

**SPRING STYLES FOR MEN**

Coats Will Be Shorter and Lapels Wider This Season.

"PEG TOP" TROUSERS IN THE DISCARD

Fancy Vests Show a Return to the Gaudy Days of Last Century—Grays Are Too Common.

With the coming of spring the thoughts of the young turn toward love and new clothes, and the Easter tide is the spot on the calendar which marks the date for simultaneous laying aside of the somber dress of winter and lent, and blossoming out in gay, lighter habits, after the manner of all growing things when the sun begins to spread warmer rays. With nature there is no change from year to year in style or color, and the same surprising beauty is the result, but with man it is otherwise; he must have something new to present with each recurring season.

While this applies to men as well as women, the former is not put to such straits for a choice. The assortment is not so great for the male, but his interest in what he will be expected to wear is no less keen.

For years and years our English cousins have been the arbiters of fashion, and what is decreed to be good form has been accepted on this side without question, though sometimes with remonstrance. However, there has come to be a noticeable consideration of American tastes in these decrees, and some say the time will come when the well dressed man on this side will take the initiative in matters of dress. This is a result of the recognition of the good judgment of the American. The spirit of liberty and independence has reached even into matters of clothing and the American insists upon certain things in spite of foreign mandates. American products and American discrimination have been found to be possessed of sufficient merit for Americans and their influence have spread abroad.

**Changes Slight but Positive.**

It is only within the last few weeks that the proposed modes for the spring of 1907 have simmered down to an easily recognized basis capable of intelligent description. In comparison with the last prevailing out of cost, there has been a tendency to retain the length, but the new lounge suit is reduced a full inch—say to thirty inches for a man five feet eight inches in height. The changes are really very slight, but some alterations have been accepted, among them a more full-hanging effect from the shoulders, with only the faintest indication in the back of defining the figure; very broad collar and lapels, the latter soft-rolled and cut with a graceful outward swing along the edge; close set of buttons, well rounded corners at the bottom, narrow double cuff with button passing through the outer fold, and wide stitching on the edges and pockets.

As for the trousers, they are to be somewhat narrower than of yore, as well as shorter, with none of the peg top which has held for so long. The turn-ups at the bottom are to be wider—fully two and a half inches, coming just below the ankles.

As to materials for suits, soft finished fabrics are most favored. The shades most endorsed will be the blue and brown. Both of these will be a little smarter when containing a green-striped or plaid design, or the blue may have a half-line stripe of white.

Through too great introduction in every possible effect in ready-to-wear clothing, grays have lost some of their popularity and will not be seen much. The demand for this color, which is natural during the warm months, will be met with a "London fog" treatment, not greatly different from real gray. Purple suitings threatened for a time, but do not seem to "hang out." This is because of the unsatisfactory appearance of the cloth after slight wear. Flannels will continue to hold their own for the country and sports, and may be gray in tone or cream-colored, preferably with a dark blue or green vertical stripe.

In brief, the striking features of the 1907 suits will be the longer, wider lapel with close fitting collar and three buttons. The trousers will not be so wide nor so long and the turnup will be wider. Broad shoulders will still remain, but without exaggeration, and the fabrics it must not be omitted that serge refuse to be driven from the field.

**Fancy Vests Fancier.**

Fancy vests will still be "in the ring." If anything they will be fancier than ever. Many people are of the impression that men are obliged to wear too somber clothing; they long for an opportunity to insert some snap and color. For the young, striped flannels will continue to be worn. They will be without collars and may or may not have flaps on the pockets. The bottom points are deep and there are four or five buttons.

Some manufacturers show waistcoats double-breasted with two buttons on each side. A very striking idea is the front cut so that four buttons form a diamond shape. The elaborate waistcoat treatments of a century ago are cropping out in some of the offerings, and the return to older styles is not restricted to "fancy" vests.

To add to the gaudy which it is plain dealers are inaugurating into men's dress, cravat pins of novel designs are on the market and with gayer ties do not fail to enhance the appearance of his clothing. Five hot weather wear there is really nothing offered to replace the stock and soft outing collar, both of which have passed

into history. Nothing remains for the lover of sports but the neckerchief or attached flannel collar. If there were some new combination of cravat and soft collar it would perhaps receive immediate popularity.

**NEW IDEAS IN UNDERWEAR**

Bright Colors Take Place of Tints and Athletic Suits Are Offered.

