

FORMAL OPENING

O'DONOHUE-REDMOND-NORMILE COMPANY

A cordial invitation is extended to the people of Omaha, South Omaha, Council Bluffs and tributary territory to attend the formal opening of **Our New Modern Daylight Department Store, Corner Sixteenth and Howard Streets** which will take place Monday, November Fifth.

Our thoroughly equipped and experienced buying force has been used to the very best advantage in purchasing merchandise for the forty-eight distinct departments that go to make up our magnificent establishment.

Every advantage arising from ample capital and thorough experience is ours to enable us to make shopping in the new daylight store a pleasure and a profit.

Our visitors Monday will be amazed to find the pile of brick, stone and mortar that stood on the corner of 16th and Howard forty-five days ago transformed into one of the most attractive stores in the middle west.

Attention is called to the following arrangements of departments:

On the Main Floor—Will be found Dress Goods, Silks, Linens, White Goods, Embroideries, Laces, Trimmings, Gloves, Veilings, Hosiery, Knit Underwear, Ladies' Neckwear, Belts, Leather Goods, Jewelry, Yarns, Umbrellas, Drug Sundries, Stationery, Shoes and Men's Furnishing Goods.

The doors will be opened at 9 a. m. and will remain open in the evening until 9 o'clock.

Prompt Delivery of Goods Made Hourly to All Parts of Omaha, and Daily to Council Bluffs, So. Omaha, Benson, Dundee and Florence



A Valuable Souvenir Presented to Every Adult Visitor to Our Grand Opening Monday = Be Sure and Attend

IN the Basement Saleroom—Domestic Piece Goods, Blankets, Comforts, Bed Pillows, Sheets and Slips, Trunks, Valises and Telescopes, Crockery, Glassware, China, Cut Glass, Tinware, Wooden and Granite ware and all kinds of household supplies, Candy and the Celebrated May Manton patterns.

On the Second Floor—Cloaks, Suits, Waists, Skirts and Ready-to-Wear Garments for ladies and children, Infants' Wear, Corsets, Muslin Underwear, Furs, Millinery and Art Needle Work

On the Third Floor—This floor has been fitted up as a Bazaar, where will be displayed an immense stock of Dolls, Toys and many new and interesting novelties—Holiday Goods, including Toilet, Manicure and Shaving Sets, Handkerchief and Collar Boxes, etc.

Every adult visitor to our opening will be presented with a unique souvenir, having an actual value of one dollar. We want your co-operation in giving away twenty thousand dollars Monday.

Special Bargain Sales will be made in every department on Opening Day.

Prof. Kaufman's full orchestra will be present morning, afternoon and evening to add to your enjoyment.

Our New Linen Dept.

Main Floor—North Aisle

We will show the grandest array of the very finest linens shown in the middle west—both in Irish, German and Scotch linens. We are sole agents in Omaha for Wm. Liddell's Celebrated Gold Medal Linens and Webb's famous grass bleached Linens. In the finest hand embroidered Doilies, Tray Cloths, Lunch Cloths, Side Board Cloths, Sheets and Pillow Slips and Bed Spreads. Prices start as low as 25¢ each and run as high as \$125.00 each.

Beautiful Cluny Lace Doilies, Side Board Cloths, Lunch Cloths and Table Cloths, prices range in this grand assortment from 25¢ up to \$50.00 each.

A magnificent selection of scarfs and lunch cloths in Japanese linen, with beautiful drawn work, positively the finest ever shown in Omaha; prices ranging from, each, \$10.00 to \$125.00. Special showing of the celebrated Gold Medal satin damask table cloths and napkins, in sets to match, beautiful patterns, in sizes to fit any table; prices ranging, per set, from \$10.00 to \$42.00.

TWO GREAT SPECIALS FOR MONDAY.

