

Chic Veils for Every Purpose

IT may flow audaciously from the edge of one's hat brim or else cling closely to one's face with an alluring bit of self colored ribbon to hold it in place. But a veil there must be, declares the woman of fashion.

—MAIN FLOOR—



Our Greater New 4th Floor Opening Saturday

THIS is the new store addition we have been rushing to completion—it will house the largest Toy Department Omaha has ever had. Visit it Saturday.

The Trend of Fashion Says—

Fur Trimmed Winter Coats

In These Are Values of Unusual Character

COLLECTION selected from our stock, and including manufacturer's high-grade samples, offering values of most unusual character.

At 72.50

- Bokhara Velour de Laine
- Chameleon Silvertip Bolivia
- Crystal Cord Silvertones

Beautifully lined, richly fur-trimmed collars in shawl and graceful cape designs. This lot includes a limited amount of garments of extraordinary values, so we are forced to urge early selection.

No C. O. D.'s, No Approvals and No Exchanges.

New Coats

Additions daily arriving hold close interest in our Plush Coat Section. Novel sport length wraps, richly embellished collars, cuffs and borders in contrast fabric and fur trimmings. Special models in full length garments, for stout figures, too. Prices range from

39.00, 59.99 and up to 85.00

—SECOND FLOOR—



New "Marvel" Hats

Combining Distinctiveness and Economy

NEW up-to-the-minute hats, just arrived, all told 360 of them, including copies of many of our higher priced models. This shipment presents by far the best values of the season, and coming as it does, just before the holiday time, it should prove most acceptable to the women who want a new hat at a reasonable price.

Always 6.85

Beaver faced hats, gold brocade hats, satin and fur combinations, large black velvet dress and street hats. "Marvel" Hats, always 6.85.

—SECOND FLOOR—

10,000 Home Grown Roses 4c

On Sale Saturday, While They Last, Each

Just Received—

Genuine Roller Canaries

We have just received our first shipment of the genuine "Roller Canary" with the genuine "Roll Song." No harsh, choppy or screeching notes, but trills and trills of real music. Take one of these wonderful little musicians with you to make your home bright and cheery.

—MAIN FLOOR—

Large and beautiful C h r y s a n t h e m u m Plants, full, large, healthy blooms. Saturday, each— 79c

Shoe Styles At Their Smartest In Women's "Cantilever" Shoes

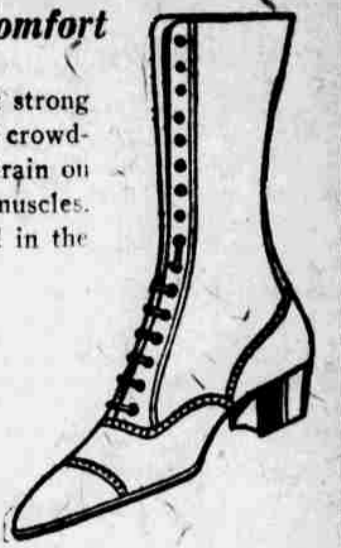
Combining Style and Comfort

THE "Cantilever" Shoes help to keep your feet strong and shapely. There is room for your toes, no crowding or cramping of the foot in any way and no strain on the arch. Flexible shank, allowing free use of muscles. All of these good points you will be sure to find in the "Cantilever" Shoe.

Priced At 13.00

They are made up in vici kid, welted flexible sole, low leather heels, lace styles. Sizes in stock from 3 up to 9 with widths from AA to E. Priced for Saturday's selling at 13.00

—MAIN FLOOR—



Colorful Sweaters—

One of the many nice things about late autumn is that it means innumerable nutting parties. And nutting parties mean happy times, plaid skirts and, last but not least, gay colored sweaters. It is really a revelation to note how

Our present wide choice in Sweater styles counts for smart individuality for each and every figure.

Here are girlish models and colors in Slip-On, Tuxedo and Ruffle styles. Warm wool Sweaters for outdoor sports, and desirable styles for the elderly woman who enjoys a Sweater's warmth when indoors.

