

1918-1919
A Year of Steady, Consistent Growth, Based Upon Sound Merchandising Principles, Honest Advertising, Courtesy and Service to the Patron.

New York
Omaha

Orkin Bros.
CONANT HOTEL BUILDING
SIXTEENTH STREET

Sioux City
Lincoln

We Quote No Former or Comparative Prices in Our Advertising—The Best Judges of Our Values Are Orkin Bros.' Patrons.

Commencing Monday, 9 A. M.

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A Great Big Birthday Sale

Celebrating the First Anniversary of Omaha's Magnificent Exclusive Women's Store

\$150,000 Worth of New Merchandise—Specially Priced for This Occasion
Purchased Under the Personal Supervision of Mr. J. L. Orkin to Assure His Patrons the Maximum Saving of Dollars

Bulletin for Monday—First Day of the Great Sale



Joe Junior

is the name of this great Anniversary Sale.

No other expression can better illustrate how closely this event is identified with the personality of our President, Joe Orkin.

It is his greatest achievement—the event which he has personally planned and executed.

He has dedicated this Jubilee Sale to the women of Omaha, whose cordial support has made this one of the largest and most popular ready-to-wear stores in the Middle West—all within the short period of one year.

And the values which this Birthday Sale offers to the women of Omaha best express the depth of Joe Orkin's personal gratitude and appreciation.

SKIRTS

A Very Large Selection of New Skirts at These Special Birthday Prices—

4⁹⁵ 6⁹⁵ 8⁹⁵

Plaids, silks, wools, French serges, plaids, striped silks and silk poplins, newest styles.
Fancy silks, poplins, plain and fancy serges. The most effective styles shown this season.

Skirt Section—Second Floor.

Suits

A Birthday Offering that Brings Unparalleled Values
An Unprecedented Value-Giving Achievement!

A Splendidly Planned Sale, Executed With Such Precision and Care, That the Suits Offered Are the Newest, Most Desirable the Market Affords

Four Groups—

18⁷⁵ 28⁷⁵ 34⁷⁵ 44⁷⁵

Serges
Poplins
Poiret Twills

A remarkable collection of the newest styles, including the box coat and clever vestee effects. Plain and semi-tailored.

Silks
Tricotines
Poiret Twills
Velour Checks
French Serges

The beautiful Russian blouse, box coat and belted models—trimmed with braid and buttons. Fancy vestee—plain and semi-tailored.

Tricotines
Poiret Twills
French Serges
Gabardines

Wonderful garments selling at far below their regular prices. All the favored styles—some trimmed, some belted, others plain and semi-tailored.

Tricotines
Poiret Twills
French Serges
Gabardines

The finest exclusive models in plain and semi-tailored, vestee and blouse effects. The trimmings are of braid, embroidery, buttons, cable stitching, etc.

Suit Section—Second Floor.

Coats, Capes & Dolmans

An Unusually Large Collection of the Latest Models, Offering Exceptionally Attractive Values.

French serges, velours, poplins, velour checks. A remarkable collection. In addition to these coats, capes and dolmans we offer in this group the new short jackets in velours and mixtures, some lined throughout. Birthday Price..... **16⁷⁵**

Velours, Serges, Silvertones, Tweeds, Gabardines—an extensive collection of the foremost fashions of the day in coats, circular capes, regular coats and dolmans—Birthday Price **26⁷⁵**

Tricotines, poiret twills, velours, French serges, bolivias, silvertones, satin moires—a brilliant display of expensive garments in all the newest styles—wrap effects, coats and capes that would ordinarily sell for a considerable sum above this birthday price..... **36⁷⁵**

Coat Section—Second Floor.

Blouses

Hosts of Beautiful New Models

Our Charming Blouse Shop Is Bubbling With Excitement Over the New Arrivals. A Very Large Collection of Charming Models in a Wealth of New Ideas.

Four Special Birthday Offerings—

Fancy voiles, madras, shantung, washable, all sizes. Special Birthday Price..... **1⁸⁵**

White and fancy striped voiles—blouses ordinarily selling for considerably more. Birthday Price **2⁸⁵**

Georgette and crepe de chine, an admirable collection of models reduced to this Birthday Price **3⁸⁵**

Georgette and crepe de chine, all the new colors and effects. Special Birthday Price..... **5⁸⁵**

Blouse Shop—Main Floor.

Millinery

Beautifully Arrayed in Its Brightest Colors the Millinery Salon Welcomes You to This Glorious Birthday Event.

We Offer Two Groups of the Newest Trimmed Hats

GROUP 1

300 Hats of unusual beauty, made of the very finest straws and taffeta and Georgette combinations, for street and knock-about wear. The values are the most wonderful that we have ever had the good fortune to present. Don't miss this extraordinary Birthday offering—

Choice **3⁹⁵**

GROUP 2

100 high-class Model and Pattern Hats of Georgette, Leghorn, Taffeta and Lisiere in beautiful new Summer colors. Included are some very stunning Black Hats. Only one hundred Hats in this group, but every one an individual model selling ordinarily at a price far above this Birthday offering—

Choice **7⁵⁰**

Millinery Salon—Second Floor Annex.

Dresses

We Have Good Reason to be Proud of These Crisp Models Embracing the Newest Fashion Features. The Values Displayed Make This Truly a Birthday Offering in Every Sense of the Word

Taffetas, lightweight French serges, light colored georgettes, taffeta and georgette combinations. Charming dresses that are suitable for all occasions. Birthday Price..... **13⁷⁵**

Silk foulards, georgettes, taffetas, charmeuse, serges, crepe de chine. The very latest edicts of fashion are completely represented. Birthday Price..... **22⁷⁵**

Satins, taffetas, satin moire, plain, beaded, embroidered and figured georgettes. A widely varied assemblage of pretty dresses; dresses that are models of style and distinction. Birthday Price..... **28⁷⁵**

Dress Section—Second Floor.