200 fine grass bleached table cloths—2, 2 1/2 and 3 yards long, guaranteed pure linen, choice patterns and extra deep borders, any size; Monday, per cloth, \$2.75

100 dozen 18-inch all linen napkins, extra heavy quality, worth \$1.25 a dozen; Monday, per dozen, 75¢



GRAND OPENING DISPLAY OF THE NEW MID-WINTER MILLINERY

To attempt a description of the bewitching scene that will meet your gaze in the big second floor Millinery Section tomorrow would be futile. Two thousand hats, every one a dream of loveliness, the conceptions of a thousand artists, and so artistically wrought that each one is becoming to some particular style of beauty. Paris hats, London hats and New York hats are here in magnificent profusion, but no more interesting than are those produced right here by our own skilled force of designers and trimmers.

"O'DONOHUE-REDMOND-NORMILE" ARE TO BE THE ACKNOWLEDGED LEADERS OF FASHION IN OMAHA. The value giving power of this department will be demonstrated by a display of figures for the world's choicest millinery merchandise, such as must convince the most skeptical that they are practically throwing their money away if they do not buy their millinery wants from us. And in order to signalize the opening we have prepared a most inviting feast of seas onable bargains.

Imported Models at \$25, \$35, \$45; Pattern Hats at \$10 and \$15; gorgeous showing of Pattern Hats at these prices has been prepared for your choosing. You cannot realize the grandeur and elegance of these goods until you have personally taken a peep at them. We have cautiously selected the best ideas of the Paris artists and reproduced them with materials equally as good. And as to style, have repeated on several occasions before that our millinery cannot be excelled anywhere in the United States. **Monday, \$10 and \$15** Our Stunning Trimmed Hats \$5.00. For Monday we offer a collection of Trimmed Hats at \$5 which are marvellously correct copies of the French and English Creations. We have been offering some wonderful values as this price, but we feel safe in saying that in this assemblage we have far exceeded our former efforts. There are velvet of the popular garnet and blood variety, beautiful soft felts profusely trimmed with wide, soft silk ribbons, ornaments and handsome ostrich plumes and a variety of fancy feathers and other effects. Most stores ask \$5 for hats not quite so good—Monday, \$2.50. **55 Ostrich Plumes \$2.50—Monday.** As an opening attraction we will sell 25 of the very best selected African stock, extra heavy; they come in black, white, garnet, brown, gray, light blue and pink—Monday, our opening price, 62¢. **\$1.50 Amazon Plumes 85¢**—These are exceptionally fine stock, very heavy and 16 inches long, all colors; Monday, our opening price, 85¢. **500 Hat Braids 15¢**—1,000 pieces Silk, Chenille and Fancy Braids, worth 50¢, Monday, our opening price, 15¢. **150 Untrimmed "Peter Pan" Hats 50¢.** **500 bunches Grapes, 25¢.** **500 Jet and Steel Ornaments, 27¢.** **250 girls' Caps, 10¢.** **750 Natural Wings, all colors, 40¢.**

Grand Opening Display of Silk Hosiery

An exquisite line embroidered black silks, black lace silks, plain colored silk hose, at about 20% less than their regular values; prices ranging from \$7.50 to \$1.75 a pair.

Large assortment of Ladies' Fancy Lisle Hose—in all the new plaids and stripes, all colors and fancy silk embroidered black hose, worth 75¢ and \$1 a pair; opening price, a pair, 75¢ and 50¢.

Great Bargain in Ladies' Cotton Hose—Just received another 100 dozen ladies' Viola hose, made of fine Egyptian cotton, a perfect fitting guaranteed, fast black, 35¢ value, per pair, 25¢.

Grand Opening Display of High Grade Knit Underwear—Ladies' all silk union suits, in white, pink and blue, range from \$7.00 the suit to \$4.00

Silk and wool and all wool union suits, hand finished garments, at the suit, \$3.95 to \$3.25.

Excellent lines of all silk, silk and wool and lamb's wool Vests, with tights to match, at 25% less than values.

Extra heavy all wool Vests and Tights, shrunk by steam, hand finished garments, cream, white, a \$2.00 value, the garment, \$1.50.

Opening Day in Our Ladies' Cloak and Suit Department

Must be a Record Breaker

Our stock of Ladies' Suits is the largest, best assorted and most complete ever shown in Omaha.

