

**New Arrivals in Navy Suits**  
Featured at a Moderate Price "Dress Up Week"

COPIES of high class models reproduced for special selling. Smart, boxy type and Russian Blouse models that are proving their popularity. We mention three particularly splendid models that may be found in these values for Monday selling.

At **39.00**

**Model A.**

Very clever Box Type suit, eton collar, fancy stitched border, Tricolette Vestee in Sand with Navy embroidered motif; novel buttons, fancy Foulard lined, especially good from 16 to 33 size.

**Model B.**

Beautifully tailored, one button front, collar and notched revers, ornamented pocket design on border of coat, buttons and embroidery motif; fancy Pussy Willow lined; in splendid styles, sizes 36 to 44.

**Model C.**

Russian Blouse, fancy scalloped button trimmed peplum, peau de cygne lined; fancy silk collars and Vestee, pleated border on jacket. Very clever, youthful mode, 16 to 40.  
SECOND FLOOR.



Victory Time Peace Time Spring Time  
Away with the Old Clothes...  
on with the New...Dress Up-its

**"Dress Up Week"**  
Omaha, March 31st-April 5th

IN The New Spirit of things, every man, woman and child and every home will want their appearances in tune with this wonderful Peaceful Springtime and new life—and so—

Dress-Up week brings to the people of Omaha and vicinity a chapter of this new era and this new life in the way of special displays of new clothes for the person and the home.

During this event we shall exemplify the phases of our Superior Service in style and merchandise.

The curtains to our Great Display Windows for this event will raise at 7:30 o'clock, Monday evening

**Frocks—New and Different**  
Make "Dress Up Week" Selection Interesting

NEW arrivals that feature season's newest novelties, fancy Pompadour Taffetas and Georgettes, Tricolettes, Satins and Meteors. New shades present, Henna, Fawn, Beige, Foch Blue, Navy and Grays, Taupe and Silver.

Fascinating draperies, embroideries in contrast or self tones, braidings and beadings. New loose three-quarter length sleeves, combinations of Georgette with all fabrics are notes of distinction. Special showing for "Dress-Up" Week—  
45.00, 60.00 to 95.00

**Popularity of the Dolman increasing**

New models developed in Tricotine, Poiret Twill, Erora, as well as Satins and Tricolette, beautifully lined, novel stitching and embroidering, as well as clasps and buttons are style features. Colors fancied are Fawn, Navy, Castor, Henna and Egyptian Reds—  
58.00, 75.00 to 125.00  
SECOND FLOOR.



**The New Springtime Millinery**

Assembled in "Dress Up Week" Displays

As interesting an occasion as has been announced in sometime is this showing planned by the Millinery Section to mark the "Dress-Up Week" presentations.

**A Special Showing at 18.50 to \$25**

Transparent Hats. New large, droopy shapes with crowns of Lisere and brims of finest quality, three-ply maline, in solid black or solid navy, trimmed in wide Satin Ribbons, Flowers or Glycerine Ostrich, in sweeping fancies. Ideal dress or afternoon Hats for club wear. And then

**Sailors, Directoire and Watteau Modes for Tailored Wear.**

With crowns of Spanish Coques, trimming of self material; colors, black or navy with natural coque. New York's latest fad, first shown in Omaha by this store Monday.  
SECOND FLOOR.



**Style Notes**

As Compiled by Our Store Shopper ...

**Children**

Mothers must surely see the dainty confirmation and graduation frocks. Lovely white Georgette frocks made over lace-edged net foundations, and trimmed with little frilly-ruffles of the material, and tiny hand-run tucks.

Another beautiful frock that would do admirably for little sister's dancing dress is of flesh Georgette over a white net foundation. The baby waist is trimmed with little ruffles of the crepe and the entire waist is outlined with a fluted sash of narrow blue satin ribbon. The skirt is made with a ruffled overskirt just like big sister's.

We are showing such smart silk frocks for the school miss. One particularly attractive model is of tan taffeta. The waist has a simple neck outline and has corded tucks in a checked effect. These same corded tucks appears in the check effect on the bottom of the skirt, and in straight lines forming a yoke effect, and outlining the pockets, which are made of peacock blue silk.

Still another smart dress is of navy blue Taffeta, having an overskirt finished with a double ruffle of the silk. It has a plain little waist with the rounded neck line, which is trimmed with a wide band of wool embroidery in Victory Red and beige color. It has bell-shaped sleeves in Georgette Crepe with trimming bands of the wool embroidery.  
SECOND FLOOR.

**Charming Blouses**

For "Dress Up Week" Choosing

COLOR seems to be the creed of many of the newest blouses—color neither vivid nor subdued, but a "happy medium" in tones, beautiful in themselves and flattering to wear. Such are the colors in the blouses featured here.



