



Spring  
1916



The Centers  
of Style  
in Omaha



**My Made-to-Order Suits Satisfy**

Many years of tailoring experience have enabled me to get my fitting and workmanship up to its present high standard.

Today I have an establishment in which you can place every confidence. Get acquainted with my tailor shop now—It will be an agreeable and profitable experience for you. Suits-to-order—

**\$30, \$33, \$35 and \$40**

**Cut, Fitted and Made in Omaha**

Beautiful New Fabrics for Spring Await Your Inspection

**Tailor Beck**  
1512½ Dodge Street.

**Brighten Up for Spring**

The price of Clothing, Food, Gasoline—everything but the cost of cleaning your suit or dress is steadily advancing.

Why not meet this high cost of living by making your last year's garments do you another season?

Our method of Cleaning and Pressing will add enough life to your clothes to much more than offset the cost, say nothing of the improvement in your appearance.

Send in your clothes and let us prove it.

We guarantee satisfaction or no charge.

Phone us and one of our autos will call promptly.

**The Pantorium**

"GOOD CLEANERS AND DYERS."

1513-15-17 Jones St., Phone Doug. 963.

Branch Office, 2016 Farnam St.

South Side, 4706 South 24th St.

N. B.—We pay carrying charges one way on all out-of-town orders.

Let the Easter card carry the message that lends the personal touch of friendship—  
Your Photograph



Doug. 5548  
20th and Farnam

"The photographer in your town."

**REMBRANDT STUDIO**

**Comb's Spring Jewelry**

is of dame fashion's latest decree. Everything that's new in jewelry for either men or women will always be found first at Comb's, the store of quality and popular prices.

Combs' Jewelry Doesn't Turn Green, But Does Turn Doubt to Admiration.

**T. L. COMBS & CO.**

"The Busy Jewelers"  
1520 DOUGLAS STREET

**Charles Paul Gruppe**  
THE ARTIST

Is Exhibiting  
His Superb Collection  
of Paintings

AT THE  
**Whitmore Art Galleries**  
1517 Douglas Street Until March 28th Only

**THE STYLE-CAR  
HUDSON --- "SUPER-SIX"**

Demanded by

**EXCLUSIVE CAR BUYERS**

**GUY L. SMITH**

Service First

2563-67 Farnam St. OMAHA Phone Douglas 1970

**Your Health Will Be Improved  
and You Will Wear Your Spring Clothes  
to Better Advantage if You Bowl**

*A Place of Refinement for Ladies and Gentlemen*

**THE FARNAM ALLEYS**

W. L. Schoenman, Mgr.

1807 Farnam Street

**Our Tailoring Delights Young Men**

For its exclusiveness in style, and appeals to older men for its conservativeness.

Call and see our line of Fabrics and Fashions for your Easter suit.

**Stevens & Lewis, Tailors**

305 South 19th Street, S. E. Cor. 19th and Farnam