The latest models in Prince Chap, French Pony, fitted jacket suits, long Paletot suits and Norfolk suits cannot be equaled. Prices for opening day will be

\$35 \$25 \$22.50 \$18.50 \$15 \$12.50 \$9.90

Opening Specials in Our Basement Salesroom Handkerchiefs

Ladies' white shadow embroidered, children's colored border and plain white hemstitched handkerchiefs, only 2¢ each.

THE GREATEST OF ALL LACE TABLES.

5,000 yards of Venise, Paragon, Imitation Cluny, Torchon, Normandy, Val, Laces, in allover, edges, appliques, bands and festoons, black, cream and white, worth 10¢ to 75¢ a yard—Opening price, a yard 5¢.

VEILING SPECIAL.

2,000 yards of fancy and plain mesh veilings, good assortment of colors, worth to 50¢ a yard—Opening Price, the yard, 5¢.

FANCY RIBBONS

500 pieces of all silk Fancy Ribbons, four and six inches wide, regular 25¢ and 28¢ values—Opening Price, 15¢.

Basement

A big section full of 36-inch figured Silks, in good lengths, worth 10¢ a yard; good, dark dress Calicoes, in full pieces—Opening Price, 31¢ a yard; 200 single blouses, direct from the mills, all nicely bound, ready for use \$1.50 each.

Opening Housefurnishing and China Depts. in the Basement

A new and complete line of China, Glassware, Household Cooking Utensils and everything needful for housekeeping. Housekeepers will find our line complete and on sale at money-saving prices.

BIG SALE OF GRAY ENAMELED COOKING UTENSILS at 10¢—in the lot are all sizes of stew kettles up to 9 1/2 inches in diameter. All sizes of pressure cooking kettles up to 9 inches in diameter. Also dippers, pie pans and many other items.

FULL LINE OF ALUMINUM COOKING UTENSILS—Manufactured by the Aluminum Cooking Utensil Co. of Pittsburgh, Pa. These goods have never been offered in Omaha before except by special agents. Come in and have their merit explained.

Small hand scrub brushes, 4 1/2 inches in length, 5¢ value, 2 for 5¢.

Special attention is invited to our large line of nickel plated, shining dishes, tea and coffee pots and nickel plated bath room fixtures.

Tin Dish Pan, 15 inches in diameter at 30¢ each.

Full Line of Volant's Enamelled Cooking Utensils—Beautiful light blue outside, white lined, every piece warranted—an ornament to the kitchen, nearly as cheap as the grey goods.

Lace Edge Sheet Paper—For pastry shelves, 11 inches wide, ten yards in a piece, all colors, regular price 25¢, on sale at two pieces for 5¢.

Our Men's Furnishing Goods Department

Next to the Howard St. Entrance, main floor, has many attractions for opening day.

Men's Shirts for 50¢—Fine zephyr cloth, in oxford, blue, tan and light shades, worth 75¢ and \$1.00, for 50¢.

Men's 1/2 Hose—A very complete line from 10¢ to 50¢ per pair.

Opening Day Leader, 40¢ quality, 75¢.

Men's Dress and Full Dress Shirts—Are the very latest fashions, prices \$1.50 and \$2.00.

Men's Underwear at Starting Prices.

Heavy wool fleeced Shirts and Drawers, 50¢.

Derby Ribbed in blue and natural, 50¢.

Camel's Hair and Vicuna, \$1.50 quality, for \$1.00.

Men's Union Suits, \$1.00 to \$2.50.

Men's Street Gloves, tan and gray, in Moca, pique and dog skin, special value.

Men's Suspenders, the best lisle web, 25¢ and 50¢.

Men's Neckwear, the very finest line in Omaha.

Opening Day Leader—Four-in-hand ties, worth 75¢ and \$1.00, for 50¢.

Men's Mufflers, the Way muffer, the Reeder and Scarfs and Squares.

Men's Night Shirts, in muslin, cambrie and outing flannel, extra value, 50¢ and \$1.00.

Our Fur Department

Most complete stock of Neck Furs, Muffs and Coats in the west. We cannot describe them all, but see them.