Gaudy colors are the rule and not the exception in underwear and a man arrayed in many of the effects shown would nearly prove a human Easter egg in appearance. Blue, pink, purple, bright yellow, and even gorgeous red are some of the startling shades which are displayed in the show windows and meet with ready sale. The prices for the gaudy garments have been brought within the reach of all and their popularity has been such as to materially decrease the sales in the standard lines of ballriggan garments.

Recent novelties are those in all line fabrics and mesh, which, it is asserted, are much more comfortable than those of other materials. But it has been said that the corpulent person should beware of the exclusive use of the meshed underwear, as it is said to have a tendency toward congestion in the most uncomfortable portions of the masculine anatomy.

Athletic undersuits for the athletic man are among the creations manufacturers are striving to introduce. They present the knee length loose drawers and a later idea for undershirts. It is without sleeves, of course, the armholes being cut large, so as to give perfect freedom of motion, and the tails come down "slaw hammer" shape, removing all tendencies to "bunch" and all unnecessary cloth.

The fad has not been adopted to any great extent in Omaha, but dealers assert that as soon as its comfort is generally known this peculiar style of garment is bound to meet with favor.

The drawers being less than knee length, the use of hose supporters of special design is required, but the comfort and freedom of action allowed makes them highly desirable.

**MEN'S HOSIERY IS SUBDUED**

Open Weaves Are Out of Style and Plain Colors Are Popular.

Plain colors, with possibly checks of subdued hue, will be the ruling style this year in hosiery, in contrast to the variegated "color schemes" of last season. Gay colors may be had in men's hose and will, no doubt, be worn to harmonize with the extreme styles in colored shirts, but the tendency is toward subdued hues.

Plaids and other novelties are displayed in profusion, but the solid colors and the ever-popular blacks and tans will predominate, and the "louder" styles will not be considered in good taste by those who pay attention to the dictates of fashion. This is particularly the case to the man who wears low shoes and displays a goodly portion of his hosiery to view by the admiring public.

The deadly mosquito has at last been vanquished by the abandonment of the open work or lace hosiery, which have been less in demand for several years and are now without popular support. It is deemed remarkable that they were ever in great demand on account of the discomfort experienced in their use and their general uncleanness. The tendency toward the disuse of this style of hosiery was very pronounced last year and the up-to-date haberdasher could not carry a single pair of the style in stock.

**SPRING OVERCOATS IN TAN**

Light and Dark Grays Compete with Popular Shade for First Place.

Climatic conditions are not such in Omaha as to require the extensive use of the light overcoat except in the very early spring, but their use is proving more popular every year, following closely in the wake of eastern customs.

The styles this year are being shown in light and dark tans, whose utility has been proven, but greater prominence is given to coats of light and dark gray fabrics. The collars are often of velvet, but usually of the same material as the coat and the use of the satin facing has been almost discontinued.

The coats following the general tendency of suits, are of medium length and conservative styles of workmanship. They hang very full, but with barely perceptible clinging at the hips in the longer styles.

**BLACK GLOVES FOR MEN**

Gloves Effects Promise to Be the Vogue with Undressed Kids

Gloves will be widely worn during the next few months and, of course, at all formal affairs during the entire summer season, but the styles in street gloves have been subject to considerable change. Tans were in great demand for this purpose last year, but have been almost entirely displaced by the black glove. This is a fad imported from the effete east, where it has been extremely popular for several years among the younger set and is now being followed universally.

Undressed kid material will be very much in favor in all colors on account of its known qualities for absorbing moisture, but for dress wear the conventional white kid glove is the only proper style.



# ..EASTER..

TO ALL our friends and patrons we extend an Easter Greeting. Think of it, next Sunday is Easter. Easter is the time for sunshine and for flowers. It's the time when Nature smiles and we all take a fresh grip on life. It's the natural desire of every man and boy to appear in new garments on Easter Sunday. Are you prepared to meet the day properly? How about your Suit? What about your Top Coat? Is your Hat right? How are your Gloves, Ties, etc.? We are in full bloom of Spring display of all the new things to properly dress you for the Easter parade.

In our Suits and Overcoats for Spring we are showing all the newest fabrics and styles,

Our Hat department is overflowing with the latest blocks and colors in both soft and stiff shapes. We are sole agents for the celebrated Mallory Cravenette Hats.

Our furnishing department is replete with all the season's fancies in Shirts, Neckwear, Gloves, etc.

