

DOORS OPEN
9:00 A. M.

WINDOWS UNCOVERED
FRIDAY EVENING

GRAND OPENING

OF THE NEW STORE

WITH ITS IMMENSE STOCKS OF BRAND NEW
CLOTHING, HATS, FURNISHINGS, SHOES AND TRAVELING GOODS

King-Swanson Co.

16TH & HOWARD STS.

OPPOSITE THOMPSON, BELDEN & CO.
INVITES THE PUBLIC TO INSPECT THEIR MAGNIFICENT NEW STORE "THE HOME OF QUALITY CLOTHES," ON

Opening Day, Saturday, Sept. 5th

We have made extraordinary efforts to have this an unusual event. No city in the country can boast of a more beautiful store and only in the very largest cities is there any clothing store exceeding it in size. Every department is so arranged as to make shopping here a positive pleasure to men, women and children.

Come! Be Our Guest--We'll Give You a Royal Reception

And do everything in our power to make you understand that at least you have found a clothes store where you do not have to buy to be assured of a kindly welcome.

Flowers
for the
Ladies,
2 to 5
and
8 to 10.30
P. M.

Useful
Souvenir
for all
and a
Novelty
for the
Children

A Few Words Concerning the Policy Adopted for Conducting This Store

We will do everything within the bounds of human endeavor to merit the patronage of the masses and to entirely satisfy and safeguard everyone who enters this store, whether through curiosity or a desire to buy.

Competent salespeople, who are painstaking and courteous at all times—absolute truthfulness in all statements, whether it be in our ads or in our store—and a positive guarantee on every article we sell, including a refund of your money if you so desire.

"Absolute Honesty in Merchandising"

Is the Motto Emblazoned on the Standard

Under which we will fight for patronage and we have no hesitancy in saying to the world that we prefer to sell a hundred garments at the very lowest margin than to sell a dozen at an exorbitant profit—in other words—we are after the volume of business and if high qualities, satisfactory dealings and low prices will gain it, we have no fear of the position we have taken.

Hofmann's Orchestra

Will render entrancing music afternoon and evening
Second Floor

MUSICAL PROGRAM

AFTERNOON	EVENING
FIRST PART	FIRST PART
1. March—Imperial Edward... Sousa	13. March—A Trip on the Derby... Gebest
2. Waltz—The Merry Widow... Telcar	14. Schatz Walzer—From Gipsy Baron... Strauss
3. Selection—Fortune Teller... Herbert	15. Sweetmeats—Fantana... Hubbell
4. Song—Somewhere... Harris	SECOND PART
SECOND PART	17. March—Summertime... Vol Tizer
5. March—Popularity... Cohan	18. Waltz—Jolly Fellows... Vollandt
6. Selection—"Girl Question"... Howard	19. Ragtime—The Smiles... Wenrich
7. Ragtime—Fyun Bob... Wenrich	20. Sextet from Lucia Di Lammermoor... Donisetti
8. Intermezzo—Martingale... Loraine	THIRD PART
THIRD PART	21. March—Sultan of Sulu... Mann
9. March—Under the Banner of Victory... Elton	22. Cornet Solo—Castles in the Air... Linche
10. Salut d'Amour... Elgar	23. Selection—School Days... Edwards
11. Selection—From Bohemian Girl... Balfe	24. Spring Song... Mendelssohn
12. The Rosary... Nevin	FOURTH PART
	25. March—Napanoe... Williams
	26. Grand American Fantasia... Bendix
	27. Egyptian Intermezzo... Zalan
	28. Selection—America... Moses

EVERY SUIT, OVERCOAT, RAINCOAT

Or pair of trousers in this store is made to our order by the highest class tailoring firms in the country. Each selected because of their excellence in the particular work assigned them.

A Partial List of the High Class Tailors

Who Execute Our Garment Orders

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|--|---|
| Sturn, Mayer & Company, Chicago. | L. Abt & Sons, Chicago. |
| Eli Meyer & M. C. Simon, Rochester. | Dresser, Loewenstein & Company, Chicago. |
| Brokaw Brothers, New York. | Arnold, Loucheim & Company, Philadelphia. |
| Hatchett, Carhart & Company, New York. | Sweet, Orr & Company, New York. |
| The Washington Company, New York. | London, Garson & Budwig, New York. |
| The Atterbury System, New York. | Alsberg, Moritz & Lave, New York. |
| Levy Brothers, Rochester. | Joseph Skolny & Company, New York. |
| Michael Stern & Company, Rochester. | Schwartz & Jaffe, New York. |
| August Brothers, Rochester. | William Lauterbach, New York. |
| Garson, Meyers & Company, Rochester. | Sternberg Brothers, New York. |
| Steeffel, Strauss & Conner, Rochester. | Sol Newman & Company, New York. |
| B. Rothchild & Company, Rochester. | Cohen, Goldman & Company, New York. |
| Henry J. Brook & Company, Buffalo. | |

Furnishing Goods

In an assortment never before attempted in Omaha. Most of the various articles and styles are exclusive with us, yet all are sold with the same narrow margin of profit that characterizes our selling in the various departments in this store.

