

Spring
1913



The Fashion
Creators
of
OMAHA

Exceptional Values in
Spring Millinery
at Half Price

Our showing last week delighted everyone who visited our opening. Our stock is large and varied and includes the latest creations of the leading eastern modistes such as the tiny, skull-like Claspoux, Little Helmet, Turbans, clever variations of the English Derby, charming adaptations from Turkish Headpieces and pretty variations of the Tam-o-Shanter. The prices range from—

\$4.50 to \$10
MISS BUTLER
1512 Douglas St.

All the
Newest
Spring Hat
Creations on
show here
this week.

Women's-Misses' Silk Chiffon Dresses

Worth up to \$20.

The daintiest and most charming of new silk chiffon dresses, for party and evening wear, all the leading shades, on sale Monday at—

\$7.98

Sale of Spring Millinery Trimmed Hats

in the prettiest of spring designs, on sale at

\$2.98
and
\$4.98

We'll save you \$3.00 to \$5.00 on your spring hat.

The Novelty Co.
214-18 N. 16th St.



Weinlander's Fine Millinery

All the latest creations of the season at popular prices.

J. Weinlander
Successor to
Weinlander & Smith
317 South 16th Street

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
314 Webster-Sunderland Building.
Douglas 1805.

Lohman
POPULAR PRICES

Saves ANY Lady \$15 to \$20 on a Tailored **Easter Suit**

Doesn't SUCH a savings appeal to you?
160 snappy, stylish, yet exclusive spring fabrics have their first showing here now.

Lohman suits are tailored on the premises by **MEN TAILORS**, able men who give your garments that **REAL** "mannish touch."

Parlors at Suite 433-435 Paxton Block.

Orlijans' Spring Showing of Ladies' Ready-to-Wear Garments of Individuality

These suits are beautifully tailored and no two alike. Prices range from **\$25 to \$35**

We have also a complete line of the very latest style spring coats at—
\$15 to \$25

Alterations free of charge. These garments are of the very latest styles and materials, fitted perfectly by expert men tailors. This line will differ from those carried in ordinary retail stores, and consists of exclusive tailored models of my own personal selection, and any changes that may be necessary will be made in our own shop, thus assuring you of perfect fitting garments at a nominal price. I would be pleased to have you call and inspect them.

Boyd Theater Bldg., Kearney St.

Orlijans
LADIES TAILORING

STUNNING SPRING MILLINERY

You are invited to inspect our display of Spring Millinery. An unusual assortment in all the latest styles and colors including many French models.

POPULAR PRICES
MADAME BENNETT
214 N. 17th St. Phone Doug. 2507.

EASTER PLANTS AND CUT FLOWERS

Order now for Easter Delivery
Lilies, Anasias, Tulips, Hydrangeas, Spireas, Myosintis, 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. 5000

THE FINAL TOUCH TO THE EASTER ATTIRE IS A HANDSOME PIECE OF JEWELRY. SEE OUR LINE OF EASTER NOVELTIES.

SCOTT PARR JEWELRY COMPANY
CITY NAT'L BANK BLDG.
409 SOUTH 16TH STREET.

5,000 EASTER LILIES
The Finest Ever Grown at **POPULAR PRICES**
Spring Flowers and Blooming Plants of all descriptions.

Special Prices on Lilies and Decorations for Churches.

L. HENDERSON
THE FLORIST
1519 Farnam Street.
Phone Douglas 1258.

SPRING MILLINERY OPENING

We take pleasure in announcing the opening of our spring millinery exhibit. We most cordially invite the women of Omaha and vicinity to visit us. Direct importations of French millinery and exclusive models designed and trimmed by our own expert milliners await your approval.

Schadell
1522 Douglas Street

Do Not Neglect Your Watch

It is a delicate piece of machinery and must be cleaned and oiled not less than every 15 months if you would realize perfect service and a lifetime wear. Let us examine your watch—without cost—and advise its condition. All work guaranteed.

Watch, Clock and Jewelry Repairing.

LINDSAY THE JEWELER
221 1/2 South Sixteenth Street.

Omaha Made SHOES
\$3.00 to \$5.00
Unequaled for style and satisfaction.

STANDARD SHOE REPAIR CO.
1806 Farnam.
We repair shoes while you wait.

For Fashionable **Pleating and Buttons**

See the **Ideal Pleating Co.,**
Room 200, Douglas Block,
Over 107 S. 16th St.
Omaha, Neb.

SAVE YOUR MONEY
by making your own tailored suits and dresses at

Keister Tailoring College
1628-32 City Nat'l Bank Bldg.

Your Easter Hat

is the problem you are now trying to solve, but it will be an easy matter to choose one if you will but look over my exclusive styles in pattern and dress hats—**\$5.00 UP.**

Mrs. C. Richards
Cor. 18th and Farnam

ROOM FOUR WEAD BLDG.

Fresh Home Grown Flowers
Hess & Swoboda
Florists—Paxton Hotel

Telephone:
Douglas 1501; Ind. A-2502.
1412 Farnam St., Omaha, Neb.

We have a nice lot of potted plants in bloom such as Rhedodendrons, Lilies, Anasias, Tulips, Begonias, Primroses, Cyclamen, Cinerarias, etc. Our Cut Flowers are absolutely fresh.

A Phone Call Puts You In a Position to Save Big Money

We will Clean, Dye, Repair or Alter the Style of your **LAST** year's Clothes and turn 'em into garments plenty good enough and stylish enough to wear

REMEMBER!
TYLER 345
DRESHER BROTHERS
CLEANERS, DYERS
2211-2213 FARNAM ST. OMAHA

Easter Sunday

DRESHER BROTHERS
The Cleaners and Dyers With the \$57,000 Plant at 2211-2213 Farnam.