

Tailor-Made Clothes Reflect Your Individuality!



The man who goes to a merchant tailor has definite ideas of his own regarding the fashioning of his garments. He goes with the intention of having his clothes built to conform with his individuality.

He realizes that every man, according to his habits or occupation, develops slight inaccuracies of figure that only exact measuring and expert fitting can overcome. The use of one arm more than another may manifest itself in a slight variation in the swing of the shoulders. The manner of carriage makes it almost impossible for the same collar to fit well on any two men. Two—or five—or ten men may have the same chest measurement, but there the similarity in figure will end. Each will require a different treatment, provided a perfect fit is desired.

And there is just as much in the proper building of the trousers. The good dresser is just as particular about the hang and cut of his trousers as about the rest of his apparel. And trousers that fit must be made a little differently for each individual.



The merchant tailors of Omaha whose announcements appear below, are ready to show you the newest spring fabrics in the various weaves—and you can see the cloth in the piece. They take this method of reminding you the spring season is upon you, even though the weather has been a little backward. They are ready to make clothes that will fit you—and you only.

It pays to be particular...

You should be just as particular about the clothes you wear as I am about the clothes I make. It pays me, and you will be well repaid for getting acquainted with my tailoring methods.

Spring Suits, \$35 to \$50.

Edward Johnson
Second Floor City National Bank Bldg.

Spring Tailoring!

New Fabrics—New Styles—New Colors

I am showing the prettiest and newest weaves in the city—materials that can be had only in my store.

IF IT'S MADE BY ME IT'S CORRECT!
MADE TO ORDER—MADE TO FIT—
MADE TO SATISFY

JOHN A. RYLEN
Phone Me—Red 2784.
Second Floor Paxton Block 16th and Farnam

New Spring Woolens

Our Spring Fabrics are now here and ready for inspection. This line is by far the finest ever shown in the city, consisting of all the very latest shades.

My reputation guarantees the workmanship.

Suits made by us always satisfy.

G. A. LINDQUEST
235-236 Paxton Block

Springtime...

Are you going to meet it with heavy, cumbersome winter togs,
OR...
are you going to see Dresher about lighter, neater appearing clothes for "sunshine" weather?

\$25.00 to \$50.00

DRESHER The Tailor
1515 Farnam Street

NICOLL'S SPRING WOOLENS

CRITICAL Men, who dress tastefully, know and appreciate the fact that Nicoll's fabrics reflect the cleverest conceptions of each season's output—and that in no other store does equal style and quality prevail—at so nominal a cost.

Suits \$25 to \$50. Trousers \$6 to \$12.

Nicoll the Tailor

WILLIAM JERREMS' SONS.
209-211 So. 15th St. Karbach Block.

Come on in Here!

We wish to announce that we have secured the services of W. Hofer, the well-known cutter and designer. Mr. Hofer has recently returned here after spending 5 years in New York perfecting his art of clothes modeling.

Our new Spring fabrics are in. All the newest shades.

When we make a garment the wearer is proud of it. He shows it to his friends and points with pride to its style and fit.

OUR PATRONS ARE ALWAYS PLEASED
Suits that suit \$25 to \$40

Counsman Tailoring Co.
TEDDIE COUNSMAN, Proprietor.
Ground Floor Brandeis Theater Bldg.
Entrance, Douglas Street.

Tailor Made Clothes Are Real Economy

A suit made to order by my skilled tailors costs you very little more than an ordinary ready-to-wear affair that gives you nowhere near the satisfaction or service.....

Spring Suits to Your Measure **\$25⁰⁰ to \$40⁰⁰**

\$2.00 THIS COUPON \$2.00
Will be accepted as a \$2.00 payment on any suit ordered Monday, Tuesday or Wednesday, April 1, 2, and 3.
Only one coupon accepted on each order.
TAILOR BECK.

Tailor Beck 111 So. 15th St.
BETTER TAILORED CLOTHES