ONE-PIECE GOWNS IN VOGUE

Conservative, but Free Lines Held Proper in Dress.

SILHOUETTE IS THE THING

Trimming Is Placed On Rather Than Built Into the Garment—Many Parisian Designs Are Offered.

Displays of gowns, dresses, materials and trimmings for the coming summer have awakened no end of interest, the showing comprising many superb costumes. The models shown in the majority of windows are, of course, in most cases much too radical for the American woman, but styles designed on simpler lines are meeting with great approval from all, as well as the June brides.

The points that stand out definitely as "different" this season are the general catholicity of the length of jackets, the retaining of the slender silhouette figure, the use of double-faced fabrics, the reverse side being used for trimming effects; the prevalence of heavy Bulgarian trimmings on all thin gowns, the use of glace taffeta instead of satin in dressmaking, the use of surah and the small amount of pongee this summer, much lace, two and three kinds on a gown and put on different places on the dress, use of charmeuse and marquisette and messaline, return to favor of braiding, neatness and simplicity in man-tailored suitings, transparent guimpes in many dresses and the popularity of collarless bodices.

No particular period of dress prevails and really the women this year have their choice of the styles of the ages. Oriental and French models are both popular, and with them in equal favor for general use is the tailored suit with the eton jacket. Callot favors Louis XIV, as is shown in his designs, using fichu effects and flat panier draperies. Paquin has many draperies, but his idea is to have them transparent and collant. Poiret is strongly oriental and indeed the far east is contributing more to the style than the French periods. In the eton jackets only young and slender women are advised to use the shorter cuts, below the hip being the model of the greater popularity.

Variety in Parisian Designs.

Callot, Paquin, Drecoll, Poiret, Bernard, Havet, Rondeau, Cheruit, Bechoff David, Doucet, Beer, Worth, Martial, Armand and Francis have all gowns of distinctive caliber for the summer wear, and, of course, the American-made-ready-to-wear dresses follow somewhat closely the lines proposed by these designers. Paris styles are generally of the Louis XIV, the use of lace frills and wide revers being a new and pleasing feature.

A general tendency in gowns is to have them longer and in many cases a train of from twelve to fifteen inches long is the style. The train is usually of the center-pointed kind. Color is varied, but generally plainer than in previous years, a strong leaning to black and white markings being found. Touches of the brilliant cerise, emerald green, and Helen pink are stylish trimming, and in the light, filmy dance and evening gowns many colored effects promise popular attraction.

In the tailored suits the coat is the perplexing problem. The new suit coat is short in the back and a decided cut-away, the type described being given the preference over the bolero style by the Paris fanciers. Skirts are narrow, but not of the hobble, the two-yard skirt being popular.

The general effect in building a skirt, as one dealer described it, is to do away with any idea of a flounce effect. Suitings must be straight up and down, preserving slenderness. Simpleness of cut is the idea, with trimmings put on rather than built in.

Freedom of motion is essential in any of the dresses of popularity this year. Tailored suits are naturally built to allow this, and except the formal party gown it will be necessary in all other dresses. Even in the formal gown motion is bowed to in all dressmaking.

One Piece Gowns in Favor.

The volume of business this year will undoubtedly be done in the medium priced one piece summer gowns. Black messaline is the thing in some dresses, and the party gown of messaline with chiffons for draping and bringing out harmonizing and contrasting shades are especially good. Wide bands distinguish themselves on all dresses, the band being of silk around the belt and often openwork and beadwork in the waist of the dress. Filet and Venise lace for belt and decorative purposes, combined with hand embroidery on almost every kind of model, seem to hold their place with persistency.

A new touch in the gowns is the tunic, cut plain across the front and slashed across the back, displaying the messaline foundation of a filmy dress combination. Few of the tunics have straight lines about the bottom, but are either pointed at each side, curling up towards the front or back, or are cut pointed in the back and following the line of the train.

Sleeves on the dressy gown are still cut-in-one with the bodice and are invariably of elbow length. A band of trimming or a three or four in cuff of a contrasting material is a nice finish for the gown sleeve. On the tailored coat the sleeve is exactly the counterpart of the man's coat sleeve. Cut from the shoulder, general lines, and cuff finish are as near the man's coat as possible.

The peasant bodice holds its place although relieved of some of its simplicity by the clever designs of the period. The American women clings to the open neck, many of the dresses of the more simple cut, having the Dutch square neck.

Yokes Are Narrow.

The surplice bdoice, crossed in back and just meeting in front at the girdle, is seen on many evening frocks. A narrow band of trimming and the tunic are used on the gown of this type. Bodice and elbow sleeves are cut in one and the waist is gathered into a collarless yoke. This yoke is narrow in front and wide in back, extending out broad over the shoulders, ending in a point low in each sleeve. The yoke does not quite meet in the center at the front.

"Jupe culotte," the harem skirt, has aroused more interest than any other dress of the modern time. It will awaken interest among the public whether or not it is worn, and many a dealer declares that they will be worn in the modified form this summer. The Turkish trousers are popular as are the old-fashioned bloomer for summer wear.

For wear in general usage and not in party and formal dances, the one-piece empire gown holds its place well. They are made of all kinds of cloth, muslin, linen, chiffon with messaline backing, and other cool dress effects.

Suits of linen for wear at summer hotels and resorts have jumped into favor with a bound. Instead of the old stiff linen suit this year's model is a soft linen that is hard to wrinkle. Copenhagen blue is most popular with this dress. The suit consists of a heavy but coarse linen skirt and coat. Shirtwaists of attractive design may be worn with the skirt and the coat left off in the hotter part of the day.