Priced at 8.50 and 10.00

—SECOND FLOOR—

Knit Underwear

Complete Stocks—Prices Moderate

Union Suits for women, silk topped and lisle, knee lengths, some fleece lined suits with ankle length, very special at 1.69

Women's Union Suits, medium weight, plain and fleece lined, all styles, in both the extra and regular sizes, priced at 1.25

An odd lot of Women's Vests, Pants and Corset Covers, in medium and heavy weight. Very specially priced, each, at 75c

—THIRD FLOOR—

Women's Pure Silk Hose

At 2.00 At 1.25

Full fashioned, silk to the knee, lisle soles, in black, white and shoe shades. Some are regulars of a 3.00 grade, special-ly priced at 2.00

Full fashioned and semi-fash-ioned, lisle garter tops, double soles, in fancy lace effects, plain colors of black, white, grays, cordovan and navy, priced at 1.25

Pure Silk and Fibre Silk Hose, lisle tops and soles, in black and popular shoe shades, a 1.50 quality for only 79c

—MAIN FLOOR—

After the Monotonous Humdrum of the Work-a-Day World

It is very good to go home in the evening to music, music on your own piano and songs by the family choir. Several "blue-chasing" melodies, songs with a good sentiment, are listed below. Why not take several home with you?

Tell Me Why
Oh, What a Pal Was Mary
Our Yesterdays
Tell Me
Vamp
Baby
My Dreamy Little Lotus Flower
Hits from "Going Up," that delightful Musical Comedy.
Lonesome, That's All
Kentucky Dreams

When the Lanterns Glow
In the Gloom
There's Something About a Rose
Sunshine and Rain
Gypsy Girl
I'm Like a Ship Without a Sail
In Your Arms
Give Me All of You
My Golden Rose
Bye-Bye
My Cuban Dream
I'm Forever Blowing

—MAIN FLOOR—

Gloves of Quality and Style Are in Large Assemblage Here

Gloves bought at from 25 to 33-1-3 per cent below the present market price enables us to make these remarkable offerings for Saturday.

Gloves of Extra Selected Imported Capeskin

Some in novelties, with bandallet and embroidery to match; others in the more conservative styles, in a splendid assortment of colors, including putty, pearl, tan, oyster, African, battle and black. P. X. M. and pique seams; one-clasp styles. Very special, per pair, \$3.

Real Washable Chamoisette Gloves

For women, heavy embroidered backs in self or two-toned combinations, P. K. seams, best shades of brown, battle, mastic and white. Per pair, 1.25.

Double Silk Gloves for Women

Splendid quality tricott, single row embroidered or Paris Point, stitching on backs in the wanted shades of mastic, battle, brown, white and black; in two-clasp styles. Per pair, 1.50.

Women's Gloves of Real Grenoble Kid

In Perrins and other well known makes, over-seam and pique, attractively embroidered backs in shades of battle, African, English, tan, black and white; two-clasp styles. Per pair, 4.25.

—MAIN FLOOR—

Dainty Madeira Handkerchiefs Embroidered on Very Fine Linen

With scalloped edges and pretty floral designs worked in the eyelet, also rose and wreath patterns with a vacant place where the initial can be embroidered. Regular 75c values, but especially priced for Saturday's selling at 59c

Imported Silk Crepe de Chine Handkerchiefs, 19c

For women, fancy barred and checked borders and plain white centers, also many in the floral designs and some in the solid colors with a narrow hem-stitched hem. A handkerchief that is worth 35c. Priced each, at, 19c

—MAIN FLOOR—

Warner's Rust Proof Corsets

One of the most popular of the season's new Corsets is the Warner's rust proof, in both front and back lace, unequalled for their wear. Some have semi-rubber tops with ribbon and lace trimming. The materials are a pretty novelty pink brocade, coutil and batiste, all attractive and serviceable materials.

Our expert fitting service free, adds to the service and comfort a Warner corset will render.