Black Gony Coats, broadened satin lining, \$25.

Wool Seal Coats, London dye, best satin lining, plain or trimmed with mink, beaver or Persian lamb, at \$37.50, \$42.50, \$47.50, \$50 and \$55.

Alnetian Island Seal Coats, worth \$150 and \$125, for \$110 and \$95.

Genuine Montana Beaver Coats, worth \$125, for \$95.

Season Ray Outer, \$200 quality for \$125.

Genuine Alaska Seal Coats, sizes 34, 36, 38 and 40, worth \$200, for \$145.

WHERE ARE YOU GOING MY PRETTY MAID? BE GOING A WALKING SIR, SHE SAID. I NEVER GO AWAY, AND WOULD YOU KNOW WHY? 'TIS THE VERY BEST SHOES ON THAT MONEY CAN BUY. THEY'RE THE BROWN SHOE COMPANY'S BLUE RIDGON SHOES! THE ONLY KIND SMART LITTLE PEOPLE WILL USE.

Opening Day Attractions in Shoe Dept.

We are sole agents for the Buster Brown Shoes for boys and girls. None better. Special attention is called to our stock of Ladies' Shoes, in all the different leathers, vic, patent colt, gun metal, in all the best lasts. The celebrated Pingree Shoes, for ladies and men at \$5.00. Men's Harlow Shoes, \$4.00 and \$3.50 in the different lasts and snappy styles.

Real Lace Robes

Our opening display of Real Duches, Princess, Baby Irish and Irish Crochet Robes, Embroidered Net Robes in cream and white and Black Spanish Real Lace and Escorial Net Robes will be most interesting in our Lace Section. Direct from the importers at 25 per cent less than value, ranging in price from \$200 to \$50.

Real Lace Bonnets and Bolero Jackets.

The most exquisite line of dainty Duches, Rose Point and Princess Lace Bonnets, Real Baby Irish and Irish Crochet Bolero Jackets, Black Silk Venise Bolero Jackets; in our Lace Section Monday at wonderfully low prices—ranging in price, each, \$100 to \$15.

For Real Laces.

The most complete stock of Real Irish Crochet and Princess Baby Irish Finely Allover, Duches, Rose Point and Princess Lace Edges, 3 to 12 inches wide; Appliques, Festoons and Bands to match; just received from the importers—marked at prices that will sell them quickly.

Allovers, the yard, \$25 to \$15.

Lace Bands, etc., the yard, \$25 to \$2.

Our Weekwear Section

will exhibit the newest ideas in Duches and Princess Lace Chemisettes, Collar and Cuff Sets and Stocks, the Venise and Baby Irish Chemisettes, marked at 25 to 35% per cent less than value. Prices ranging from \$12 to \$2 each.

The favorite Maline and Chiffon Rose, made of several thicknesses, pleated in a wide ruffling, with long satin streamers; special, each, from \$12 down to \$2.75.

Real Lace Handkerchiefs

In the most exquisite patterns of Princess lace borders, fine sheer lisle centers. These will be sold at \$10 to \$5. About 25 to 30 per cent less than value.

An Opening Item in the Handkerchief Section.

Ladies' 5¢ all linen hemstitched, hand embroidered and fine sheer lisle fancy embroidered Handkerchiefs, to be sold at, each, 5¢.

Ladies' Silk Petticoats

Nearly a thousand to select from, in every color.

Opening Day Leader—Wash Taffeta Silk Petticoats, all colors, good style, \$2.50.

Ladies' Waists, in wash materials, silk, lace and net, all new and up-to-date.

Opening Day Leader—A fine Net Waist, trimmed with baby Irish and Battenberg lace, very swell, \$3.95.

Particular attention is called to our Maslin Underwear and Corset Departments on the second floor. The best styles of the best makers prevail in lowest prices.

Infants' and Children's Coats and Dresses for all ages and to suit any purpose.

Grand Opening in Our Silk Department

An elaborate display of the imported silks will be found in this department Monday, consisting of waist and suit patterns, imported directly by us, such as real French Taffeta Chiffon, Maslin, lisse, etc., in the most exquisite floral and stripe effects, and real French lace and real French lace, ranging in price from \$25.00 to \$125.00.

