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FASHIONS IN MAN'S WEAR

More Males May Have Some Bright Things This Season.

COLORS REPLACE THE DULL GRAY OR BLACK

No startling innovation in cut of garments, but the tendency is toward the Old Styles.

What shall I wear for Easter? This question, which by a kind of fiction is supposed to be asked only by women, is in fact asked this time of the year by one of the important problems of the minds of several thousand male scoffers, though perhaps they are more discreet in discussing it. For it has come to be a settled fact that in order to be considered in the exclusive circles, husband and brother as well as wife and sister must blossom out in new and brilliant raiment on Easter Sunday.

The question of what to wear is really the question what are they wearing in the east, for it is to the east the people of the west look for their standards in clothing. Not that the west is much behind the east in adopting certain fashions or discarding them, because merchants of both sections patronize the same manufacturers, but the west is not apt to adopt certain dogmas of dress until they have been tried and proven popular in the east. This year Easter fashion has given man a variety of brightly colored garments to choose from and the general tendency appears to be away from the somber and toward the brilliant. In his business suits he is told to select on grays or blues. His gloves must be gray or pearl and his hat the same shade if he would be strictly in style.

The trimmings, such as the neckwear, hosiery, shirts and handkerchiefs provide ample opportunities for bright colors, which opportunity will be embraced this spring as never before.

Aside from a desire for brilliant colors the general tendency appears to be rather towards conservatism in dress or rather a reaction from the extremes of the last few years.

Styles Move in Circles. "Styles go in circles," said a philosophical haberdasher discussing the tendencies of exclusive people. "There are only seven colors, and tastes run from one color to another and then back over the same ground again. Every so often we find ourselves just where we were a few years back."

"This is due to the desire of the exclusive people to be different. They will begin wearing pink and in a few months the common herd catches on and wears pink too. Then in order to set themselves off from the herd the exclusive set adopts blue and for a time all is well. Then the people adopt blue, too, and the exclusive set has to find some other color. So I say, fashions move in circles."

Fashions have been to the extreme of the loose baggy effects in clothing and are now on the way back to the snug fitting garment. This season the advance has not been very marked, but the tendency is plainly visible.

For the Business Man. While the man who is a stickler for propriety in clothing will be limited to light grays and blues for ordinary and business wear, he will have a wide range within these limits. For the conservative man the plain goods will be the favorite, but for the youth who wants something louder all sorts of figures and weaves may be had. The tendency is toward the hard-finish, worsteds and away from the softer serges and chevots, though both of the latter will be worn. There are large varieties of figures to select from. Plaids are beginning to wane in popularity.

The cut of the coat this spring shows as much as anything else the swing of the pendulum from the extremes of the last season or two. While there is little change in length except, perhaps, that fewer of the extremely long ones will be seen, the big, flowing, full back is a thing of the past. The proper thing now is a coat moderately full in the back, but drawn in slightly to fit the form loosely. The skirt shows a tendency to flare out slightly over the hips, and is cut either with or without a vent in the back.

Double-breasted coats are still favorites, but they will have to fight for first place with single-breasted garments. The wide effect of last year is still retained in what is known to the trade as the concave shoulder. This gives the wearer the same stalwart appearance with less padding and consequently a more natural effect. There is also a tendency toward a wider lapel on the coat.

Vests with Binding. For both business and dress purposes the fancy vest is a prime favorite and will be worn this year more extensively than ever before. In color they will follow the general predilection for light gray and pearl shades. This year the binding, which went to an extreme in width last season, will be narrower. The fancy creations which are being shown are of gray and pearl with a very narrow black binding around the end and across the pockets. Both plain and figured goods are proper and many shades other than gray and pearl are being sold, especially a brown body with white binding, which seems to be popular.

Frock Coats Hold On. The frock coat, both for dress and business wear, maintains a dignified and conservative attitude toward the changes that are going on in other lines of masculine wear. The double-breasted Prince Albert, conservative in length, will be the most popular for dress purposes. For business use the single-breasted Prince Albert, about knee length, will be the proper thing. The usual accompaniment of light trousers and tall hat are demanded in the east, but in the west the derby is permissible except in the most exclusive circles.

For afternoon street wear the English walking coat of conservative length will be worn, though it cannot lay claim this year as a rival of the Prince Albert.

