

The Nebraska

JOHN A. SWANSON,
President.

WM. L. HOLZMAN
Treasurer

Opening Announcement

*Of Our Greatly Enlarged Store and Combined
Spring Style Exposition Which Will Occur
Monday, March 18, 1918*

A **C**ORDIAL INVITATION is extended to our many friends, patrons and the people of Omaha and vicinity, to attend the opening of our greatly enlarged establishment and view the wonderfully complete Spring Fashion Exhibits presented in all sections of this metropolitan apparel store.

The expansion of many departments, in some instances to double their former size, emphasizes the forward strides of this business. The result of our efforts to develop an establishment equipped with every modern facility to meet the demands of the public is now presented for your approval.

Opening Our Greatly Enlarged Women's Wearing Apparel Section

—Entire Third Floor.

INTRODUCING to Omaha the largest department in the West devoted to Women's Outer Garments exclusively. Our entire third floor has been entirely rearranged and newly equipped to accommodate our increasing patronage and consequent enlargement of stocks. It is with no small degree of satisfaction that we announce our preparedness to serve you more efficiently than ever.

The prestige and efficiency of our organization of women's wear experts enables the Nebraska to offer a style and value service unapproached in the Middle West. We invite inspection Monday of our magnificent Spring Displays of Women's and Misses' Suits, Coats, Dresses and Blouses.

Opening Our Great New Dept. Millinery Headquarters of the West

—Entire Main Floor, East Room

AGAIN, we've accomplished the unusual—our beautiful main floor Millinery Shop in our recently acquired new building—enabling us to place millinery selling in Omaha on a new plane of metropolitan efficiency. The discriminating women of this territory will find we've ushered in the dawn of a new era in millinery value-giving and style service—The most modernly equipped Millinery Shop in America.

Our connections with the largest millinery organizations in this country enables this shop to secure the most wanted modes, to show the new styles first, and the most of the newest. Monday we will introduce to you Omaha's most complete exhibit of New Trimmed Hats and Millinery Accessories.

Opening Our New East Room and Mammoth Second Floor Men's, Young Men's and Boys' Clothing Sections

THE tremendous growth of our clothing business and the enormous selections we offer has necessitated complete rearrangement of this department. In justification of our present expansion, we point to the fact that for two years we have been so crowded for room on our second floor that it has been necessary to sell all overcoats on the fourth floor, often interfering with the service we strive to render.

THE opportunity to acquire additional room on the second floor, enabling us to concentrate our clothing business on one floor, has come as a stroke of good fortune, and gives the Nebraska by far the largest department in the West devoted to Men's and Boys' wear. See the new east room and study our second floor arrangement; it's a model of modern clothing store equipment. Nothing like it elsewhere in the west.

Among the Many Lines of Men's and Young Men's Clothes We Control Exclusively and of Which We Show the Most Complete Selections in the West We Mention:

SOCIETY BRAND CLOTHES

World-wide favorites with young men and men who stay young.

HICKEY-FREEMAN CLOTHES

The finest hand-tailored, custom-fit and finish ready-for-service apparel.

FASHION PARK CLOTHES

Young men and men liking the snap of youthful apparel demand them.

BRANDEGEE-KINCAID CLOTHES

In all the world, no better tailoring nor fine quality fabrics.

ADLER-ROCHESTER CLOTHES

Recognized everywhere for quality and tailoring. None better made.

LEVY-ROCHESTER CLOTHES

Specialize in super-quality fabric and careful tailoring.

Opening Our New Spring Display of Men's Smart Hats

Efficiency and careful service have attracted to this greater store a vastly increased patronage in Men's Hats. We feature the most popular lines in a wide variety of latest styles.

Opening Spring Footwear Fashions for Men, Women and Children

Our Shoe Section has shared in the great growth of this store. Here you'll find greatly enlarged selections of correct footwear—the season's smart fashions in the best footwear American ingenuity can produce—shoe service plus.

Opening Our New Spring Display of Men's Furnishings

The most conveniently arranged shirt, neckwear, underwear, glove, hosiery and collar sections are here, presenting the season's best styles and values. Prompt, efficient service a feature.

*Our Opening Day
Monday, March 18,
SEE THE PROGRESS THAT'S MAKING
IN THE HEART OF OMAHA*

Nebraska Clothing Co
JOHN A. SWANSON, President
WM. L. HOLZMAN, Treasurer
FIFTEENTH ST.
CORRECT APPAREL FOR MEN AND WOMEN.

*Our Opening Day
Monday, March 18,
INSPECT THIS GREATER STORE—
STUDY ITS SHOPPING ADVANTAGES*