

Positively

No Returns

No Approvals

No Exchanges

Every Sale

Must be Final

All Sale

Dresses on

Main Floor

HE spirit of adventure played a big part in the early days of Omaha's history-plowing the first fields meant risking life. Men battled the Indians-suffered untold hardships, and with loaded guns were prepared for any enemy.

Farm equipment was then but the creation of the toiler-crude of pattern and of but little real help. Necessity brought up improved transportation-steamboats, telegraph, telephone, flying machines, and with them farm machinery.

Today, with the work of development well in haud and the days of adventure gone, it should be with pride that we speak of Omaha as the third, city of the United States in distribution of farm implements, with more than \$20,000,000 sales last year.

> Speak a good word for Omaha-its industries and its craftsmen-and your dividends will be the larger.



1503 Farnam Street

Suede Velours **Check** Velours Glama Cloths Beaded and Tailored Tricotines Georgettes Charmeuse Silk Duvetyne Beaded and Embroidered Satins Crepe de Chines Velour de Laine Serge

> Indeed this sale will be much more amazing to the woman who really knows clothes, because the Frocks are clever, uncommon and therefore all the more surprising to find in . a \$15 and \$25 sale.

Straightline Styles **Bouffant Types Beaded** Dresses **Embroidered** Dresses **Braided** Ideas Lace Trimmings

Street Dresses **Business Dresses** Matinee Dresses Afternoon Frocks **Dance** Frocks **Evening** Dresses

All Sizes, 14 to 46-Every New Color