Full Dress Suits. The same tendency away from innovation is noticeable in evening dress. The only change this year is toward a broader shoulder and a slightly wider lapel. The white waistcoat is gradually growing in popularity and is surely replacing the black vest for strictly dress occasions. The change has already been affected in the east and has made enough headway in the exclusive sets of western cities to insure its permanent adoption here. It is predicted the time will come when the black vest will be considered almost improper for full dress occasions. Whether or not this time ever comes it is certain the white waistcoat is steadily growing in favor with the well dressed public.

Coat and Trousers Only.

The two-piece outing suit will lose none of its popularity if ante-season predictions of clothes are true. It will take on many varieties of form and be very diversified as to material. As in business suits, hard-finish goods will be popular and will vie with the light flannels for first place. Of course comfort is the first consideration and loosely built garments will be the only thing. Double-breasted sacks will predominate, though single-breasted coats will also be popular.

So far from the seashore and its multitude of summer resorts the outing suit in the west must also do service in most cases as a business suit; consequently there is a tendency toward combining the main features of the two. Hence the light, soft flannels are not as generally worn here as they are in the east, popular favor turning toward thin worsteds and chevots.

When on the Links. Golfers who do not care to follow the popular style of the regulation plaid golf suit will continue to wear the loosely-fitting outing coat with light flannel trousers. Entire suits of flannel will be worn considerably and will probably, before the end of the season, take the place to a very great extent of the genuine golf suit. The tendency away from the "fads" in men's attire is marked in the case of suitings, and the old golf suit is likely to follow the bicycle suit into oblivion.

Correct Thing in Caps. Even in caps the influence of golf styles is being relegated to the rear in favor of the automobile type, though one of the popular creations is in the nature of a combination of the two. This is really the very latest and it consists of a cap modeled somewhat after the golf cap of former years, with the addition of ear-tabs, which, when not in use, are buttoned up over the top of the cap with three buttons. The ear-tabs are contributions of the autoists and they will be much worn by machine drivers during the season. The material is an unusually fine-grained mocha or similar material.

Corduroy caps with small visors and large, round tops after the Prince Henry style are beginning to take the place of the leather caps worn for the last two or three years.

Hats for the Men Folks. In hats the only thing for the dressy youth is the new shape telescope with a gaudy hat band. The new hat is modeled after the style that was so popular last year, but the crown is higher and the brim slightly wider. The most stylish shade, as in most other articles of masculine wear, is pearl or light gray. These shades have the decided advantage this year of harmonizing with almost any color or combination of colors. For a quiet effect a hat band of a different shade of the body color or a plain black band is preferred. The combination of pearl and black will be popular with a large majority of the older customers.

As in the novelty shapes, so in the staple fedora, pearl or light gray is the only thing. In its proportions the shape of the fedora of this year does not differ much from last year, except that it follows the general rule that the crown is a little higher in proportion to the width of the brim. The light body of the hat is set off well with a black hat band.

Bands Make the Hat. The fancy hat band which made its debut last season bids fair to be one of the most popular of the recent innovations in men's dress. It is especially sought after by the youth whose mind is bent largely on securing the most nobby effects in clothing. The band comes separately from the hat and one of its advantages is it can be changed during the season, giving the wearer practically a new hat. The bands retail at most of the stores for fifty cents and are very easily attached to the hats.

The manufacturers seem to have searched through the markets for the brightest and gaudiest of colors when they selected the material for the bands. They may be found in all colors, hues and shades and the number is not limited at all. There are polka dot bands, plaid bands and stripes narrow and wide, so that the most fastidious can surely find something to please his sense of color and design in the various varieties on exhibition.

Underwear is Gaudy. The more or less gaudy tendency of men's clothing crops out even in underwear, in which bright colors are taking the place of the quiet effects of former years. Pink, blue, lavender and even purple are some of the startling shades which are displayed in the show windows.

Back in the effects east they are springing something new in underwear in the shape of a combination between the old style under garments and pajamas. The shirt is built like a coat and goes on like one instead of being drawn on over the head. The pants are only knee length and those who have tried them profess they are a great improvement over the old fashioned garment. They are said to be cooler in summer than the old kind and do not roll up around the edges and bag at the knees like the longer kind.

