

"DRESS UP" for the Easter Style Parade



Initial Spring Showing

SUITS AND FROCKS

Every woman who admires the new and beautiful will be delighted with this display of Spring fabrics and models, embracing, as it does, the smart sport suits and the distinctive garments for various formal occasions.

Women of discriminating taste will find it to their pleasure and advantage to visit this establishment before selecting their Spring Wardrobe.

Largest and most up-to-date ladies' tailoring and dress-making establishment in the west.



HOTEL FLATIRON
Douglas 2349



Schadell's Hairdressing Parlor

Shampooing
Hairdressing
Manicuring
Face Massage
Scalp Treatment
Egg Shampoo
Dry Shampoo
Plain Shampoo
Bleaching and Dyeing

Transformations, Wigs and Switches made to order.

No shade too hard for us to match. We are headquarters for natural gray shades.

Ask to see our \$6.00 wavy switches. We stand by what we say. Over twenty years selling hair goods.

Look for quality, not quantity, in

Schadell's Hair Store

1522 DOUGLAS ST.

For the Easter Parade

NATURE herself sets the EASTER fashions. Everything must be new. Among our new spring shoes you will find appropriate styles to complete your new costumes, and in all of them you will find a perfect expression of the best fashion tendencies of the new season.



Drexel's Shoes for Women



are of the highest quality leather and cost no more than cheap imitations.

Many attractive models are here in high and low shoes for dress, general utility wear and for sport.

DREXEL'S HOUSE

of QUALITY

1149 FARNAM STREET.



Easter Time= Good Clothes
Good Clothes= Good Photographs
Good Photographs= Rinehart-Steffens

Our photographs cost no more than the other kind.

THE STUDIO AHEAD
Rinehart - Steffens
300-302 Eighteenth St., South

Miss Hartell
announces her
Spring Opening
March Twenty-sixth
nineteen hundred and seventeen

Displaying the
Most Unique Model Gowns, Suits and Coats
from the
Leading Paris Houses
Miss Hartell
1909 Capitol Ave.

Your Corset Should Be a Custom Made
NU-BONE

Its pliant construction insures a perfect fit and comfort to any large or small figure. It is guaranteed against rust and is a positive protection to the cloth.

\$3.00 to \$30.00
Let our corsetiers call and demonstrate.

Nu-Bone Shop
202 Karbach Block. Mrs. J. F. Gibbons, City Mgr.
Phone Douglas 4396, Omaha, Neb.

With Fashion Calling
Hats with the dash, style and touch of youthfulness that will appeal to all smartly dressed women at first glance ready here—ready in a wonderfully wide selection of new effects.

Hats for Dress, Semi-Dress and Sports Wear

With a range of prices, the extent of which is very broad—\$3.50 to \$15—the certainty that a woman can gratify her personal requirements is made doubly certain. Welcome, whether to look or to buy.

O'Connor & Emblen
2d Floor, Paxton Block.
16th and Farnam Sts.

Corsets

Brilliant exhibit of corsets to harmonize with and produce the best results along NEW SPRING STYLE lines. From plain to handsomely adorned models and at all prices.

IDA STOCKWELL
Room 7
BALDRIGE BLDG.,
20th and Farnam Sts.

Matinee Daily, 2:15
Every Night, 8:15

Orpheum
THE BEST OF VAUDEVILLE

Twice Daily, 2:15-8:15
Phone Douglas 494.

When You Get All "Dressed Up" Come Here to See a Show That Has "Style All the While."

WEEK STARTING SUNDAY, MARCH 25TH

"Loved and Laughed at From Maine to California" WILL M. BLANCHE Cressy & Dayne Presenting Mr. Cressy's Very Latest One-Act Play "A CITY CASE"	GEORGE LUCILLE White & Cavanagh In a 1917 Presentation of Songs, Dances and Gowns
JANET ADAIR — in — Song Recitations Assisted by Miss Adalphi	RENA PARKER Singing Comedienne
SAMAROFF & SONIA Russian Peasants, on a Sunny Afternoon in Their Native Land	KING & KING Sensational Equilibrist.

Extra Attraction
NELLIE KOUNS GARA
Concert Soprano
A Short Song Recital

ORPHEUM TRAVEL WEEKLY
Around the World With the Orpheum
Circuit's Motion Picture Photographers.

PRICES—Matinee, gallery, 10c; best seats (except Saturday and Sunday) 25c; Nights, 10c, 25c, 50c and 75c.

COMING APRIL 1ST—NAT C. GOODWIN

W. H. Eldridge

The W. H. Eldridge Importing Company announces the Opening of its Retail Department, 1318 Farnam Street, opposite the W. O. W. Building, Thursday, March 29th.

Filet Laces from China, Porcelains from China, Oriental Antiques, Exquisite Orbe Pottery, Kimonos, Mandarin Coats, Embroidered Screens and many Novelties in Filigree Silver and Damascene, suitable for Gifts and Prizes.

Tea as served in Japan for the Ladies.

Make This a Musical Easter

Dress up your home with an instrument that will give you real music for Easter—not an imitation.

THE NEW EDISON
Recreates all forms of music. Let us show you.
Free Concerts Any Hour From 8 A. M. to 6 P. M.

ROUSE'S EDISON PARLORS
Corner 20th and Farnam Sts. Telephone Douglas 7782.

New Jewelry Store

with a select line of Jewelry, Optical Goods and Victor Victrolas and Records.

Special opening prices on new spring jewelry.
Your Inspection Invited

LARSEN JEWELRY STORE, 204 1/2 N. 16th

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.