At **4.50**

Georgette Crepe and Crepe de Chine Blouses.

In Nile, Tea Rose, Flesh, Navy as well as black and white.

Self-tone embroideries, sailor and deep rever type collars, with hemstitched border; very smart and moderate priced.  
SECOND FLOOR.

**Fine Kid Gloves**

For "Dress Up Week" Displays

Ferrin's and other well known makes, made of finest selected French kid in the wanted shades of gray, African brown, tan, champagne, white and black; P. K. and over-seam; some have two-toned embroidered backs, others Paris Point stitching, in two-clasp styles, pair **3.50**

Women's Kid Gloves, splendid quality desirable light weight, over seam style, single row embroidered backs; in white and black, with contrasting stitching; 2 clasp effects pair **2.50**



**Silk Gloves for Women**

In the popular slip-on style, in novel combinations of gray and black, black and white, and white with gray and pounce contrasts. Especially adapted for wear with the new Bell and Dolman sleeves, pair **2.50 and 2.75**  
MAIN FLOOR.

**Again the Girls' Section Announces Girls' Capes at \$15**

**Uncommon Style and Value**

Charmingly picturesque, and so practically modish, developed in the season's favored materials.

Velours, Poplins and Serge in navy, tan and blue.

Smartly tailored, military style; some with hoods, yoke effect, cut full; fancy silk lined, smart buttons—  
Others Priced 17.50 to 29.75  
SECOND FLOOR.



**OUR PARIS OFFICE SENDS A Most Beautiful All Silk Duvetyne**

THE planning of a new Spring frock becomes an inspired pleasure when you view this exquisitely smart imported fabric. The shipment is very new, having been received as late as Friday afternoon.

The shades are Ivory, Steel, Sable, African Mole, Diabie Blue, Mallard, Navy, Pinard.

Women appreciating the exclusiveness and distinctiveness afforded in the selling of this fabric are urged to avail themselves of the opportunity Monday. The importation is limited and the fabric very scarce.

**12.50 Per Yd.**

MAIN FLOOR

**Misses' New Fashions**

Introduced in "Dress Up Week" Displays

STRAIGHT lines vie with Blouse effects in Misses' Frocks. Gay printed Georgette and Taffeta Frocks cleverly assume simplicity, but really they are quite intricate with drapery and flowing over-skirts.

They are altogether charming and so in keeping with the fresh youthfulness of young womanhood.

Tricotine and Serge Dresses are smart and very popular; they can be worn with dolmans and pretty capes now, and later with smart fur scarfs.

**Misses' Wraps are More Scant of Lines**

The line is still drawing in at the bottom; indeed, some of the smartest wraps are tight up to the hips. This extreme yet graceful mode is balanced by the increasing favor that conservative coats are meeting.

Smart and Spring-like short capes are coming out in many materials.  
SECOND FLOOR.



**Have Your Hair Dressed for "Dress Up Week"**

Our Beauty Parlors are the most modernly designed and the most sanitary in the country. Five operators that do only Marcel waving, and fifteen other operators who do shampooing, manicuring, singeing, henna tinting, hot oil treatments for falling hair and give facial massages.  
HAIRDRESSING SECTION ON THE SECOND FLOOR.

**Fine Lace Hose**

**Nothing Smarter**

WE have an excellent assortment of colors as well as Black and White. They are lace boots and all over lace, and the styles are very effective, per pair **3.00**  
MAIN FLOOR.



**Start "Dress Up Week" by being Daintily Corseted Here**

You wear no other garment so continuously, why not have several corsets, by doing so, your corsets will wear longer and keep their shapes better, and you can have your "G. D." Justrite Corsets washed; they will not rust.

Remember that on the Corset depends the style and effect of your costume.

Don't buy your corsets carelessly

Our corsetiers can fit you in a G. D. Justrite Corset that will make you look your best and feel comfortable. Our guarantee and also the makers' guarantee goes with each corset, if it does not give the satisfaction you expect, we want you to tell us.

**G. D. Justrite Corsets, 2.50 to 15.00**

Have your corset fitted, its quite as necessary as fitting your shoes.  
No charges for our fitting service.  
THIRD FLOOR.

**JUST WHEN**

you are thinking of a different gift for someone, a gift of originality, individuality and sentimental expression, turn to the treasures in store for you at  
**"The Treasure Box"**  
THIRD FLOOR.

**Smart Oxfords**

"Dress Up Week" Display

Made of extra fine glazed kid, five eyelets; lace, long, slender last, plain toe, full-covered Louis heel; bench made, hand-turned sole, one of Wright & Peter's makes; sizes 2 1/2 to 8; widths AAA to C.

At **11.50**



MAIN FLOOR