So far the fashion has not struck Omaha men very hard and dealers report very light sales. As a whole, the run is predicted, however, during the hot months, when it is asserted the true value of the new wrinkle will be manifest to everyone.

SHOES TO HAVE POINTED TOES

Change in Shape Noted in Footgear for the Season Not Pronounced.

The pointed toe is again in the field for popular favor with the shoe-buying public, and, while it seems doubtful if the style will go to the extreme of eight or ten years ago, still the general effect of the fad has been to narrow the last. There is a vast difference between the pointed toe of 1896 and the needle toe of 1890, however, and in the minds of those who have some regard for comfort the difference is in favor of the present fad. The old needle toe converged inward from the ball of the foot on both sides with the inevitable result the toes were crowded together in a very unnatural and painful manner. The present popular last demands a straight edge on the inside of the shoe, the outside only bending inward enough to form the point. This is more of a foot form last, and it is declared by those who wear them, is as easy on the foot as was the old broad toe last.

One other difference between the old and the new is the drop toe effect of the present style. The old needle toe had an upward bend, but the new style is perfectly flat, the toe being on a level as nearly as possible with the ball of the foot. The present shoe is considerably shorter than the old pointed shoe. This is possible because the style conforms more closely to the natural shape of the foot.

While the tan shoe has firmly established itself in the hearts of the public for hot weather wear, it will not be as popular this year as it was a few years ago. It will be worn, it is true, to a great extent, especially during the heat of the summer, but it will not be able to displace the patent leather and enameled article in popular favor. The enameled shoe has come to be recognized as a labor-saving device and as such it is strongly entrenched in the minds of shoe buyers and more than usual of the spring trade is in this kind of material.

While the enameled article is popular, its direct opposite—the dull finish or gun metal calfskin—is beginning to have a run. It is an indication, according to shoeologists, of the coming reaction away from the highly-polished shoes. This change in the popular fancy is not due to become marked for a few months, but it is said to be surely on the way. It is due to the attempt of the exclusive set to find something that has not been vulgarized by popular use.

As to high or low shoes the wearer can suit his individual fancy. Oxfords will be extremely popular again this year, more so probably than the high shoes. Most of the high shoes are of the Blucher type.

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SHIRTS ARE SOFT AND PLAIN

Fashion Promises Some Comfort for Man During the Hot Weather.

As a compromise to comfort the man of today has adopted the negligee or semi-negligee shirt as the proper thing in the warmer months. The falling off in the sale of stiff bosom shirts has been so great as to put them out of the running for popular fancy. The haberdasher only shows them when requested to do so. In their place has come in the box-pleats, which will be extremely popular during the spring and summer. The updated shirt is also a heavy seller, but for a dressy effect the box-pleat is the winner by all odds. The tendency is rather toward a smaller, daintily pleated with a narrow fold rather than the broad fold which was in vogue last year. This gives practically a single thickness of the cloth, which will be appreciated in hot weather garments. The coat shirt, which opens all the way down is an established staple now and the wise dealer exhibits nothing else to his customer.

In general the popular shirt is not at all gaudy in color. White as a background, with small figures or dainty stripes, are very much in favor this season. What is known to the trade as self-colors, or figures of the same color as the body of the garment, is also considered quite the thing in the shirt line. For those who desire more color than the white body allows there is the pink shirt or the heliotrope or the brown from which to choose. Some of these are figured with woven plaids in self-colors.

For extremely hot weather soft, unstarched shirts, with or without collars and cuffs, will be worn a good deal. There are some exquisite creations in these goods in the local haberdashery stores, and it is little wonder the public is being drawn away from the hotter starched garments.

One of the new details in the soft shirt is the reverse cuff giving the effect of an ordinary cuff turned back over the wrist. They are confined, of course, strictly to the unstarched garments, but appear to be very popular among these.

Of course, stiff bosoms are not to be entirely ignored or relegated to the dress suit class. Most of them this spring are of the open front style and in color and texture they follow closely the same lines as their negligee brothers. The strictly correct style has attached cuffs, though the detachable cuff is popular among a large class of people.

COLLARS FOR THE MALE NECK

Dame Fashion Shows Little Tendency to Change This Article of Attire.

