



The Fashion Creators of Omaha

Spring 1916

Ladies' and Misses' Spring Coats

More Than 100 Samples On Sale

Monday and Tuesday
New Materials
New Shades and Newest Styles

A Saving of \$5 to \$10 on Each Garment

A. Bonoff
N. Y. Sample Store
206 North 16th

GREAT SPECIAL SHOE SALE

Money Saving Prices FOR WOMEN

Styles that you know are the very latest in shoes, of all leathers, cloth tops, button or lace. These \$4.00 to \$5.00 shoes on sale now, at—

\$1.95 and \$2.45

FOR MEN

Thousands of sample shoes from the best makers. The best leather on the market, and styles to suit every requirement. These shoes sell up to \$5.00, our bargain prices—

\$2.45 and \$2.95

We carry complete line Men's work shoes—wear like iron—

\$1.95—\$2.45

Mail orders receive the same careful attention as our other customers. Give style and size of shoe wanted.

Store now open evenings until 7 o'clock.
Loyal Shoe Store
16th and Capitol Ave.
Loyal Hotel Bldg.

A Veritable Garden of Flowers in this Fascinating Display of

New Millinery

For Spring

Both large and small shapes. Beautiful pattern hats. Popularly priced from \$5.00 UP.

Open Till 9 p. m. Every Evening.

Flatiron Millinery Shop

1726 St. Mary's Ave. Flatiron Building.

The New Spring Styles Demand Corsets

That are in accordance with the latest fashion.

You will be sure of getting corsets with the proper lines, together with the highest quality if you buy a

GENUINE GOODWIN CORSET

IDA C. STOCKWELL
1726 St. Mary's Ave. Flatiron Building.

Lehrman The Reliable Tailor
POPULAR PRICES. Let Lehrman Tailor Your Suit and save \$15.00. Skirts a Specialty. \$8 TO \$10. Complete.

The Alla Shop
208 So. 18th St.
Rare Oriental Pieces and Antiques of all kinds.
The Needle Craft Exchange in Connection.
Tea served every afternoon.
You are cordially invited.

ADVANCE FASHIONS IN SPRING TAILORING

LATEST STYLES AND WEAVES AWAIT YOUR VISIT



DRESS UP

We ask the privilege of showing you the styles—colors—quality that have been decreed for the Spring and Summer season.

We have secured M. Stranberg, a Chicago designer, who will cater to the wants of Omaha Good Dressers.

PRICES We guarantee Fit—Quality—Workmanship—Style in our Suits, ranging in price from \$35 to \$45.

Ideal Ladies' Tailoring Co.
Successors to Miller, Reliable Ladies' Tailor
412 Farnam Block. Phone Red 5973.
Open Evenings Until 8:30.

Are We Out of Place When We Advertise on This Page?

Not On Your Life. Read This Ad and See.

Everyone Talking Frills
All the women of Omaha are talking about suits, dresses of the finest fabrics, hats of the latest creations, shoes without hose, lingerie of the finest silk and corsets, too. Every conversation at pink teas, is about frills, which change several times a season and Daddy has to pay the bills.

Edison Thrills

Are lasting forever and Daddy only has to pay one bill instead of bills. The Edison is the housewife's favorite, the hubby's hobby and the family's delight. Why? They can pull the rugs and dance till midnight. Also the voice or violin student can teach themselves by practicing with an Edison. Records of instrumental and voice music by the world's leading artists.

Picture of New Machine

The picture of the machine in this advertisement shows the new CHIPPENDALE MODEL. It is the most beautiful instrument in the market today, a real ornament in your home. The reproduction of voice or instrument on an Edison is so perfect that when a test was made the audience could not distinguish the Edison from the original.

Edison Shop SHULTZ BROS.
313 S. 15th. D. 4622

Black Tread and Pink Sidewalls

Fashion's latest presentation takes shape in Diamond Tires

Omaha Tire Repair Co.
HENRY NYGAARD, Prop.
2201 FARNAM STREET
Phone Tyler 1552



Suits ..and.. Wraps of The Highest Class Grade and Style

Are Designed and Made by S. H. Ackerman
18th and St. Mary's Flatiron Bldg.
Phone for Appointment

FASHION SHOW
..... AT.....
HENSHAW CAFE
Every Afternoon and Evening
If you want to see all the latest creations in Spring Apparel for Women, come to the HENSHAW CAFE any afternoon or evening.
Music and Dancing
To entertain you while you eat a Lunch or Dinner, and sometime view Gowns, Dresses, Suits of the social stars of Omaha and out-of-town guests of the hotel.
Hotel Henshaw—Omaha

Style Plates Shown on These Pages Made by The Bee Engraving Plant.
Designs Submitted, Estimates Furnished Call Tyler 1000

The Ideal Button & Pleating Co.
107-109-111 South 16th St., Omaha, Neb. Tel. D. 1030.

Combination Accordion Pleated Skirt
69 New Models of Pleated Skirts
Accordion Side, Box and Combination Pleats.
Buttons
All the New Styles and Sizes.
Hem-Stitching and Picot Edging.
Embroidering
Braiding, Heading Done on Garments.
Artistic Designs Furnished.
Send for Free Price List.
Send Your Goods.
Orders Filled Promptly.
Watch for Other Models.
Everything in Pleating, Covered Buttons, Hemstitching, Picot Edging.



Start the season in Style. Have Your Electric Put in First Class Shape.
I am now in business for myself at--
2230 Farnam St. Phone Douglas 4317
Walter Anderson Electric Co.