

# We Are Coming With the Dollars 100 Million Strong That Will Be the Answer to the Call from the Red Cross 

# The Drive will be on in a few days, and it should be ended in a few hours. We hope we will not hear the hackneyed phrase, "It's Nothing But Calls and 

 Give." Some will perhaps change it to "I'm So Sorry, But My Income Tax Falls Due Next Month, and it's Pretty Heavy." For God's sake don't give that answer when you are asked to give for the Aid and Succor of the Boys Over Yonder. They offer their All on the Altar for You and Me. Their income tax won't bother them very much. "The quality of mercy is not strained, it droppeth as the gentle dew from Heaven," blessing alike the giver and the givee. Is it not amazing that a nation so ready to adopt the gentle Will and almost claim him as their own, should be so merciless. Part of the camouflage game they have fooled the world with. They never could in their hearts, have had any use for Shakespeare. Oh, Attilla, how we have libeled your memory in recent comparisons; if your shade hears us, accept now, our apology.Let's Talk of Clothes and Things We Need
The needs of the hour. It's Wash Goods now. Cool, clean, tubby fabrics. In the West Aisle you'll find them holding a reception. 28 colors (count 'em) in 40 -inoh Voile-sheer and attractive.

## 40 Cents the Yard

Here is a Special. A gathering of odd pieces; novel weaves, unusual designs; fabrics such as Voiles, Crepes, Organdy, etc., handsomely printed. 69 cents. Sold before for much more.


#### Abstract

We Could a Hosiery Tale Unfold Would rouse your interest and awaken your desire; suffice it just to state: We have the wanted Whites. The colors, too, to match the gowns, boot or slippers. Still able to Mercerized Thread (i.nfashioned) 59 cents the pair.

Mercerized Lisle, full fashioned, for 75 cents the pair. Pure Silk with Lisle Tops, all shades and Black and White, $\$ 1.00$ pair. And for yet a little while the old number 198 at $\$ 1.50$


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## Knit Underwear!

Regular and out sizes, 69 and 79 cents a suit. These are the lace trimmed Union Suits. Rather a rara avis in the Under-
wear business these days. We would urge a morning visit, wear business these days. We would urge a morning visit,
but it isn't a bit of use; we know you'll come when you feel like it. And you'll be as welcome as the flowers in May.

## Men! Just a Word in Your Ear

We have already bought our stock of Shirts for next Autumn, and we want to say to you that a decent Shirt for
less than $\$ 2.00$ is likely to be all-fired scarce.

We happen to own a fine assortment of
We happen to own a fine assortment of Shirts made from Madras and Percale, laundered with soft euffs and they
go on sale Saturday at $\$ 1.19$. There will be those who will buy go on sale Saturday at $\$ 3$ and 6 . How about you? Looke will be those who will buy Shirt stock and be wiṣe.
Last time we wrote of sizzling weather and sticky underwear the thermometer dropped almost to freezing next day. If we t
hand.

You can bet your last simoleon you won't need your flannels for a while. For comfort we have Knitted Lisle and
Cotton in all good shapes. Nainsook and other weaves in Cotton in
Athletics

Would ye woo Morpheus? We have opened up and have placed on sale Men's Muslin Night Robes, cut full, good length and of summery weight, at $\$ 1.00$ each for Saturday.

Come, Take the Elevator Now With Me
I would tell you of dainties in Lingerie for women of re-
.
Bloomers blossom forth as first choice perhaps for now. No extra bulk of material. Snug and trim, the appea aing gar
ment. Softest cotton garments in flesh and delicate colorings. ment. Sortest chine and Wash Satin, \$2.95, \$3.50 and upwards.

Bewitching Crepes done into Bloomers, flesh tints, narow hemstitched ruffle, $\$ 1.39$ is a special price for now. Shadow-proof, petticoats of white in full ruffle or th
horter athletic shape. The shadow feature is a necessity. Sateen .. $\$ 1.50, \$ 2.00, \$ 2.50$ Bedford ....... $\$ 1.75, \$ 2.50$

 Newest things in night wear. Pajama Gowns, in tints of
flesh, ing. $\$ 2.75$ to $\$ 5.00$.

## Down in the Basement

A display of Abalone Glass Saturday. Fruit bowls, flower bowls, bon bon dishes and vases. 79 cents each. Bud vases, $\mathbf{2 5}$ cents; mustard jars at 65 cents.
Here is one place where high prices won't scare you.
The stellar event of the Spring season is here, the time when we make the $\$ 25.00$ Suit price.

Saturday We Will Include a Lot of Dresses
Stylish Suits, this season's crop, and Dresses in the latest mode. Materials and colors most popular.
An event of importance, which this year of grace, or is it disgrace, should not be lightly passed.
Just as sure as eggs are eggs-if
Suits or Dresses as eggs are eggs-if you are interested in Suits or Dresses at a bargain price, you'll lose out if you wait
until the arter unti1 the afternoon.
15 or 16 High Class Model Suits to sell Saturday. Poiret Twills, Tricotines, Sedges in Navy, Khaki and many other
popular shades. $\$ 42.50$ on Saturday. They were $\$ 59, \$ 65$, popular shades. $\$ 42.50$ on Saturday. They were $\$ 59, \$ 65$,
$\$ 75$ and indeed as high as $\$ 87.50$.

Aristocratic Gingham Dresses, all the rage, are here, White Wash Skirts, an early purchase, at least one-thir under present market prices. $\$ 2.98, \$ 3.95$ and $\$ 5.00$.

## The Kilpatrick Blouse Stock

Is different. Meant to be different. The Custom Tailor air is here. A chieness, if you please, utterly foreign to the ordinary shop. And we have lots of them to choose from. Although we don't aspire to having the biggest stock, Best is Lingerie. So attractive and summery.

Silly Prices Saturday, as Usual, on Toilet Goods Pebeco Tooth Paste, 33 cents; Hind's Almond Cream, 34 cents; 25 -cent size Amolin Powder, 18 cents;' Colorite or
Jetum, 19 cents; 47 cent White Rose Glycerine Soap, 15 jetum, 19 cents; 47 cent white Rose Glycerne soap,
 Surgeons' Soap, 8 cents; Woodbury's Facial, 19 cents Wright's Silver Cream, 17 cents; Palmolive Shampoo, 44 cents; 2 cakes of Soap free; Palmolive Cold Cream, 22 cents 1 cake of Soap free; Rubber Cushion Brushes, 59 cents each.

## Eat Sweets and be a Patriot! Is it Possible!

The women, bless their dear hearts, wouldn't touch anything with a forty-foot pole if they thought it wasn't patriotic It is possible to cater to, your sweet tooth and not be unpariotic. Hoover says so. We quote: There are at least four
groups of candy made from absolutely wholesome ingredients which are plentiful. Here they are: Chocolate and Cocoa Candies with centers of nuts, fruits, fruit pastes, marmalades, jams and the like, especially-the old-fashioned Chocolate Creams and the uncoated Soft Candy, such as Nougaties, Uandies such as Lemon Drops Stick Candy Fruit Tablets, Candies, such as Lem Bittle, Glace Nuts and the like-containing a large portion of corn syrup and molasses. The other 2 groups we'll mention next week.

It goes without saying that there are Candies in name only, which, by any other name, would taste as sweet.

Cobb's is so different-different in ingredients-different in makeup-different in taste-different in purity. It's ens to make Omaha famous, which has an international reputation; fitt for kiddies to eat and loved by their elders. Cobb's telephone number is Douglas 51. Are you ready to use it?

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