



Berger's Easter Offering

During the short time we have been established in Omaha we have had several exceptional sales and our many patrons have learned that we are strict adherents of *truthful advertising*.

We are thankful for the exceptionally strong support given us, a new firm, last season and as a substantial mark of our appreciation we offer to Omaha's Devotees of Fashion the greatest

Easter Offering Sale

ever held in this city. Our entire line of exclusive, man-tailored suits in the latest New York and imported models will be marked \$5 to \$10 lower than any other store for the *week preceding Easter*

All Styles and All Materials

in Reseda Green, Alice and Wedgewood Blue, Coral, Heliotrope, and the very latest "Newport Gray," at

14⁹⁸ 19⁹⁸ 25⁰⁰ 29⁹⁸

Riding Habits.

S. Fredrick Berger & Company,

Authorities on Styles.

The New Cloak Shop.

1517 Farnam Street.



PARIS MODELS FOR SEASON

Secrets of the Constructive and Creative Modistes Exposed.

EMPIRE STYLES WILL RULE THIS YEAR

Majority of Gowns Constructed on These Lines with Bolero Jackets and Lace Gimpes Instead of Blouses.

Much speculation has been rife in Paris as to the lines to be adopted in the coming season for the new dresses. Rumor said a return to the frills of 1870 was imminent, but no one could speak with certainty, since the leading dressmakers declined to give the slightest hint as to the styles in preparation. Now, at last, the Paris correspondent of the New York Tribune has been by special favor allowed a glance at the models which are to be displayed to customers from all parts of the world. And it is said at once that the majority of gowns will be constructed on empire lines. Small boleros, clasping the bust closely and bound to the figure by folded satin sashes or pieces of wondrous embroidery will play a leading role on both day and evening dresses. From under this folded sash, which runs up high at the back, the skirt will fall in graceful lines. Across the front of the bodice a good deal of padding is used to give the straight, square look to the bust which is essential for success. To cloth gowns, of coat and skirt type, there is a quaint adaptation of the empire idea. The very short boleros of last autumn have a loose basque added to it, which falls away from the figure beneath the arms and descends to the waist line. Beneath this coat the skirt rises high over the bust, ending sometimes with straps over the shoulder.

No Longer a Blouse. Of blouses there are none. Their place is taken by the elegant lace gimpes which finish the empire gowns. Fine and beautiful laces are used for these, and any bits of good lace can be brought into use. With a little bib shaped piece of Irish lace forming the middle of the front of the bodice, straight laces of the same lace can be placed on the sleeve, running down the middle, the material used for the gowns forming lightly draped puffs on either side.

Sleeves are without exception short. Day dresses will have draped sleeves to the elbow, retaining half an inch in width on the shoulder. Thus, long gloves will still be worn. For evening wear a novelty will be introduced in the shape of painted kid gloves. Delicately tinted designs in chape effects will cover the back of the hand and arm the whole length of the glove.

Sunshades for the Summer. While on the subject of accessories the new umbrellas and sunshades must be mentioned. The pretty colored umbrella of the winter will now have the addition of a handsome stencilled border in varied tints, the cover being also made to match. For sunshades every kind of ornament will be used. The plain silk shade will have a border of drawn, printed velvet ribbon in contrasting coloring, put on in two rows, divided by a narrow folded line of silk to match the sunshade. When closed this has a beautiful effect. Lace shades will be heavily trimmed with ruffles of drawn chiffon and painted incrustations.

Trimmings, indeed, are characteristic of the new styles. Fancy materials will be used far more than ever, and on everything there will be a quantity of decoration.



A SOFT CLOTH SUIT WITH FLOWER HAT.

Lace and embroidery in ingeniously blended colorings take the first place; then we shall see cloth laid on chiffon, heavy braids on net, velvet and satin on both, and two, if not three, accessory colors introduced into every toilet. A handsome black net evening gown is trimmed with rows of two-inch silk braid, bands of velvet and bright black bugles laid on in a bold, heavy design. A white chiffon had three clusters of painted poppies down near the feet, the blooms being of very large size. Above and below the flowers there ran three lines of black, about half an inch in width, printed in the chiffon, and the bodice above the empire sash, with long ends, had delicate suggestions of both the black and the poppy tones. All evening dresses are the same length, very slightly trained at the back. Morning walking dresses are quite short.

