

# ANNOUNCEMENT

**I WISH to announce that our Spring and Summer Showing of the very latest Choice Importations in Materials for any occasion is now complete and ready for your inspection.**

*This season we are making a Specialty of Stylish Riding Habits*



## Send Us Your Orders for Electrotypes AND Nickeltypes

**NICKELTYPES** are best for fine engravings and work that is to be printed in colors.

**Our facilities for quickly filling your orders in the highest type of perfection is unsurpassed in the West.**

**OUR** plant is installed with the very latest devices in modern machinery. Our employes are competent and reliable. We insure you the most satisfactory business relations.

## Great Western Type Foundry

Omaha, Nebraska.

### Note These Prices

| LADIES' LIST                     |                     | MEN'S LIST                                 |                     |
|----------------------------------|---------------------|--|---------------------|
| Dry Cleaning and Pressing        | Dyeing and Pressing | Dry or Steam Cleaning, Dyeing and Pressing | Dyeing and Pressing |
| Plain Waists . . . . . \$ .50    | \$1.00              | Suits . . . . . \$1.50                     | \$2.50              |
| Silk Waists . . . . . .75        | 1.00                | Coats . . . . . .75                        | 1.25                |
| Plain Skirts . . . . . .75       | 1.50                | Vests . . . . . .50                        | .75                 |
| Plaid Skirts . . . . . 1.00      | 2.00                | Pants . . . . . .50                        | 1.00                |
| Skirts and Drop . . . . . 1.25   | 2.00                | Overcoats . . . . . 1.50                   | 2.50                |
| Jackets (short) . . . . . 1.00   | 1.50                | Ullsters (heavy) . . . . . 2.00            | 3.00                |
| ¾ length, lined . . . . . 2.00   | 2.50                | Gloves . . . . . .10                       | ....                |
| ¾ length, unlined . . . . . 1.50 | 2.00                | Neckties . . . . . .10                     | ....                |
| Cravenettes . . . . . 1.50       | ....                |  |                     |

Now is a good time to have your spring jacket cleaned, price \$1.00; ¾ length coats \$1.50. They will look like new. Phone Douglas 963 for a wagon.

**THE PANTORIUM**  
CLEANING AND DYEING. CARPET CLEANING.  
1513 JONES ST.

### TO BE A SEASON IN BROWN

Modish Gowns Are in One Color, but Many Shades.

COLOR SCHEMES COME FROM PARIS

The Scarf Idea Introduced Upon Bodices and Boleros—New and Piquant Models of the Little Coats.

Brown, and yet again brown! The shops are full of the color in all of its new shades, and already women are beginning to shrug their shoulders and say: "But everyone will be wearing brown."

There is just the trouble. The browns are now chic. They are sure to be popular—and the fastidious look askance upon popular colors.

However, even a much-abused color takes on distinction when handled consummately well, and brown frocks, hats and accessories are a safe investment provided they are smart enough to stand out from the monotonous background of browns. One of the most fashionable New York dress-makers has in hand a number of frocks which subscribe to the brown mania without being commonplace, and the ideas embodied in them seemed worthy of note.

One was a chiffon cloth in white with a

of walking length, according as they are intended chiefly for walking or for carriage wear. Some of the slightly grayish wood-browns are especially good for this purpose, looking cooler than the yellower browns and yet not too dark.

The brown voile street frock pictured in one of the small cuts was of this type, and its trimming of big passementerie rings in the color of the voile through which were run velvet ribbons of a much deeper brown was, as will be understood from an examination of the sketch, extremely successful. The fine plaited collar of lingerie and lace held flat by the ring and ribbon trimmings was a charming note, and the skirt trimming was excellent. The waistcoat was of white with tiny pearl buttons.

The long loops and ends of velvet, finished by big silk tassels which appeared upon this little empire coat, illustrated a tendency, already marked, toward such scarf effects and toward the use of tassels, rings and other dangling trimmings.

The scarf idea is introduced upon boleros and bodices not only in the shape of cravats or narrow loops and ends, but in more pronounced form suggesting the separate wide shoulder scarf. Wide soft scarfs plaited on the shoulders, and falling low over the shoulders, and the correct long shoulder line, are caught in some way at the line of the bust and fall loosely from there on each side of the front.

The mousseline house gown included among the sketches will give some idea of such drapery and of its graceful possibilities. In this case the gown was of picturesque Greek lines and was fashioned

trimmings for lingerie stuffs and many of these trimmings are of hand work. These are, of course, expensive luxuries, but they sell rapidly, so the supply is evidently in answer to a demand.

