In the strife of truth with falsehood For the good or evil side.' --- Lowell

Our school copy books used to tell us that

"Habit Is a Cable"

Habit is a wonderful thing, the law of averages can be calculated almost to a nicety, based on habit-we keep a diary, a daily record-covering conditions, circumstances, temperature and everything which in any way influences or affects business.

Each year, about this time, we stage a

Great Cut Price Sale Women's Suits

No particular reason for a sale this year. Styles are so staple. Prices on materials, labor, etc., still advancing, that it would seem to be the better part of wisdom to hold on and maintain prices-but-and here's the rub-our customers have certain habits also; they know our habit and so they expect a sale, and we are not going to disappoint them.

Here Goes Then-Two Wondeful Lots for Saturday

In the first lot of Suits there are Navys, Rookies and Checks; sold up to \$35.00, at \$21.50.

In the second lot-Genteelest of models, Jersey Weave, Poiret Twill, French Serge and Trico-tine; formerly up to \$45.00, at \$29.50.

It's a wee bit early for cut prices on Skirts, but luckily for us and you, we bought a lot very favorably, away under today's prices.

So Saturday you will get White Gabardine Skirts, \$5.00 value, for \$3.95 each.	And by the way—we have a wonderful collection of choice Wash Skirts from— \$3.95 to \$10.95
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Blouse Business Brisk

Plain colorings are popular. Organdy and Voile: high or low neck; pink, lavender, cadet, corn, rose, \$3.95 each.

Very big values in White Voiles, \$1,98 and \$2.50 each.

Junior and Children's Section Suit Sale here also Saturday.

For bigger girls and smaller women, latest of materials and most stunning styles.

Pick of a great lot on Saturday, at \$17.50 each.

You will find Navy Serges, Navy Whipcords, Navy Poplins. Rookie Twills and Jersey Cloths.

There was a crisis when the great American, James Russell Lowell, penned the above lines. There are those who felt that we here in Omaha had reached a crisis. And now we shall see what we shall see. Make your own application-and then let us all pull together for a "Greater and Better Omaha"-every sincere citizen can subscribe to that slogan-and if we act as we shout "All's Well With the City."

going to advertise, but we'll have our usual

good values. We are not going to ask you

to come in the morning-for you'll please

yourselves. Come when you can-we'll do

the Toilet Goods Section again on Saturday.

Oh, we are a great crowd, spending good

money each week to have the dear people

take our goods away at cost-or less. That's

what the cockney would call "deucedly

Palm Olive Shampoo, 44¢ bottle-2

Palm Olive Cold Cream, 22e-and one

Colorite or Jetum, 19c. Pebeco Tooth

Paste, 34c. Non Spi, 39c. Wright's Sil-

ver Cream, 17c. 4711 Glycerine Soap,

15c. Colgate's Tooth Paste, 23c. Jer-

gen's Soap (violet), 3 for 25¢. Cuticura

Soap, 19c. Hind's Honey and Almond

Cream, 36c. Physicians and Surgeons Soap,

Se cake. You don't have to buy something

else either in order to get these goods at these

clevah." Here are the foolish prices:

"The Follies of Merchandising" occupy

We Crossed the Saskatchewan on the Ice

the best we can.

cakes of soap FREE.

cake of soap FREE.

prices.

A good many years ago we went chasing | most went into the highways and hedges to gold away up in the land which then was | get additional help for them. We are not spoken of as the "Frozen North." We slept out on the prairies every night under buffalo robes, and broke the ice for water for cooking, washing and to use as a chaser. Oh, what a grand and glorious time we had. These thoughts comfort us as we write, and we would fain transfer a little comfort to you in this sizzling weather. We wonder if your underwear clings lovingly to your skin today and whether you have that sticky, all-overish feeling. There's comfort for you, too-yes, joy, if you will-for Saturday we place on sale all the cool, cooler and coolest makes of underwear-

Oh, Boy! Try the Nainsook Athletic, checks, plaids, or plain, 79¢, \$1.00, \$1.25, \$1.50 or \$2.00.

Knitted Lisle, high or low neck; long, short or no sleeves at all; knee length or to the ankle, \$1.00 to \$3.00 each.

"Please don't advertise Hosiery or Underwear for Women for Saturday," said the women who have charge of our Underwear and Hosiery-"Unless you advertise for Sat-urday morning only." "Last Saturday," said they, "we were absolutely swamped in the afternoon." We know they were, for we al-

To My Mother

"Mother, I know, my fault be what it may, Your lips are 'gainst my cheek, your hand in mine;

Yours is the only love that lasts alway. The nearest thing I know to the Divine."

These beautiful words of Katherine Morse, come to us with the thought that Sunday is Mother's Day.

On Saturday take the time to see "Cobbs" Gift Box for Mother. Designed specially for this day, filled with sweets of unusual goodness-that you, if you were an not only national, but international-threatexpert in candy, would like to select for the | ens to make Omaha famous.

dearest sweetheart in all the world. Packed at 80¢, \$1.00, \$2.00, \$3.00, \$5.00 the box.

Perhaps you will be dining with Mother Sunday! Take a little hint from me-Saturday morning early, telephone "Cobb," Douglas 51-say: "I am going to take dinner with Mother tomorrow and I want you to send Mother's Day Ice Cream-the special kind, made from fresh Strawberries, Pineapple, Lemon or Red Rasberry Ice." Try it on Mother. "Cobbs" Candy Department is the most famous in these parts-and its fame is

Coats at \$10.00

Based on today's reckoning-perhaps the best buy of all. If we could place before you properly a price comparison, there would be a great rush. Coats for misses, juniors and children.

Important From the Hattery

Hats for every age. All the finer trimmed to go, making ready for the straw reception. Sold up to \$20.00, will go at \$8.75.

Then there's another lot of Trimmed Hats, some simply trimmed, almost to the point of severeness- having only a ribbon, at \$4.95.

From the Lon-jay-ray Section comes tidings of a Gown Sale-

Night Gowns-What a joy to get off and away from the heavier robes de nuit of winter. This lot shows all the dainty touches so dear to the affections of refined women-lace trimmed with just the right amount of embroidery. Cut full; fetching to look at and cool to wear, \$2.69 they look like \$5.00 value.

Summer Corsets-What a relief from heavy winter harness! is here in the summery type for sport wear. Elastic top, mercerized materials, \$2.50 each. Real joy for hot days.

Camisoles in lively demand. Especially those of Silk or Wash Satin, \$1.39 and upwards.



Warm-weather Silks will hold the boards on Saturday. Tub Silks, Shantungs, Wash Satins-and all the bestthings made by Mallinson & Co.

If you were to ask us for advice-we should be compelled to say: Wise Women Who Wear Gloves Should Buy NOW."



