



Spring and Summer Footwear The \$4 and \$5 Kind at \$2.50 and \$3 ALEXANDER SHOE CO.

\$5 See Our Famous Values at \$5



The Fashion Creators of Omaha

Most Beautiful Ass'tment of Spring Suits, Coats and Dresses

We Save You \$10 on a Garment

Bonoff's New York Sample Store 206 North 16th Street

Ladies' Tailored Suits and Gowns Mme. Galbrith Suite 1322 W. O. W. Bldg. Phone Doug. 4989

SAVE YOUR MONEY by making your own tailored suits and dresses at THE Keister Tailoring College 1628-38 City Nat'l Bank Bldg.

MILLER, LADIES' TAILOR 412 to 415 Paxton Block IS NOW MAKING The Latest Spring Fashions IN SUITS, COATS and SKIRTS Best Work at Popular Prices

Exclusive Millinery



AT SENSIBLE PRICES

MRS. A. HUSTER Hotel Loyal Building 221 North Sixteenth Street



BEAUTIFUL NEW SPRING MILLINERY In all the very latest models. Our line of Tange Hats is exquisite. Our prices reasonable. You are invited. Trimmed Hats from \$5.00 Up PAXTON MILLINERY Balcony Floor, Room 3 Paxton Block. Frances Zeman Upstairs. 818 South 18th St. Two Stores

Uncorseted Grace with Comfortable Support in Spirella CORSETS

fitted to your measure in your own home by an expert corsetiere. Telephone or drop a post card for corsetiere to call. Mrs. Ella Mackey 814 Webster - Sunderland Bldg. Douglas 1805.

New Goods on Sale

Our double store is loaded with a fine line of Men's Ladies and Children's Clothing, Furnishings, Hats and Shoes. New and up-to-date. At the prices is the lowest you ever saw. We are determined to get your business. Come and investigate for yourself.

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| \$10.00 Men's Suits, at... \$7.50 | \$2.50 Hats, at... \$1.50 |
| \$15.00 Men's Suits, at... \$10 | \$3.00 Hats, at... \$2.00 |
| \$20.00 Men's Suits, at... \$12.50 | \$2.50 Pants, at... \$1.50 |
| \$4.00 Boys' Suits, at... \$2.98 | \$3.50 Pants, at... \$2.50 |
| \$7.50 Boys' Suits, at... \$3.98 | \$1.50 Children's Shoes... 98c |
| \$3.50 Girls' Coats, at... \$2.45 | \$2.00 Child's Shoes... \$1.50 |
| \$5.00 Girls' Coats, at... \$3.50 | \$2.50 Boys' Shoes, at... \$1.69 |
| \$12.50 Silk Dresses, at... \$7.50 | \$3.50 Ladies' Shoes and Oxfords at... \$2.50 |
| \$12.50 Ladies' Coats, at... \$7.50 | \$4.50 Ladies Oxfords and Pumps at... \$3.00 |
| \$15.00 Misses' Suits at... \$10 | Free—A pair of silk hose with every pair of ladies' Oxfords. |
| \$12.50 Misses' Coats, at... \$7.50 | |
| Men's Shirts, 75c values... 48c | |

J. Helphand Clothing Co. 314-16 North 16th Street

JEWELRY GIFTS FOR EASTER

An exceptional showing of diamonds, lockets, pendants, neck chains, watches and many more pleasing gifts at prices that have made our store popular. LINDSAY, The Jeweler Expert Watch and Jewelry Repairing 231 1/2 South 16th Street.



Fashionable Jewelry for Spring

Our spring showing of highly artistic goods of both American and European production is about complete, and it is with great confidence and pleasure that we invite both our old and new customers to inspect a collection of Rare Jewels and Splendid Silver Services.

C. B. BROWN 403 South 16th Street

Newest creations in ladies' READY-TO-WEAR APPAREL

at popular prices is being shown at Friedman's Cloak Shop 322 North 16th Street—Corner 16th and Chicago Sts.

EASTER PLANTS AND CUT FLOWERS

Order Now for Easter Delivery. Lilies, Azaleas, Tulips, Hydrangeas, Spireas, Kyanthos, Cinerarias, and Others. A telephone message as good as a call. Fair treatment is not a habit—it's an institution.

JOHN H. BATH ...FLORIST... Boyd Theater Bldg.—Order early to insure prompt delivery.—Doug. 3000.

Suits Made to Measure \$30 to \$60

Let me make that Spring Suit. If you want clothes that fit, clothes that carry style and distinction, call and let us show you the most complete line in the city.

Norman Lewis Farnam Hotel Bldg., 305 S. 19th St. Phone Douglas 3333.



COME FORWARD WITH YOUR SPRING WORK!

Easter, April 12th! Think of it! And you unprepared! Last year's clothes are just where you left 'em; nothing ready for the "Easter Parade." Pure neglect! Well, Sir—or Madame—if we can prevail upon you to have your clothes ready for our man in the morning, we will work a wonderful change in 'em in time for Easter. Just think! We can rip 'em apart; change the style; clean 'em; press 'em, and YOU will be astounded at the result we effect. (You'll say the clothes look NEW.) And Spring house cleaning almost upon you! Why not let us rejuvenate those rugs; those lace curtains, blankets and comforters? We are MOST able on this sort of work. Try us out. Please do. Best part of it is we don't restrict this service to Omabans—out-of-town families may send in their work by Parcel Post or Express and WE will pay charges where the work amounts to \$3.00 or over. Our 'phone number is Tyler 346—A private exchange.

Dresher Bros. Dry Cleaners and Dyers \$57,000 Plant at 2211-2213 Farnam St.

Our Spring Exhibit Shows Our Ability to Give Correct and Exclusive Styles at Extremely Low Prices Miss Butler Entire Second Floor Over Alexander's Shoe Store. 1512 DOUGLAS STREET