We also have Warner's corsets for the miss and slender, medium or average and full figure in a large stock of various styles; very reasonably priced from—

2.00 to 7.50

—THIRD FLOOR—



Sale of Winter Suits

Entire Stocks of Garments Radically Reduced in Price—Effective Saturday

Our entire stock of garments radically reduced. Grouped prices afford selection of choice garments comprise our entire stock and include sample suits of extraordinary values.

Materials offered for your approval comprise—

- Silvertones Tricotines Peachbloom Marvello
- Duvetynes Tinseltones Suede Velours Silver-tip

Novel and various models featuring the tailleur, chic, clever straight-line types, vary with blouse back, ripple belted effects, high choker and shawl collars; trimming or panels and cuffs introduce the season's smart furs. These values offered include high-grade samples, and they are offered to you at actual wholesale cost. Lots priced at—

39.00 59.00 69.00 and 75.00 and Upward

(No C. O. D.'s. and No Exchanges)

—SECOND FLOOR—

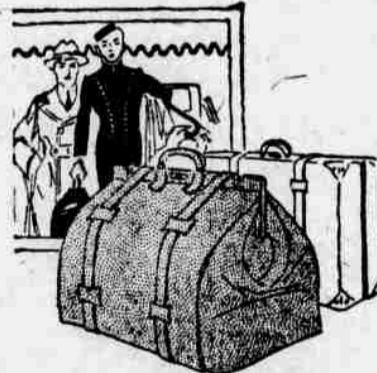


Toilet Necessities

and Drugs at Special Prices

- Energie, a cleaning fluid, 30c size 24c
- Bromo Seltzer, 1.20 size, for 89c
- Listerine, 50c size 89c
- Goldman's Hair Coloring, all shades 1.25
- Mercolized Wax, 1.00 size 75c
- Marinello Face Powder, 60c size 49c
- Norwick's or Senreco Tooth Paste, 35c size, for 27c
- Djer Kiss Face Powder, for all complexions 62c
- Mavis Toilet Water, 1.25 size 98c
- Aubrey Cold Cream, 1.00 size jar 83c
- Cutex Compact Manicure Set, 50c size 39c
- Mary Garden Perfume, 2.50 oz. quality, oz 1.50
- Mennen's Shaving Cream, 50c size 89c
- Gillette Razor Blades, per dozen 83c
- Resinol Soap, 30c size 24c
- Vaginal Bulb Syringe, 2.00 grade 1.19
- T w o - Q u a r t Fountain Syringe or Water-Bottle, 1.25 grade 79c
- Heavy White Rubber Sheeting, 36 inches wide, 1.50 grade 98c
- Mennen's Talcum Powder, 30c size 21c

—MAIN FLOOR—



It Pays to Purchase Good Luggage

NEVER have we shown a better selected assortment than the one arranged for your choosing. There's every luggage need represented and the prices as well as the display is very attractive.

Wardrobe Trunks at 28.00 and up to 105.00.

General Purpose Trunks at \$10 and up to 45.00.

Travelling Bags at 3.50 and up to 75.00.

Suit Cases at 2.00 and up to 27.50.

—MAIN FLOOR—MEN'S STORE—

Personal Greeting Cards for Christmas

THIS very day is none too early to place your order if you have not already done so. Indications point to our reaching the limit of our capacity earlier than usual this year, and the rare charm of the Cards is more than ever evident.

Special—

in the Stationery Department, for Saturday only, is a lot of stenographers' note books, a dozen for

Only 50c

—BOOK DEPT.—MAIN FLOOR—

Take Home A KODAK

Did you know that there is hardly a gift more acceptable than a Camera? Suppose you give that friend a Kodak gift, or make yourself a gift in one of these Cameras listed below:

- No. 0 Brownie Camera 2.86
- No. 2 Brownie Camera 3.33
- No. 2-A Brownie Camera 4.68
- No. 2-C Brownie Camera 5.97
- No. 1-A Auto-graphic Kodak, Jr., single lens, size 2 1/4 x 4 1/4, at 18.30



—MAIN FLOOR—