



Spring  
1913

The Fashion  
Creators  
of  
**OMAHA**

Cut Price Millinery  
We Save You Half  
on Your  
**Spring Millinery**

Fashion decrees that the new spring hats shall be small, very small, but very "chic"; the tiny brims roll close, trimmings are simple and often stand perpendicular, though the aeroplane idea is strong; ribbons are much used; many hats are veiled; bright colors appear in profusion.  
Come in and look over our showing at—

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

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

300 Women's  
and Misses'  
**Sample  
Spring  
Suits**  
Worth up to \$25.00

The most charming of plain tailored and prettily trimmed spring models in all the newest fabrics and colors. These are salesmen's samples from a leading manufacturer; all go Monday \$15 and

**\$12<sup>50</sup>**

All Wool  
Serge  
**Dresses**  
Worth up to \$10.00

Charming dresses in new styles, all leading colors, special Monday at—

**\$2<sup>98</sup>**

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

**Sahlin** Perfect Form  
Corset Combined

Whaling, Clam, Hook, Eyelets, Straps, No Heavy Steels

**For Slender Women**

Nothing else like it—nothing else as good. It is not a mere bust form, but the SAHLIN'S shaped bust line gives the wearer a correct appearance, at once, and then builds her to it.

We guarantee it.  
Prices \$1.00 and \$1.50.

Handled Exclusively by  
**Weinlander  
& Smith**  
217 South 16th Street

We solicit your inspection of our exceptionally complete line of

**Spring  
Models**

The Latest and Most Authentic Hat models are being shown.

**Mitcheltree-Drahos**  
213-14 City Nat'l Bank Bldg.

**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**

Alterations free of charge.

These garments are of the very latest styles and materials, fitted perfectly by expert man 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

**We Are Showing**  
A Splendid Collection of Specially  
Gathered

**Spring Styles**  
IN  
**MEN'S and WOMEN'S  
WALK-  
OVERS**

The New Snap Model—  
\$4.00, \$4.50, \$5.00.

We've the season's correct shades and shapes. Exclusive, refined and different. Walk-Overs set the styles and are known as the choicest of all shoes. Get fitted the Walk-Over way. Prices **\$3.50, \$4.00, \$4.50, \$5.00** and up to **\$7.00**

**Walk-Over Boot Shop**  
319 South 16th Street.

The New Dictator Model—  
\$4.50, \$5.00, \$5.50, \$6.00.

"SPRING 1913"  
**EXQUISITE NEW  
MILLINERY**

The season's very newest style creations are being shown including many French models of rare beauty.

Come and look them over; you will be pleased.

Formal Opening, Thursday, March 13  
**MADAME BENNETT**  
214 No. 17th St. Phone Doug. 2507.

**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.

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

**STANDARD SHOE  
REPAIR CO.**  
1308 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.

**Dress Making  
Pays Well**

Save Dressmaking Bills by making your own Tailored Suits and Gowns at the

**Keister School**  
Call and be Convinced.  
1628-38 City Nat'l Bank Bldg.

**Announcement!**

We wish to announce that our millinery shop is now located at Room 4, Wead Bldg. where we are showing an exclusive line of high quality

**Easter  
Millinery**

Your inspection cordially invited. Our popular prices remain the same.

**Mrs. S. Richards,**  
Room 4, Wead Building,  
Corner 18th and Farnam Sts., 2d Floor.

**Easter**  
Will soon be here,  
23d of March.

Don't wait till the last week. Get your Spring Suits and Dresses out now and avoid the rush. Let us put them in shape for you. We do all kinds of repairing, retining and altering of Men's and Women's garments.

Phone for Wagon,  
Douglas 1613.  
**J. C. Word & Co.**  
1521 Howard St.  
The Old Reliable  
Cleaners and  
Dyers.

Mrs. Baldwin Miss Heath

**BALDWIN  
& HEATH**

High Grade Millinery

Corner Twenty-fourth  
Ohio Streets

**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.

**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.