

You are cordially invited to inspect Nebraska's greatly enlarged Third Floor, devoted to Women's and Misses' Wearing Apparel—Coats, Dresses, Suits, Furs—and the great Millinery Shop—largest main floor millinery store in America—First Floor—New Building.

You are cordially invited to inspect Nebraska's mammoth second floor — the west's largest daylight Clothing sections for Men, Young Men and Boys—and the Men's Hats, Haberdashery, Footwear sections — Main Floor—Main Building—Traveling Goods Basement Salesroom.



INVITATION

To every man, every woman and to the children of Greater Omaha and vicinity—to the thousands of new residents of the city—to the host of Ak-Sar-Ben visitors—to old friends and new—we extend a cordial invitation to be our guests at the opening of our greatly enlarged store, Monday, October the First.

It's an event to fittingly celebrate the completion of the new building on Farnam street, adjoining our main building, and the re-decorating of the entire establishment. In a word, "Open House" for all. An opportunity to inspect the middle west's largest and best equipped apparel institution.

Months of planning and preparation are represented in the tremendous showing of Fall and Winter styles. Here standard merchandise is always sold at the lowest margin of profit in the world. The Nebraska demonstrates that quick turn-over and vast volume selling produces utmost possible values.

Come—we want to welcome you to our greater store—we want you to understand how the Nebraska operates. We want your seal of approval on the mighty store dedicated to you, and to the service of Greater Omaha and all communities which make Omaha their shopping center.

GRAND OPENING

of our greatly enlarged store

Monday Oct. 1st

Music and Souvenirs

in the evening

7:30 to 9:30 o'clock

No goods sold in the evening

SOUVENIRS

From 7:30 to 9:30 P. M.

For Men, Second Floor—For Boys, Second Floor
For Women, Third Floor

THE PERSONNEL OF OUR ORGANIZATION WILL BE IN THEIR RESPECTIVE DEPARTMENTS — BUT NO GOODS WILL BE SOLD IN THE EVENING

MUSIC

From 7:30 to 9:30 P. M.

Entertainment by Omaha's best known musical organizations.

See Our Show Windows Today

Nebraska Clothing Co
JOHN A. SWANSON, PRES
WM. L. HOLZMAN, TREAS.
FARNAM AT FIFTEENTH ST.

CORRECT APPAREL FOR MEN AND WOMEN

See Our Show Windows Today