Radium Silk the Leader. Of the new materials, radium a thin make of silk with a fine colored line and a soft and fine printed voile, will be much worn. Here again the same subtle combination of colors is seen. A white ground is covered with a check of fine black lines, and at regular wide intervals an embroidered spot of alternating blue and pink just relieves the monotony and blends in a bewildering way in the folds. For evening wear there are handsome "fish nets" and a new gauge.

UNDERWEAR FOR SUMMER

Many Dainty Innovations Shown in the Local Shops.

CHEMISE, INSTEAD OF THE UNDERVEST

Creations of Sheer Texture and Flimsy Lace to Be Worn Instead of Garments Heretofore in Vogue.

As in everything else where white goods, lace and embroidery are combined, the extreme in the elaborate has been reached in women's underwear. Yards upon yards of the sheerest, softest, most exquisitely trimmed ruffles and flounces will form the foundation over which the dainty frocks will be hung this year. Nainsook, batiste and fine lawn and cambric are the materials used, and with them such laces and embroidery as a few years ago would have been counted extravagant, even for an infant's trosser. Nor is this flimsy texture the only innovation. The larger shops are showing garments the like of which has never been seen before this year, and that are to take the place of some of the garments hitherto considered indispensable. Even the fine lace vests and union suits are to be replaced by these flimsy cotton things. Among these is the little French chemise, which is now taking the place of the vest. Its top is of lace in form of a yoke, with shoulder straps that may "show through" and welcome, for they are dainty beyond description. The body is of the sheerest mull and the garment about thirty-two inches long.

Boon for a Stout Woman.

The "tailored" pieces, combining two or three garments, are among the new things also. They are wonderfully constructed with reference to giving and avoiding surplus material and are marvelously trimmed. The "ideal" three-piece garment, combining corset cover, short skirt and drawers, is a boon to the stout woman. The corset cover and short skirt are combined in the same way and for the stout figure there is the bust support, two triangular pieces fastened to the under-arm seams, which tie in front, eliminating the necessity of the tight-fitting under-corset cover. By this arrangement the cover may be full in the front. They are much trimmed with German val, inset in bowknot and other designs. The fullness is obtained by ribbon and banding that draws up, and the top is finished with a frill of lace. The skirts are fancy, with insertings of lace and lace-trimmed ruffles. These things in price from \$2.50 to \$12 and \$15 a suit. From the convents of France have come some marvelous creations of hand embroidery and sheer linen, mull and cambric. In suits of two, three and four pieces these dainty bits of finery cost from \$1.18 and \$10 each for the smaller pieces up to \$10 and more a set.

HOISERY MUST MATCH ALSO

Silk and Lace Take Precedence Over the Open Work Garment for the Nether Limbs.

Hostery, like everything else this year, must match and all shades are to be had. The lace and drop-stitch hose are taking second place for a change, and the gauze lace and silk enjoy first preference with the really well dressed woman. They are very thin and in the delicate shades the silk promises to be the most satisfactory and cheapest, too. In the end, for it holds its color better. But it costs about four times as much. The lace costs about 50 cents and the silk from \$1.50 to \$2. The lace hose are still very good, however, either in all-over or the best styles. White hose will be worn with white shoes.

fact, it is this suggestion of the elaborate that will complete the plainer things and lend them half their charm. One of the handsomest petticoats that has been shown in Omaha is of sheer India lawn. The circular flounce is embroidered with raised roses and leaves and its edge finished in button-holed scallops edged with valenciennes lace. This flounce is about twenty-one inches deep. The top of the skirt is fitted and finished in the French band, which is a facing that takes the place of the band and avoids the bulk at the waist.