Windows Number

5, 10, 11, 12, 14, 15, 16, 17, 18, 19

Will give you an idea of what to expect at this store and we have hundreds of other tempting value-offers that we are unable to display.

OUR FANCY VESTS

Are to be found in a handsome department devoted exclusively to them. Men with a hobby for fancy waistcoats would do well to come to a store that is careful of what they show and how the show it.

A Few Are Shown In Window No. 3

Our Juvenile Department

Is the handsomest in the country and one of the largest and is devoted exclusively to the sale of

Children's Suits, Coats, Hats, Caps and Furnishings

In it you will find every new idea in little men's wearables. No store ever made a greater effort to interest children or their parents and the greatest line of good clothes ever brought to the West is now ready for inspection. The prices start at

\$1.50 AND RANGE UP TO \$18.00

We call particular attention to the new London Derby and Paris Manly suits to be found only in this store. They are without question the highest types of little fellow's clothes ever tailored.

Look In Windows 1 and 2

EXCEPTIONAL SUITS AND OVERCOATS

SHOWN IN WINDOWS 6, 7, 8, 9

Our method of having every garment made to our special order from fabrics, trimmings and linings, selected by us and by tailors selected by us according to their ability and our requirements, have resulted in a surpassing assortment of exclusive garments and a range of values never before thought possible. We actually give you high class

CUSTOM TAILORINGS

Ready for immediate wear at prices less than other stores ask for the most ordinary ready-to-wearables.

TWO WAYS OF BARGAIN GIVING

One is to make absurd claims for common merchandise and offer it at penny-splitting prices. The other is our way and we think the better way. To put an unusual amount of value into the garments and sell them at common prices, thereby making a satisfied customer with every sale.

- MEN'S SUITS... \$7 to \$40**
- FALL O'COATS \$10 to \$30**
- RAINCOATS.... \$10 to \$35**
- OVERCOATS.... \$9 to \$50**
- FUR AND FUR LINED COATS.... \$15 to \$150**



Shoes Of Merit FOR MEN AND BOYS

Never before in the history of Omaha has a shoe department been opened with such a complete stock as is to be found at this store. Not only have we the staple styles found elsewhere, but we have such a variety of styles, widths and lasts made especially for us as to make a misfit an impossibility. No matter what its shape may be

We Can Fit Your Foot

And we have competent men, experts in fitting, who will see that you get the shape your foot requires.

100 Styles of Men's Shoes

From \$2.00 To \$5.00

29 Styles Of Boy's Shoes

From \$1.50 To \$3.00

And we guarantee a saving of 25 per cent (no matter what grade you buy) as compared to other store prices.

The Newest Hats

Are found in great profusion in the magnificent department devoted to headwear. We have all the staple blocks and colors as well as every novelty worthy of consideration by well dressed men, and we give you a better hat for your money than you've been getting. Our guarantee for that, the prices range from

\$1.00 to \$6.00

The Stetson "Exclusive" is found in no other Omaha store. It is the finest stiff hat ever sold at... **\$5.00**

See Window No. 12.

HAT CONFORMING

We have a hat conforming department as well equipped as any in New York City and an experienced hatter to see that you are perfectly fitted. Men who have had hat troubles would do well to come here.

Trousers For Men Boys and Children

We don't hesitate to say that these departments contain more trousers than two ordinary departments and we are prepared to give you the most remarkable values, whether you want the finest that can be made or the cheapest you can get to wear to work. And we've just as good values in knee pants and knickerbockers.

Men's and Young Men's \$1.25 to \$12
Knee Pants 35c to \$2.50

Evening Clothes

No matter what function you wish to attend we've every requirement for correct appareling. Our full dress suits and Tuxedos are the equal of any made by the most exclusive tailors. They are ready for immediate use and the money saved will be considerable.

Full Dress Suits \$25 to \$50
Tuxedos \$15 to \$40

YOUNG MEN'S SUITS and OVERCOATS

Boys who are too old to be children and too young to be men, will find in our men's clothing section clothes with every "frill of fashion" woven into them by experts in men's tailoring. No store in the west ever showed such high class long pants suits.

Suits \$5 to \$35
Overcoats \$6.50 to \$25

