



Store
Open
Monday
Evening



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Announcing the Supreme Fashion Event in Western History

FORMAL OPENING OF THE SECOND FLOOR BRANDEIS' NEW STORE

THE MOST BEAUTIFUL, ARTISTIC and RICHLY APPOINTED SALESROOM IN AMERICA

The Most Brilliant Style Congress^{the} West Has Ever Beheld

=====IMPORTED=====

Millinery and Ladies' Ready-to-Wear Apparel

More Exquisite Attire Than Was Ever Assembled in One Display West of New York

MONDAY, March the Twenty-Fifth

And Continuing Throughout the Entire Week

The opening of our New Second Floor gives a most adequate impression of the immensity of this establishment; its perfection in design and equipment and its adaptability to every requirement that a metropolitan city may expect of its greatest store. Brandeis' will always be a Store for Everybody.

SPECIAL EASTER SALES IN EVERY DEPARTMENT

The efforts of Brandeis' own Paris office have been directed for the past few months exclusively toward assembling exquisite individual creations from the most authoritative fashionable sources expressly for this opening.

LADIES' COSTUMES, MILLINERY, EVENING GOWNS, WRAPS,
DEMI-COSTUMES, PARISIAN SUMMER DRESSES,
SEPARATE SKIRTS and WAISTS—LINGERIE

Creations from such notable costume designers as Drecoll, Chas. Ignatz, Worth, Francis, Raudnitz, Paquin, Pardeau and others. Millinery models from Parisian masters ---Germaine, Lambert, Viot, Bernheim, Pouyanne, Paulette et Berthe, Camille Roger, Alphonsine and others.

SOUVENIRS TO OUR GUESTS

On the Opening day we will present unique miniature bronze cabinet ornaments and large Sterling Silver Hat Pins--gifts that are charmingly appropriate at such an opening.

MUSIC IN THE MORNING AFTERNOON and EVENING

To make this an opening that can be visited
by everyone in Omaha

THE BRANDEIS' STORE WILL BE OPEN MONDAY EVENING

Visitors from out of the city and those who desire making purchases on the opening day will have ample opportunity.

This great opening event is not to be confined to the initial showing on the second floor. Every section of our great store is brilliant in its spring attire. It will be not only the foremost style show, but the greatest mercantile event in the history of the west.



The illustration above shows the famous \$1,000 real lace Princesse gown, from Raudnitz, the renowned Paris designer. It was sketched in our own department. A thousand features of exquisite beauty in the gown itself are impossible of reproduction and the dress should be seen by every lover of artistic attire. The hat pictured here is an original French model from Heitz-Boyer