



Spring
1913

**Easter Apparel
for Gentlemen**

Distinctly Correct in Style and thoroughly Dependable in Quality

KENSINGTON KENMOR AND L SYSTEM } **Clothes**

Smart Hats and Furnishings
MAGEE & DEEMER

413 South 16th Street

**The Fashion
Creators
of
OMAHA**



You want style
in your new
Spring Clothes

Norfolks are destined to be great favorites this spring for the young fellow. Let me show you the most comprehensive line of stylish young men's clothes in Omaha... **\$15 to \$35**

YOUNG'S
NEW
YORK
HATS

GEORGE
Brooke
"STYLES THAT SET THE PACE"
CORNER SIXTEENTH AND HARNEY.

SOCIETY
BRAND
CLOTHES

Our Spring Hats are here
and we can satisfy any man

Stetson Hats

The largest and most complete line in the west. Soft and stiff hats in all conceivable shapes and colors. Many new novelties in all the newest styles.



\$3⁵⁰ to \$12

Soft Hats and Stiff Hats that are cravenetted. We have the exclusive sale of these hats in Omaha. Imported hats from England, Germany, France, Austria and Hungary. Delicate shades of gray, brown, blue, green, tan and black are displayed in endless variety, at—

\$2⁰⁰, \$2⁵⁰, \$3⁰⁰ and \$5⁰⁰

Our spring suits and top coats are on exhibition. Come in and snoop around.

The Berg Clothing Co.
15 - S. DOUGLAS

**Guckert and McDonald
TAILORS**

Wish to announce that their fabrics for Spring and Summer are in.

317 South Fifteenth St., Omaha

**Omaha's Newest
Clothes Shop....**

Offers the men and young men of Omaha the best ready-to-wear clothing manufactured in the two prices featured by them—

\$16⁵⁰ and \$25⁰⁰

When looking in the windows around town you will notice that our \$16.50 suits look like the \$18.00 and \$20.00 ones that others are showing, and our \$25.00 line shows up with the \$28.00 and \$30.00 values.

"Make This Store Your Store"

Wilcox & Allen
203 South 15th Street

ESTD. 1898.
LET US TAILOR YOU
**Formal Showing of New
Fabrics and Fashions**
Continues
**MONDAY AND ALL
NEXT WEEK**

SOUVENIR TO EVERY CALLER.
Whether you are prepared to buy or not, we will appreciate your call. See the newest, most modern tailoring establishment in Omaha and acquaint yourself with the new spring materials and styles. Suits made to individual measure—

\$15.00 \$18.00 \$20.00

Hamilton Woolen Co.

411 S. 16th St. City National Bank Bldg.

**Don't Let Easter
Find You Without New Clothes!**

Dresher

The Tailor
1515 Farnam St.

has chosen an elaborate assortment of fabrics—among which you will find just the one that suits your fancy.

Nearly 1,000 patterns to select from.

The suit will be finished
for Easter



**Success
and
Made-
to-
Order
Clothes
go hand
in hand**

Tailored clothes will aid you in business, as well as in society.

You may as well get good workmanship and materials when placing your next order, as the cost is no more than the poorer kind when taking into consideration the wearing qualities and the satisfaction it will give you to be well dressed.

I can suit your taste and purse and take pride in serving you with tailoring that will give you style, fit, wear and economy. Come now for the Easter rush is on.

**Tailor
Beck**
111 So. 15th



ENVY...

Men wearing clothes made by me see nothing in any other man's clothes to envy.

**SISTEK-
TAILOR**

Second Floor City National Bank Bldg.