Never has color been so charmingly introduced into the embroidery insertions, motifs and bouncings as it is this season, and some of the earliest lingerie materials offered are in delicate tinted sheer stuffs embroidered in white or in white batiste, mull or Swiss, with delicate touches of color in its embroidery. The dotted Swisses are particularly favored, and with plain dotted Swiss for frock material are offered bouffing and insertions of similar dotted Swiss with edges scalloped and buttonholed in white or in delicate color, and with dainty garland and spray designs embroidered in light pinks or blues or lavenders.

Another dotted Swiss has with it Swiss of the same width on which, at four-inch intervals, are set two and a half inch stripes of embroidery. This embroidery is done in delicate coloring upon a ground of dotted Swiss like the foundation material, but tinted. The stripes come in corn color, in pale blue, in pink and in lavender, and the colorings of the embroidery is, of course, harmonized with the color of the stripes. These stripes are finished at their edges and may be cut out and used like ordinary embroidery insertions or used as striped material when that seems desirable.

Bands of embroidery insertion have a white ground thickly strewn with embroidered pin-point dots, of color and an embroidered floral design in color. One sees, too, open work and blind embroidery combined in these trimmings with a color note, the open work design being done in pale blue or pink, while the blind work is in white.

Aprons of colored trimmings, there are some very effective laces into which color is introduced. The coarse laces in cream net sometimes have darned in designs in dull color rather than in white, and dainty laces in which a part of the design is executed in color are also shown. These laces suggest linen frocks in the color used in the face, and there are many embroideries on linen which also belong to the province of the linen frock.

That linen is to be more popular than ever is not to be doubted, and already coat and skirt linen models in all grades of elaboration are on view. The absolutely plain tailored coat and skirt promises well, and the tailors report heavy orders for such costumes both in half length and short coats.

Soutache braiding ornaments many of the less severe linen frocks and soutache combined with hand embroidery or embroidery without the braiding is lavished recklessly upon some of the linen models.



A COAT OF BRAIDED BROWN SILK OVER A FAWN CLOTH SKIRT. A GOWN OF ROSE MOUSSELINE WITH TRIMMING OF VALENCIENNES, SILVER TALLAFTER AND IRISH LACE, AND A GOWN OF CLOTH AND MOUSSELINE DE ROIE.

deep printed border composed of large single roses in shades running from yellow to Havana brown. The chiffon was made over a clear bright brown, with a golden light in it, which is one of the most popular tones of the popular color, and the effect was indescribably soft and harmonious.

Another frock was in a sheer stuff which seemed to be silk muslin or chiffon, with a wide satin stripe. The ground of both the chiffon and the satin was white, but all over the surface ran an irregular checking in heavy lines of black.

This material was made up over the same light bright brown already mentioned. The black design on the sheer chiffon laid over the brown took on a brown tone, while the opaque satin stripe retained its clear white and black, and the combination was remarkably chic and attractive.

It is such color schemes as this, rather than in the all brown effects that the season's vogue of brown will be emphasized among the ultra modish, but there are beautiful things in brown among the silks, voiles, etc., and the browns are fairly rampant in the early season millinery. Here, however, brown is usually relieved by some harmonizing line which will tone into it rather than contrast violently with it—odd dull shades of blue or rose or purple, and very often certain yellowish or reddish greens, which are particularly satisfactory with brown.

The shaded and changeable effects of the season are remarkably soft and beautiful, though often distinctly odd and unusual, so unusual that any one save an artist is very likely to go astray in at-

tempting to effect the French color schemes. Yet, with all the originality in millinery colorings there is little glaring or spectacular color in the new hats. Rather a certain subdued note seems to pervade the curious tones, and the shapes of many of the new models furnish what is bizarre in the hats.

Brown, and yet again brown! The shops are full of the color in all of its new shades, and already women are beginning to shrug their shoulders and say: "But everyone will be wearing brown."

There is just the trouble. The browns are now chic. They are sure to be popular—and the fastidious look askance upon popular colors.

However, even a much-abused color takes on distinction when handled consummately well, and brown frocks, hats and accessories are a safe investment provided they are smart enough to stand out from the monotonous background of browns. One of the most fashionable New York dress-makers has in hand a number of frocks which subscribe to the brown mania without being commonplace, and the ideas embodied in them seemed worthy of note.

One was a chiffon cloth in white with a



BROWN AND WHITE CHECKED SILK.

has been seen during the winter and is echoed in summer models, and loose drapery falling from a long shoulder line in soft folds is a feature of some of the newest little coats.

