



BRANDEIS

BOSTON STORE



The Honor of Your Presence Is Requested at

BRANDEIS ANNUAL SPRING OPENING

BEGINNING

MONDAY, MARCH THE TWENTY THIRD

AND CONTINUING THROUGHOUT THE WEEK

An Assemblage of the World's Best Merchandise

ARTISTICALLY DISPLAYED IN THE LARGEST AND MOST BEAUTIFUL STORE IN THE WEST

This event will formally usher in a season of the most graceful styles in Fashion's history. Authorities on style declare no previous season was ever so prolific of women's hats and gowns of genuine artistic beauty.

FORMAL MILLINERY OPENING

Our supremacy among Western Milliners gives Brandeis the entree to the designing rooms of the most exclusive style creators in Paris and New York. Here we are given the privilege of first selection. There is a dashing grace about Brandeis hats that one does not find elsewhere.

INITIAL SPRING EXHIBIT OF REIGNING NOVELTIES
IN WOMEN'S READY TO WEAR APPAREL

We have received our Spring importations of Women's Genuine Parisian Suits. Costumes which may be viewed for the first time at the opening. The Spring tailored apparel is more graceful and becoming than ever this year.

Opening Display of Fashionable Fabrics and Women's Furnishings

No western store pays so much heed to the accessories to the costume as Brandeis. Our display is so complete that these sections alone are worth a special trip to Brandeis Monday.

Our Paris buyer has been tireless in his efforts to secure the very best individual style creations from master designers of Millinery and women's Apparel on the famous Rue de la Paix. Our New York office has been no less alert in assembling the most elegant conceptions of American designers expressly for Brandeis Opening display.

The Most Brilliant Style Congress the West Has Ever Beheld and
a Triumph of Artistic Store Decoration

Our own artists have converted the interior of our store into a perfect picture of beauty. At no opening in Omaha's history have interior decorations been so artistic and harmonious.

THE WINDOW DISPLAYS ARE SUPERB
MUSIC AND FLOWERS RICH ILLUMINATION

We desire every woman who reads this to consider it a special invitation to attend

FOR THE CONVENIENCE OF OUR PATRONS WE OPEN OUR SEVENTEENTH STREET ENTRANCE, LEADING DIRECTLY FROM SEVENTEENTH STREET TO OUR MILLINERY AND WOMEN'S READY TO WEAR APPAREL DEPARTMENTS.



Week of
MARCH
Twenty-Third

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