Harmony in Color.

While colored ribbons are found on underwear more extensively this year than ever before, the really well dressed women are having them replaced by white tulle or white wash silk ribbons, even before the garment leaves the store, as such emphasis of the undergarment is out of harmony. The sleeve is the distinguishing feature of this season's nightgown and the gown that has not the fancy sleeve is "no go." As in all other local garments, the arm covering is a modification of the kimono sleeve. For midsummer wear it is short, coming scarcely to the elbow, and is cut bell shape or circular, plain or only scantily gathered at the arm's eye. Many sleeves are open on the top and held together with dainty ribbon bows, the edges being button-holed. The yokes are shallow affairs, the hand and eye machine embroidered being the most popular trimming. The necks are all low, the garments ample going on over the head and then drawn up to place, chemise fashion, by ribbons or tapes. Of course the buttoned gown is still to be had, also the long sleeves and high neck.

The drawers are smaller and the circular flounce takes the place of the huge "umbrella." These flounces are from twelve to eighteen inches deep and are set onto the regulation fitted top. One model shows both the lower and upper edges of the flounce buttonholed and buttoned onto the top.

ALL WRAPS MERGED IN ONE

Single Garment Designed to Take Place of Half Dozen of Last Year's.

At least a half dozen of last year's wraps have been merged into the general utility coat of 1906. It is absolutely correct for any one of the several purposes for which a well dressed woman requires medium weight coat, between early spring and fall. It is an evolution of the ulster, long, loose and comfortable, without being boxy, but still may be worn over the fluffy lingerie things without crushing them. It is light in weight and light in color, coming in gray mixtures, plaids and checks and in fancy mixtures. For an auto coat, if not light, it is popular and certainly an improvement over the big "auto specialties" that were counted the proper thing a while ago. As a traveling coat it promises to be the popular thing, where there is necessity of anything besides the jacket suit. It is being worn a great deal as an early spring coat, and also in the place of the rain coat. Linen and mohair ulsters, in the same cuts and combinations of color, will be used a little later, and a few of them have already come in. The linens are white and really elaborate affairs, being trimmed with Irish point and baby Irish embroidery. These range in price from \$7 to \$12. The allover baby Irish jackets and three-quarter wrap are among the newest things shown in white.

Some of the stores are carrying sample lines of exclusive automobile coats in the rubber-lined goods and cravenette. These are cut large and loose, with circular hood is attached and may be worn over the head, buttoning across the lower part of the face and dropping over the forehead, leaving only the eyes exposed.

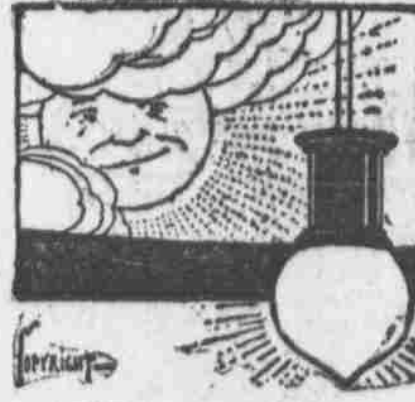
"Let There Be Light"

in every home—Electric Light—and let the work be done by the people who best know how.



ELECTRICITY is now applied to nearly every mechanical purpose. There is hardly a business that does not employ it in some form. There is not a household where electricity cannot be used in some form to advantage.

IT'S THE WIRING that makes your electrical service satisfactory or otherwise. When you have work of that character, have it done right.



A GOOD ELECTRICIAN knows all about the safe location of wires, batteries, etc., so as to reduce your fire risk to a minimum, and can tell at a glance how to avoid danger spots. Our workmen are of that class, and do their work thoroughly. Many people think

WHEN CLOUDS COVER THE SUN it's then that our electrical lights illuminate the stores.

ARC LAMPS AND ELECTRICAL JETS of the improved 1906 makes are fast supplanting antiquated styles. Examine those at our store and see. It's money you're saving by discarding the old and using the new. Get an estimate on an exchange.

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