

The Emporium

310-12 SO. 16TH ST.

Announcing for Monday, February 10th, the — Formal Grand Opening

of Omaha's Newest, Best Appointed Apparel Store

Planned, equipped and stocked with but a single thought in mind, that of affording Omaha women a pleasant, home-like store, where Apparel of unquestioned merit and good style might be secured at prices materially less than you have been accustomed to paying.

Suits Coats Wraps Gowns Frocks
Millinery Blouses Skirts
Lingerie Corsets Hosiery

Nearly every woman is looking for Fashion's first heralds of Spring which, the calendar warns us, is not far distant. At this newest store you'll encounter the newest, smartest, most individual style creations that war-relieved couturiers could design.

Manufacturers of the finest wearables, have generously co-operated with us in making this OPENING an event long to be remembered, an event in which super value-giving ranks equal with the splendid style show we invite you to attend tomorrow.

A Store You'll Like

A store where courteous treatment, a pleasant smile, a willingness to serve, and an anxiety to please becomes an inseparable part of every transaction. That's the type of store service we promise you.

Its Policy

To feature the newest style creations as soon as they make their appearance in the eastern markets. To guarantee complete customer-satisfaction, to rectify every wrong cheerfully, and to unconditionally make every advertised sale a reality.

Its Appointments

For beauty in equipment and furnishings this store has no near rival in the state. Customer shopping-comfort has been a guiding consideration in the arrangement of Omaha's Newest Apparel Store.

"Better Values at All Times" the Foundation Upon Which This Business Will Be Built

Only Wearables of thorough worth, proven good style, and a high standard of workmanship will be permitted to become a part of the Emporium stock—and this character of merchandise will be offered at prices decisively lower than Omaha women have enjoyed in the past. Our spacious Millinery section and the active merchandising policy it contemplates will prove to be without question the one dominant center for lovers of BEAUTIFUL MILLINERY.

Styles of the Moment in Beautiful Spring Millinery

The most gorgeous, most artistic assemblage of New Spring Hats ever placed on exhibit by any Omaha store will greet you here on Opening Day. Picturesque modes from the Watteau period, demure pokes of the mid-Victorian age and large, dressy hats for restaurant wear. Rough and glossy straws, either plain or combined with satin, taffeta and silk—trimmed with flowers, garlands, novelty fancies and embroidered motifs.

\$6.50 \$7.50 \$8.50 and \$10.00

An Example of Our Value Giving Ability Is Vividly Emphasized
in These Wonderful Opening Offerings

Through the good will of several manufacturers we secured for our opening the entire sample lines of Suits and Dresses at a price concession almost unbelievable. The styles are the latest thoughts of master designers. We offer these beautiful NEW SPRING GARMENTS starting Monday, at prices you will find difficult to resist.

Stunning New Spring
SUITS

Especially Featured During Opening
\$35.00 \$39.50 \$45.00

and up to \$95.00

At these prices you will be offered suits that you'll readily recognize as belonging to decidedly higher-priced groups; they're good style, rich fabrics and attractiveness are instantly appealing.

Slim Silhouette, Box Creations, Straight Lines, Serges, Tricotines, Poiret Twills, Oxfords, Hairline Stripes, Every Color, Every Size, Extreme Values.

Wonderful New Spring
DRESSES

As Introductory Value Leaders at
\$15.00 \$19.50 \$24.50

and up to \$95.00

Reproducing with accuracy the far costlier originals of noted fashion designers these frocks show a distinction, an originality of design and of trimming, and detailed care in finish that will be appealing to women of fashion.

Serges, Satins, Taffetas, Georgettes, One-Sided Effects, Braided, Draped, Embroidered, New Collar Effects, Narrow Skirts, Button Trimmed.

**"A
Thunderbolt
from a
Clear Sky!"**