For the little fellows and their big brothers our Boys' and Children's department on the second floor is showing all they can wish for in the way of Clothing, Hats, Caps and Furnishing Goods; and here, also, you will find the finest showing of Misses' Tailored Coats for Spring.

## BROWNING, KING & CO.

R. S. WILCOX, Manager.

**SHIRTS, COLLARS AND CUFFS**

Comfort is Given as Well as Style in New Designs.

NEGLIGE GROWING IN POPULARITY

Turnover Collars to Be More Widely Worn with Widths for All Necks—Cant Shirts in Demand.

In shirts a veritable wealth of styles, patterns and colors are offered, any one of which will prove reasonable, and it is to be strictly a season of color effects. All the seven cardinal colors have been used in more than fifty-seven varieties of shades, both gaudy and subdued. The negligé shirt is to be more popular than ever during the rush seasons of the last few years and the stiff shirt has apparently lost its adherents, as but few will be worn or shown.

Pleated bosoms will be more in favor than ever, but the pleats will be much smaller than was the case last year, when wide box plaits were the vogue. The present styles are of very narrow knife plaits and practically make the shirts of one thickness of material, which will be highly appreciated by the wearer with the advent of warmer weather.

The unpleated shirt will also be worn more than ever, as its comfort is of unquestioned value, and dainty effects in this goods are being shown that will no doubt be much the fashion as the season advances.

In the realm of colors the manufacturer has apparently expended his greatest effort and the colors shown in shirts rival the renowned coat of Joseph. White as a background, with small figures, stripes or squares, will be very much in favor and what is known to the trade as self-colors or figures of the same color as the body of the garment, will suffer lack of appreciation on account of the many bright hues shown. It is also evident that bright pink, hel-

trope and blue skirts will be worn by many discerning dressers, but brown hues will be eschewed.

For extremely hot weather unstarched shirts, without collars and cuffs, will be worn a good deal and the silk shirt of soft texture will be as popular as ever for dress wear.

The coat shirt has been firmly established in masculine favor and nearly all shirts of good quality are made in this convenient and comfortable style. Of course, stiff white shirts are not to be relegated to the dress-suit class or entirely ignored, as this style is established from custom of many years among older men and is as cool in appearance, if not in reality, as many of the more modern styles.

The attached cuffs are also in the ascendancy and some novelties are being shown in the way of reversed cuffs. A novelty in material is a shirt of linen with a body of French madras, but the price is such as to be practically prohibitive for general wear.

While the styles in collars have not changed to an appreciable extent, it has been proven that the turnover is to be the most widely worn of any style on account of its comfort, and he who is blessed with a low neck has reason for appreciation, although the higher fold collars will be his salvation.

The turnover collars are made with wide points, and in fact the width of all collars has increased considerably. The stitching will not be noticeable on the proper thing in collars and the plain, indistinct stitching will be the favorite. This style will be a boon for the fat men.

In standing collars the wing collar will be less popular than heretofore, although its use has increased to a large extent during the last few seasons, and the band collar of moderate height will displace the wing. There are many varieties of the latter style, which will be worn indifferently for business and dress wear during the warm months. Straight standing collars for dress wear are the only proper thing for strictly formal functions, but even the points of these are being made with an eye to comfort by affording the wearer considerable space.

comes in straw with trimmings of lace, large ribbon bows and flowers. The flowers are in every conceivable color and variety, perhaps the daintiest are the for-got-me-nots and the French roses. Very catchy are the poke bonnets with embroidered frills, bows of ribbons and flowers. They also come in straw, similarly trimmed. The wash hats are shown in sizes from infants to misses. They are made of pique, embroidered swisses and mulls with pretty lace trimmings. Most of the hats this season come with the buttoned crown, making them absolutely washable.

Some of the washable coats for the children one and two years old are very beautiful, having handsome hand embroidered cuffs and collars. The coats are made of the pique and linens and are shown in most of the delicate tints.

Many attractive shoes are shown this season for the children. They come in colors white, tan and blue. The preferred styles are the one and two strapped sandals. The barefoot sandal will be very popular. These can be had this season in patent leather, white kid as well as the Russian leather.

Little short aquies for the babes are shown to match the shoes in color. Among the attractive novelties shown is the infants short coat or Nightingale. It is made of white cashmere, peculiarly cut with flowing sleeves and made elaborate with hand embroidered designs. They cost from \$1.50 to \$3.