These little coats, by the way, promise to be bewitching little affairs, and each day brings forth new and piquant models. A pretty little black coat, which would be as serviceable as it is chic, is a loose straight falling hip length model of beautifully fine hand-made lace. Fitting smoothly over the shoulders it flares to rippling fullness lower, and the short full sleeve is made in one with the body so that no arm-hole nor shoulder seam shows.

The beauty of the lace and the clever line of the coat are its only trimmings aside from the finely plaited and pinked frills of soft black taffeta, which border the fronts and bottom and finish the sleeves and neck. The fronts of the coat are cut away, beginning to round just below the throat line and curving back sharply at the hips. On each side of the front at the throat are choux of plaited and pinked silk. Quaint little soutache coats of taffeta or other firm silk, in plain light color, will be worn over airy summer frocks.

Long panel lines worked out in the inset lace and hand embroidery are much in evidence, and the princess lines, on the wane elsewhere, seem as popular in the realm of the lingerie gown. The Swiss and batiste embroideries and the combinations of lace and embroidery furnish exquisite

### NEW GLOVES ATTRACTIVE

Tans Have the Call Over Other Shades in Both Kid and Silk.

Gloves, one of the essential complements of the smart suit or dress costume, are among the most attractive features of the spring display. The long glove—at from \$2.50 to \$4 a pair—continues to be the leader, and the sixteen-button length is the style preferred. The wise woman will do her purchasing early, too, for the very best selected skins are to be had now. They are scarce, and a later lambkin will be substituted. Black, tan and mode, shading to champagne, are the popular shades, with tans given the decided preference. One of the features of the long kid glove is the five-strand stitching shown, especially in the black.

Silk gloves are still in vogue, and are a welcome and durable substitute for the warm, expensive and by no means satisfactory long kid glove. It will require only a few warm days to bring these out, for they will be popular for street wear, even with the cloth suits. For ordinary wear the silk will follow the kid in color, but they also come in the daintiest shades, suitable for wear with dancing frocks or light spring or summer costumes. These range in price from \$1.50 to \$2.50 a pair. The embroidered wrist and arm is one of the novelty features of the silk glove. These, however, come only in the black and white, and cost from \$3 to \$2.50 a pair. Silk mitts, despite attempts to crowd them out, are going to be popular with the summer gown. Except that they are less—less—and a great deal cheaper—they are just like the silk glove. The open work, nets and drop stitch in the silk glove and mitt is passé to the extent of not even being shown in the better shops. The wrist length kid glove comes in all shades, as usual, and still has its place.



### Where There Are Little People to Sew For

The Singer Sewing Machine means all the difference between needle-and-thread drudgery and the most fascinating employment any home-loving woman can engage in.

Between the peerless Singer and the best of the department-store machines there is no more real resemblance than between fine linen and burlap.

Moreover the Singer Sewing Machine agency is always as easy to get at as the Post Office.

At Singer stores you can now get

## SINGER and WHEELER & WILSON Sewing Machines and Parts

The Wheeler & Wilson machine, for over 50 years the standard of the rotary-shuttle movement for making the lock stitch, is now sold exclusively at Singer stores.



Sold only by Singer Sewing Machine Co.

1514 Douglas St. and 325 South 18th St., Omaha. 444 N. 24th St., So. Omaha. 35 So. Main St., Council Bluffs.



### Diamonds

...and

### Diamond Jewelry

The attention of those contemplating the purchase of a Diamond or of Diamond Jewelry is directed to our magnificent collection of

- BLUE WHITE DIAMONDS
- CANARY COLORED DIAMONDS
- PURE WHITE DIAMONDS

These gems are sold and mounted to order. We invite your inspection to our new spring novelties in Jewelry. Our showing represents the most elegant and exclusive designs from the leading gold and silversmiths of America.

Bracelets Necklaces Brooches Rings Men's and Women's Watches

It's a pleasure for us to show you our stock.

## Mawhinney & Ryan Co.

.....Diamond Importers..... Fifteenth and Douglas Sts. Omaha



Cloth your boy in a MRS. JANE HOPKINS' BOY-PROOF SUIT

and transform him into a little gentleman at once. These Clothes are the strongest fabric, the most cleverly tailored, the prettiest patterned and the lowest-cost garments you'll see this season.

If your dealer hasn't these Garments in stock, we'll gladly direct you to one who has.

**KAHN, WERTHEIMER & SMITH CO.**  
Makers, New York City



KEYS—ALL KINDS GUNSMITH. 1324 Farnam. Tel. Doug. 2874. Up-Stairs. C. R. HEFLIN

Twentieth Century Farmer OMAHA, NEB. LEADER AMONG AGRICULTURAL WEEKLIES \$1.00 Per Year