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## The event of the sea.

 son in the retail center of OmahaA gorgeous display of all the new styles, many noted designers being represented. Unreservedly we state that it will be the most authoritative as well as extensive style-show that will be held in Omaha this season.

Our past success has inspired us to reach the highest possible results. Grand as all our openings in the past have been, none can be compared with this one, and we ask you to accept this as a personal invitation to attend Wednesday and Thursday, April 1st and 2nd.

## MIusic-SOuvenirs-Elowvers



A MOST ELABORATE DISPLAY of all wear. The creations of the world's artists in Millinery await your inspection in our new, enlarged, bright and airy Millinery Departments. Hundreds of Original Pattern Hats and hundreds more of our own creation, together with all the dashing designs of the season in Walking Hats forming in all a magnificent display of the milliner's art.

Our prices will please you.

## Dress and Walking Skirts

$\mathbf{U}^{\text {NQUESTTIONABLY the most extensive and }}$ beautiful display of dress and walking suits beeautirul display of dress and walking suits
ever made in omaha-and at prices so attractive that to look means to buy. We have never before shown so complete and comprehensive assort-
ments of stylishb, perfectly made suits as we are ments of stylish, perfectly made suits as
displaying at this time. We shall be ple displaying at this time. We shall be p
show these beautiful garments to you.
show these beautiful garments to you,
To ladies appreciating a combination of cellence of quality with style and workmanship
-our waist department will prove very interesting. Our desire is to cater to every woman in Omaha. We have made arrangements with the best Eastern shirt waist houses for the sale of
their makes in this city, thus giving our customers exclusive designs. We are ready to give you
 qualities and assortments to suit you.

200 specials in dress and walking skirts made of Etamines, Volles cheviots, Tweed and Novelty cloths, at $\$ 12.50$. 500 all silk crepe de chine waists-colors, blue, pink, white and black, beautifully trimmed in leaf design, yoke and sleeves shirred.
These handsome waists during our opening will be sold at $\$ 6.00$ each.

Silk shirt waist suits-perfect beauties, just received, very handsomely made, will be sold as a special offering during our opening at $\$ 18.00$ a suit.
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HE Greatest exposition of furniture ever shown in Omaha.
Our stock includes goods for all tastes and all purses. You will be well repaid by looking through, even if you do not intend to buy. Everything for the parlor, bedroom, diningroom and kitchen-all styles, all grades,

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 -$\mathbf{B}^{\text {E Sure and visit our display of Queens- }}$ as beautiful Nothing so appeals to a woman effort toward making this a model crockery store. French china, German china, Austrian china, English semi-porcelain, and a big assortment of domestic goods. All styles and grades of lamps, and a vast assortment of silverware. We feel sure you will like this department.

## SH1 N

16TH \& PARNM STPEETS, OMAMA.

Music
Afternoon
and
Evening

Souvenirs

Gorgeous
Display
and
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## (ARPETS

are very proud of our Carpet and Drapery Departments. We show here everything desirable in floor Coverings and Draperies. An endless assortment of Moquettes, Axminsters, Velvets, Wiltons, Brussels and Ingrains. An Extraordinary line of room size rugs. Our Drapery department includes all the Spring Novelties in Lace Curtains, Tapestry Curtains, Rope Portiers, etc.

Be sure and visit these departments.

