



Some Early Creations in Spring Millinery...
 The advance styles in Spring Hats now on exhibition here are exclusive reproductions of authentic models, designed in our own work rooms. We are designers and creators of distinctive millinery.
MRS. T. E. BRADY & CO., 304 S. 16th St.



THE STYLE CENTERS of OMAHA



NOTABLE MILLINERY DISPLAY At the New Hat Store

This season our customers are more enthusiastic than ever. And the number of hats sold last week is positive proof that our selections have met with tremendous approval.

New and Notable Exhibits of Trimmed Hats for Spring and Easter, at . . . \$5-\$7.50-\$10

(Other Hats Priced Up to \$25.)

We urge our patrons to make comparisons before buying, knowing full well that they will come here eventually.

OUR WAY OF PRICING WILL SAVE FROM ONE-THIRD TO ONE-HALF FOR YOU
 See the Exhibit—It is a delight to the artistic eye and a gratification to the "fashion sense."

Miss Butler's Hat Shop 307 South 16th St. We Issue Shoppers' Mileage—Ask For It.



**Pleating,
Buttons,
Hemstitching
IDEAL BUTTON
& PLEATING CO.**
 107-109-111 S. 16th St.
 Tel. Doug. 1936.

**Opening Display of
Spring Millinery
MARCH 25
All Are Invited**

F. M. SCHADELL & CO. 1522 Douglas Street.

Ladies

If it is a question of Hair tell us your trouble. If you have dandruff, let us cure it. If your hair is falling out, let us help you. If it is slightly gray, or turning gray, let us help you. If it is a beautiful silver gray, let it alone, and be proud of it. Let us shampoo your hair once a month. We use the Electro Generator for scalp and face massage. We use the latest method known to science for face and scalp treatment.



Faith between Dealer's.



211 City National Bank Bldg.
 OMAHA, Neb.

The ALY SHOP
 Invites your inspection of its stock of Oriental & Domestic Novelties. There are also a few rare Antiques, Embroideries, Porcelains, Bronzes. The Shop makes a specialty of articles suitable for card prizes, inexpensive gifts & favors. The range of price is wide, suiting every purse.

**Ladies,
Come and
See Our
Dresses
Suitable for
Many Occa-
sions.
Materials
Furnished
and Made to
Measure
\$2.50 to \$5
Kruger
Mfg. Co.
Douglas 8394**

YOUR EASTER HAT Must Be Correct STYLE



Nothing adds to a Ladies' attire so much as one of our Beautiful Exclusive, New Hats. Every hat we have in the house is this Spring's Latest Creations—all are copies of the French models.

Values to \$15

Many of our hats are values that you would have to pay \$15 for at other stores, but on account of low rental our prices range from

\$5.00-\$7.50-\$10.00

Second Floor Paxton Block.

O'Connor & Emblen, Milliners

**Refined
Jewelry
Adds Greatly
to the
Appearance
of fine
Garments.
Our Stock
and Service
Are Yours
At the Very
Lowest Price,
Quality and
Workmanship
Considered.
A. S. RIPS
Former Lindsay
The Jeweler
221 So. 16th St.**

**MARY F. COOPER
SCHOOL OF DANCING**
 306 Lyric Building. 19th and Farnam Sts.
 Classical, Folk and Modern Social Dancing.
 Class and Private Lessons.
 New Classes Organized by Request.
 Attractive Studios, Well Arranged for Private Parties.
 For Information regarding instruction or rentals call
 Red 8092; Harney 6261.

YOUR TRUNK OR BAG
 Our business is to supply you with the best there is. Whether it be a low priced article or a more elaborate one! If you are not sure of your judgment, this is a safe place to trade.
 We like repair jobs.
FRELING & STEINLE
 Baggage Makers and Good Leather Goods
 1803 Farnam St. Phone Douglas 273

Mrs. R. Mishkin
 204 1/2 NORTH 14th ST
**Our Easter Show of Millinery
 Now Ready for Your Inspection.**

M. GALBRITH
 Suite 1322 W. O. W. Bldg.
 Is Showing Spring Styles
In Ladies' Tailoring and Gowns
 Outfit for Pacific Coast and San Francisco Exposition.
 15 per cent discount off till April 15.
 Douglas 4989.

M. SELICOW
Ladies Tailor
**All Spring and
 Summer Suits \$45 and \$50**
 Suite 7 and 8 Baird Bldg. N. W. Cor. 17th and Douglas St.
 TELEPHONE, DOUGLAS 1376