**Easter Cards and Flowers.**

Giving of gifts or tokens of friendship and good will is gradually becoming a fixed habit in the United States. The custom is more general in the east than in the west. Once given over to religious observance and to the donning of new clothes in honor of the day, Easter has also become a time when friend sends some word of greeting to friend with a card or flowers or a gift. From a day of religious significance it has come to have a general secular significance, though there remains linked with the growing custom of sending some form of greeting the old, old spirit of the day.

The sending of Easter cards has become such a general custom that the mails at this season almost rival those of Christmas, and go far ahead of the valentine mails. There has been a decided evolution in the Easter card, and new fashions prevail here, as they do in other things. The old styles, with the angels, the cross and the egg, will never lose their popularity, however, and they will reappear season after season. The postal card craze has entered into Easter, as it has into all the other anti-eraries, and threatens the popularity of other styles of cards. When the postal card was first introduced as an Easter memento, a few years ago, there were those who declared it a sacrilege and opposed its use; but that first feeling has worn away, and now its adoption has become general. With the postal card has come also the element of comedy, which seems incongruous in connection with the idea of Easter; but it is a mild, harmless sort of comedy, with pictures representing little Dutch girls and boys having various catastrophes with eggs and rabbits and chickens. There are some large cards in the way of chickens and rabbits, and by their sides a bit of pastebord, which, pushed back, reveals varicolored eggs made of crinkled tissue paper. These are among the novelties in Easter cards. In the same way as the egg is displayed, with a flower pot in the background, and a blooming rose opening from it, and other devices are shown on the same plan.

The Easter card has been elaborated in many ways from the simple affair it once was. The designs of some are very artistic, showing old themes with modern treatment.

The sale of Easter cards by the wholesale houses has been unprecedented this year. For several years the increase in the demand has been noticeable, but the sales this year have gone far ahead of those of any year past. The dealer puts it down to the general prosperity of the country, but one must allow something for the growth of the spirit of giving and remembering prompted by the significance of the season.

A leading florist declares that within ten years the sale of Easter flowers has increased threefold. It used to be that the dealer in flowers had his heaviest season at Christmas, but now Easter is the busiest time of the whole year. For six months

ahead the men in the conservatories are preparing flowers to be shipped to the cities for the Easter trade. People think in flowers at this anniversary, and their thoughts are sent hither and thither, keeping a thousand messengers bustled delivering.

The flower dealers months in advance are sending scouts to the conservatories to see what new thing in the way of plants can be produced for the Easter buyer. Plants belonging to summer months and late spring are forced and urged and coaxed until they bloom just at Easter. Long ago the florists learned to cheat nature, and now they know no seasons in flowers. With a hint to the man at the conservatory, a little while in advance, one can have blooming lilacs in January and chrysanthemums in the spring.

Ascension lilies, because of their connection with the day, are always the favorite Easter gift.

**Musings of a Cynic.**

Many a man's principles are sound; in fact, nothing but sound. Many a fellow is contented because he is too lazy to make a kick. Almost any post could write magazine articles on how to live on \$3 a week.

The living the world owes a man costs more to collect than it is worth. Of course, people carry opera glasses to the theater for the looks of the thing. Between airships and submarine boats the coming generation won't be on the level.

"Handsome is as handsome does" is a comforting motto for the fellow who isn't. The average woman's idea of clarity is to knit bedroom slippers for the Hottentots.

It is when woman can't get a divorce that she is apt to regard marriage as a failure. The pessimist doesn't believe in putting off till tomorrow the trouble he can borrow today.

Some men are thrown in the shade by their rivals, and others stand in their own light. The naturalists won't admit it, but I have a strong suspicion that the bald eagles are the married ones.—New York Times.

## CLOTHING

ON

## LIBERAL CREDIT

Fine Easter Clothing for Men and Women

Buy before Easter—we will trust you for all the Spring Clothing you want.

Large stock of New Styles is here. 72 Stores—Factory to Wearer.

Cash Store Prices, \$1.00 a week.

Men's Suits	\$7 to \$20	Ladies' Suits	\$9 to \$30
Raincoats	10 to 18	Raincoats	10 to 20
Genesee Shoes for Men	3.50	Spring Coats	7 to 30
Boys' Suits	2 to 5	Millinery	2 to 9
Youth's Suits	5 to 15	Oxford Shoes	2 to 4

**MENTER & ROSENBLUM CO.**

1508 DODGE ST.

STORE OPEN WED. EVENINGS

Easter Greeting

# O'Brien's

Monte Christo

## Chocolates

Small text at bottom left corner.