

# Reflections of the Mode

## The Store Reporter

**T**HIS is the season of the year when milady must shop carefully, keeping in mind her individual needs. For the June bride, the smart vacationist, the business woman, the school girl and for every other woman the Omaha merchants show summer apparel that is essentially wearable and smartly correct—the prices you will find are more than reasonable.

To successfully follow fashion IS a problem, and more a matter of working things out successfully in one's mind than of being able to purchase extravagantly.

Interest this spring lies chiefly in being as simply yet as perfectly dressed as possible. The perfect ensemble of the Parisienne calls for hat, shoes and novelty jewelry to say nothing of a scarf and lingerie for each and every frock. American women of moderate circumstances term such dressing extravagance. They prefer to select hats and shoes that will prove suitable to certain types of clothing, i. e., evening, afternoon, street and sports.



To appear well dressed and to know that her clothes have not been expensive, positively thrills the average woman who will tell you with genuine pride in her voice that she bought that dress for \$25.00. She feels it decidedly to her credit that she was smart enough to know good materials and correct style without looking at the price tag.

### Coats of Twill

The extended period of cold and rain that we have experienced this spring has made woolly warm sport coats seem the most comfortable kind of wrap. As soon as warmer days arrive, however, it is new twills of the lustreless finish which is slenderizing, that smart women will wear for town. Straight lines and slender without a single flare or puff, they are embroidered or braided in straight patterns or take dovetail bands to form color note. The collar, which is in reality a scarf and a short cape of the Directorate period, are all Paris notes of fashion.

### The Frock Beneath.

It's a season when practically anything seems right, and yet so few things really are. One thing, you may be sure, prints are back, and are so very wearable that they will outlast the summer. With a few pleats at one side of the skirt and a pleated ruffle down the same side of the blouse a print may win distinction at \$25.00. For business and shopping, and for the general wear which requires a dependable dress not always in need of pressing, it is highly recommendable. Sports clothes of the tailored type yet with crystal buttons, a fringed scarf collar or some other feminine conceit to belie their mannish origination take a place of utmost importance in the daytime wardrobe.

### One Dances in Chiffon.

Sheer diaphanous dance frocks of flower petal colorings—can you imagine anything lovelier for summer club wear? And they're as cool as they look to be. White is much favored for evening and is used alone quite as often as with black. A white chiffon skirt on which each tiny tier is silver tinsel edged can be ob-

tained at most ready-to-wear shops. The bodice is quite plain. Another white chiffon is made over a slip of palest flesh shade. Its wide skirt is edged with maribou and there is a white chiffon scarf, maribou edged to accompany it.

### Inexpensive Tub Silks.

The cool looking, serviceable tailored silks that women have come to appreciate so well, may be had at only \$16.50. Their styles are smarter than ever, their fabrics are attractively striped and checked; they're thoroughly practical.

### Oriental Girdles

are the type of corset that girls and all women may wear during the summer. Only a bit of jersey silk that will wash as easily as a jersey vest, with elastic over the hips and entirely without stays.

### Rubber Reducing Corset.

Women who would reduce their hips are finding relief from diet by wearing this pure gum one, just steps in, and walks out pounds lighter.

### Muslin Undergarments

There's a tendency to turn from silk to dainty lingerie of cotton, nainsook, batiste and colored voiles with lace and handwork. Yet those who love the luxury of silk and delight in its simple laundering, refuse to give up silk jersey. It has lines, too, they find, that are straight and slim beneath the slim straight lines of modish frocks and suits. Luxite jersey silk, so especially featured at some places which although slightly more expensive than other jersey, is of beautiful quality that wears an almost unbelievably long time—for years.

### Chiffon Hose.

Each lovely summertime frock has the promise of hose as sheer, as fine, and as delicately tinted as the frock itself. The name fairly haunts one until she has matched every new frock with at least one pair. Fantasy is a lilac lavender; Illusion a leaf bud green; Phantom the pink of apple blossoms; Vision the first butter cup; Ciel heavenly blue. These are Featherweight, nationally known chiffon. They are silk from top to toe, and are so firmly knitted that they wear as serviceably as heavier weight hose. Featherweight may be had in tans and greys, too, of course.



Shopping intelligently is a business and an art. We are not all business women, we are not all artistically inclined, few of us are both. 'Tis safest, then, to shop where we may be certain that no lapse of good judgment might lead us from smartness.

### In Connection With Wraps.

French couturiers are making many of their daytime and race costumes of printed materials—crepe or silk—and accompanying them with long coats of the same materials, or if the coat is of a plain color it is lined with the dress fabric. These coats are straight, lapped away over, without buttons. The Parisian models are developed in crepe Dalpaca which resembles a delightful mixture of alpaca and crepe.

## Boudoir Secrets

'Tis a wise girl who pursueth Beauty. 'Tis a still wiser girl who, when she has pursued and encompassed Beauty, nourishes it with all the Beauty Culture at her command.

—F. W. E.



Look you not with wistful eye Upon your sister's pulchritude, But walk the trails herein revealed Which Beauty yield and charm exude.

—F. W. E.

**W**HEN the Omnipotent created the universe, He made all things beautiful. Either in the rough or finished. Upon the rough He imposed the duty of "Improvement;" and upon the finished, "Maintenance." Briefly, everything has the foundation of beauty. To improve and maintain the natural beauty we were endowed with, is all that needs be done.

A beautiful complexion must be tenderly, regularly and consistently cared for. Otherwise it fades and withers like flora exposed to the elements. Indisputable, is it not, that Mother Nature left something for us to do, in order to retain or acquire the most precious of all feminine attributes, "Beauty." It is, therefore, no exaggeration when we say that Beauty Culture as expounded and practiced by the better class of beauty shops in Omaha is being recognized as one of the Fine Arts.

Careful grooming is very often confounded with beauty—and we might say justifiably—because one is absolutely dependent upon the other.

Beauty of face and contour cannot survive if it is not always well cared for. An occasional visit to a beauty shop is a waste of time and money—while consistent and regular treatments should and do bring about the desired results.

(Beauty talks will appear here in each issue of Practical Cookery.)

## Thompson-Beldens



## Frocks of the Summertime

Hand-drawn voiles and linens—dainty and fine

\$10<sup>50</sup>

While it is yet early in the season, one may secure these choice new frocks and wear them on first warm days.

### Frocks of Unusual Appeal

—hand-drawn, hand-hemstitched, hand-embroidered or with hand-made filet. They are pretty enough for any daytime occasion.

Third floor