

Pride In Achievement

PRIDE in achievement makes for progress. It has brought better automobiles—and developed better tires. It brought the Ajax Cord. Users agree that the Ajax Cord marks distinct advancement in mileage, in service, and in value.

Special Construction Features

Ajax Cord Tires are built by selected experts. Ply by ply, they lay the cords gently in place —they never stretch them. Thus full resiliency is maintained.

VOILE \$40

1250

That's why the Ajax Cord rides so smoothly, and gives, as it should, with each shock of the road.

Add to this big feature the mileage advantages of "Shoulders of Strength" which brace and re-inforce the tread of every Ajax Tire, and the service and security assured by The Cleated Tread.

Outstanding quality marks the complete Ajax line-Ajax Cord, Ajax Road King (fabric), Ajax Tubes and H. Q. (High Quality) Tire Accessories.

AJAX RUBBER COMPANY, INC.

1922 Farnam Street Omaha, Nebraska Sold by the following Dealers

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Austin & Hagey, 2709 Leavenworth Street Alvin A. Bingaman, 112 South 17th Street Daniel & Switzer, 4339 Leavenworth Street F. W. Lehnhoff, 2622 North 16th Street Wirt St. Garage (Burt & Marquis) 3102 North 24th St., Omaha, Nebraska William St. Garage, (Haddad & Kalcik) 1255 So. 13th St., Omaha, Nebraska William St. Garage, (Haddad & Kalcik) 1255 So. 13th St., Omaha, Nebraska Rendla Repair Works (Frank S. Rendla) 802 South 13th St., Omaha, Nebraska Errett & Du Bois (Leavenworth Tire & Accessory Co.), 2624 Leavenworth Street A. L. Shafer, 1408 Military Avenue Paul W. Jacobs, 2510 Cuming Street Standard Tire Company, 410 North 16th Street C. E. Chambers, 2814 North 20th Street W. D. Haynes, 1614 Capitol Avenue drastic reductions. Note the extremely low prices quoted on regular high priced lines. They represent savings beyond conception.

Our Fine Cotton Fabric and Linen Dresses Your Unrestricted Choice—Wednesday— Values from \$12.50 to \$49.50, at

bination effects. Values up to \$15.

- The \$10 Group

086ANDY

Wednesday, 9 A. M.

-includes dainty dotted Swisses, checked and figured voiles, linens, ratines, Swiss and net combinations, and Swiss and organdy combinations. Values up to \$29.50.

- The \$15 Group

—includes our finest organdies in pink, flesh and all pastel shades, plain, embroidered, lace trimmed, tucked, ruffle and pleating trimmed effects. Also a large assortment of finest beaded voiles and tissue ginghams in this lot. Values up to \$49.50.

This is YOUR OPPORTUN-ITY to secure a lovely summer frock for less than the cost of the material.

All

All

Sizes

Colors

DOTTED

ORGANDY

DRESS SECTION-SECOND FLOOR