In collars there is a contest for supremacy between the new styles of the turnover and the medium tall winged collar. The turnover collar, on account of the comfort derived in wearing it, will be very popular. The last year's style has been modified because of the general movement toward larger neckties. One of the leaders in the double collar is medium in height with considerable space between the points to enable it to be worn with large neckties. For fat men with short necks Dame Fashion mercifully permits the use of the extremely low turnover, but for persons of ordinary build a taller article is demanded.

In standing collars the wing collar appears to be the strictly proper thing. There are many varieties of these, made to fit all sorts of necks and for all kinds of dress. Straight fronts and slightly flared fronts will also be worn to some extent.

NECKTIES ARE TO BE BROADER

Something in Width Added to Bow and Four-in-Hands for the Season.

Neckties, both four-in-hand and bow ties, will be a little wider this year than last. There is also a marked tendency toward strong colors. No color line is drawn, however, and almost everything goes. There are plaids, polka dots, stripes and almost every figure of design. For the stout citizen some very beautiful creations in plain or slightly figured material are offered. Here, as in shirts, the "self color" fad prevails. Lavender and heliotrope with figures worked in by means of a closer weave are some of the more modest creations in color. Pastel shades in all colors are also something of a fad in the neckwear department. There are rather modest shades of all the popular colors and they appear to have struck the fancy of discriminating buyers.

The four-in-hand and the bow, the latter almost two inches wide, are both preferred for business wear. With frock coats, of course, only the Ascot is permissible.

HOSIERY IS TO BE BRILLIANT

Man May Delect His Feet and Ankles in Bright Colors and Fancy Patterns.

Gay colors may be had in men's hose as well as in nearly all other articles of clothing. The tendency this year is toward some of the less sharply contrasted. They come in plaids, stripes and checks. Plain colors are also popular, and while tans and blacks will be worn by the conservative element, they will not be considered in good taste for every day wear by those who pay attention to the dictates of fashion. This applies particularly to the man who wears Oxfords and exposes a goodly portion of his hosiery to the public gaze.

To the delight of the mosquito, the open work hose will still be in good form during the summer. There is something of a tendency away from it, but this tendency has not become strong enough yet to restrict the use of these fancy creations entirely to the vulgar.

JEWELRY FAD NOT POPULAR

Men Little Inclined to Bedeck Themselves with Special Easter Gewgaws.

The Easter jewelry fad has not gained very serious proportions among the men in Omaha and when they buy it is usually for some feminine friend. For the adornment of the men there are special novelties in charms and scarf pins which go well with the Easter season. These are usually in the form of eggs, chicks or rabbits. The more serious phase of Easter is represented by religious emblems, such as the cross, but evidently most of the purchasers consider the day a festive one and a religious day and they buy accordingly.

Some very pretty watch charms are on the market with the Easter sentiment interwoven in them, but they find a very restricted sale in the west.

For Men Who Care

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In the first place you step into your house of an evening and as soon as you open the door turn a switch or two and your house is flooded with light. (Bests hunting around in the dark for matches.) Then again in many different and convenient kinds of incandescent lights that have been invented make it possible for the man who uses them to show off his home to a much greater advantage than by the old fashioned straight and stiff chandelier. The up-to-now house has electric light of different styles and colors peeping from every vantage-point, making it seem upon first look a veritable fairyland.

We want you to call and allow us to show you the many clever and new inventions in electric lighting apparatus that we have. It will be very interesting to you and a pleasure to us.

Electric Call Bells

There are few people who have not at some time or other thought of having call bells installed in their home, but the average person also immediately connects this with a big expense and as a result the matter is postponed "for a while" and they continue to do without this almost necessity of life. Call us up and ask us about the cost of call bells. We will pleasantly surprise you. Among the new things that we are showing in this line is the clever little Tyrolean bell. This bell is suspended from a handsome bracket fastened to the wall and is in the shape of a little 4-inch silver tea caddy, on the inside of which is placed the vibrating mechanism. The very thing for dining room service.

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This is one end of our business which we make our hobby. We install telephone plants from the simple speaking tube telephone to the most elaborate switchboard system. We want to have a personal talk with every one who is thinking of having anything in this line done, for as we said before, this is our hobby. We are the western experts in this line. Don't fail to see us.

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