Waist patterns from \$22.50 to \$35.00. Owing to the inconvenience of our new building now being completed until now finds us with an extremely large stock of Fall Silks, that will be sold at prices which will cause wonder and surprise.

Pretty new silk for street and evening Gowns, in printed yard effects, also small, neat broadies, floral designs in French Mesaline. These are the smartest and newest silks shown in the world of fashion. The regular value \$1.50, Opening price, \$1.00 per yard.

Plaids and Persian stripe effects are the rage of the season in silk for waists. We have them in a vast assortment of color combinations, in both light or dark, ranging in price from 55¢ to \$3.00 per yard.

Rich Peau de Cygne Silk, 48"—This beautiful lustrous fabric is one of the favorites this season. A complete range of all the most desirable street and evening colors, will be found in the lot. Included are brown, navy, grays, smoke, taupe white and black. You have paid 75¢ for this same quality, Monday at 48¢ a yard.

China Department

Special Sale of Sample China and Cut Glass.

During Ak-Sar-Ben week Pitkin & Brooks of Chicago had a full shipment of China and Cut Glass on display at the Her Grand Hotel for the benefit of visiting merchants. After Ak-Sar-Ben week we purchased the entire line at a big discount. They are now on sale in our China department at one-third less than regular prices.

Large table of fancy cups and saucers, shaving mugs, plates and all kinds of fancy china at 10¢ each.

One large quantity of Fancy Steins, all sizes and styles, largest assortment in the city, \$12.50 down to 25¢.

HOUSEHOLD GOODS

On opening day we will sell five barrels of nice glass drinking tumblers, worth 25¢ a dozen at 12¢ each.

We are showing the largest variety of fancy hand painted china in the city.

O'DONOHUE REDMOND NORMILE 60.

16th AND HOWARD

Underwear on Sale in Our Money-Saving Basement Salesroom

Goods bought at low prices in anticipation of an early opening—specially priced for quick selling.

Ladies' Vests and Drawers, heavy cotton fleeced, a splendid winter weight, 35¢ value, at 25¢.

Extra size, 25¢ the garment.

Fine Egyptian yarn, heavy elastic and perfect fitting, 50¢ value, 35¢ the garment.

Ladies' heavy natural grey lambs-wool fleeced Vests and Drawers, special at 42¢ the garment.

Ladies' heavy, full size, in natural grey and Peeler union suits—Special Opening Price, 45¢.

Odd lot of Ladies' Union Suits, many in extra sizes—Opening Price, 50¢.

Misses' Union Suits, natural grey, good weight, all sizes—Opening Price, 25¢.

Misses' and boys' heavy fleeced Vests, pants and drawers, 25¢ quality—Opening Price, all sizes, the garment, 20¢.

Special Opening Bargains for the Babies—150 dozen Infants' Hose, 25¢ Australian wool, silk heel and toe, in all colors, not every pair is perfect, but on none is the wearing quality impaired. Never sold at less than 25¢—Opening Price, 15¢ a pair.

Special value in Infants' Cotton Hose, 10¢ a pair.

Misses' and boys' cotton hose, double heel and toe and double knee, all sizes—Special Opening Price, 12¢ a pair, 7¢.

Boys' heavy cotton hose, all sizes, 15¢ quality—Opening Price, three pairs for 25¢.

Drug Sundries for Opening Day

Perfumes, Odors, White Rose, Lily of the Valley, Apple Blossom, Violet, regular price 25¢ an oz., 25¢.

We furnish bottles.

Scop-Calgate's Tuscan Castle Toilet Soap, 12¢ box.

Superior Sewing Machine Oil, warranted not to gum, per bottle, 5¢.

Fountain Syringe, 2-quart, regular flow, slip pipes, 45¢.

Complete manicure set, containing 1 box Rose Nail Powder, 1 piece Toilet Powder, 1 piece Orange Wood Stock, 6 cloth Center Emery boards, 25¢.

We carry a full line of Vantine's goods at regular prices.