Gingham with a sailor collar is another of the dresses in popular use for the summer girl and her activities. Young matrons are also wearing these, as well as the neat shirtwaist with the handkerchief collar with hand embroidery. One of the near freaks in this shirtwaist is the all handkerchief waist. Sailor suits for use where sailing and boating will be the sports are, of course, the thing. Many young women are employing the sailor suit for tennis use nowadays.

New Waists in Demand.

The new styles of tailored suits call for two styles of waists. The first is a dressy type that accords with the skirt worn and the second a waist that is the real summer model of white marquisette or voile with a touch of embroidery.

The dressy waists consist of the veiled models of thin goods, and the over blouse. Bands of eyelet embroidery chiffon, make next decorative features, and the openwork waist calling for pretty corsage covers are in use.

For the waists themselves the colors are of dark blue, brown and violet, black and some tns and cinnamons. The side frill is not as much used in the west as in the east, a mull or net trimmed with lace being the general style.

Stocks of white waists consist almost exclusively of marquisette and voile, with much embroidery. One color, several shades of one color, and the combination of colors known as Bulgarian embroidery are the colors used. Waist sleeves are of some length below the elbow, and the demand is concentrating upon the three-quarter length.

The bride of course would need four or five fancy gowns of party design for her summer season. Card parties, receptions, dances, and private parties, are attended by her and a suitable gown is needed for each. The price, and indeed the number of the bride's dresses, are of necessity controlled by the extent of her purse.

A traveling suit, and a long traveling coat of plain cut are necessary, a mannish style being suggested in the suit. Added to this, a suit for general afternoon wear, such as the blue serge suit described above is most handy to the young bride, for wear in a hotel or resort, and a white serge dressy suit is never amiss. Afternoon wear is amply covered in many places by a nice suit.

Waists are necessary to the bride—very much so. Hand embroidered waists for fancy wear, with a neat skirt are nice, and the more plain designs can also be used. Openwork white, messaline, and colored models are all in style for the young bride. For the bride who is lucky enough to be able to motor the waist is of extra value because if the weather is dusty it can be readily changed.

Persistent Advertising is the Road to Big Returns.

PREPARING BIG SHOW AT DEN

Knights of Ak-Sar-Ben Making Ready for Season's Work.

COLISEUM IS BEING REMODELED

Structure Will Emerge from Transformation with Its Expansive Walls Clad in Mission Dress.

The first activities at the Coliseum by the Knights of Ak-Sar-Ben for the entertainment and edification of guests from afar, with the exception of the makeshift imitation put on for the boiler makers, will be held on June 12. On that date James Wilson, secretary of agriculture, together with 150 members of the service of the bureau of animal industry will be initiated.

"The Gymkana," the year's initiatory show, is now under development by Gus Renze, engineer general of the affairs at the Coliseum. Many members of the former casts will have parts in the new show. The program contains much that is new and striking. The athletic features of "The Gymkana" are more than interesting in the words of those who have experienced them.

The Coliseum is undergoing rapid transformation. The exterior is to be covered with a layer of concrete plaster, while the interior has been subjected to many modifications. The exterior of the Coliseum is to be finished in Spanish mission style. The Coliseum will be the home of the Land-Products show to be held by The Bee Publishing company this fall.

The first session of the knights was held for the entertainment of the visitors in Omaha in attendance at the national convention of boiler makers. The sketchy outlines of the annual initiatory farce were tried on the visitors with rare effect.

The plans for the annual parade of the Knights of Ak-Sar-Ben are now under formation in the mind and drawing of Gus Renze. The parade is to embody some distinct new features and will probably partake of something of the nature of a historical pageant.

Who's a Goat?

"Father," asked the son of the ultimate consumer, "what is a kid?"

"A kid, my son, is a goat's child."

"Well, ain't I a kid?"

"Yes, child," he answered, thinking upon the high cost of living.

This Extraordinary Jewelry Sale Is In Every Way a Marked Success

It has exceeded my greatest hopes—has broken all records—has been and still is one of the greatest bits of merchandising ever conducted in Omaha. Shipment after shipment has been received from many eastern manufacturing jewelers and silversmiths, and sold at once. This proves the eagerness of careful buyers to get

Warranted High Grade Goods at JUST HALF PRICE

I hope to make the last three days of the month the biggest days of the sale. New goods are here now; will be open and displayed Monday morning. There will be many bargains that are not advertised.

Graduation, Engagement, Wedding, Birthday and Other Gifts

were never bought at such money saving prices. It's a chance of many years to buy new, clean, up-to-date goods at half price. Not an old or shopworn article in the lot.

It's Well Worth a Special Trip to Omaha to Buy at These Prices

DIAMONDS.

One carat perfect white stones, mounted in ladies' 14-k Tiffany Ring; this week only $137.50

See our window display. We can supply any kind of stone.

WATCHES.

Ladies' O size, solid gold 14-k closed case, fitted with Elgin or Waltham movement; special sale price $14.95

Men's 16-size 20-year solid gold filled case, with high grade Elgin or Waltham 15-jewel nickle movement, with patent regulator; special sale price $11.75

RINGS.

A great variety and complete line of set and seal rings, both for men and women, regular prices $3.00 to $20.00; special sale price ..... $1.50-$10.00

BRACELETS.

An extra fine assortment of plain engraved and stone set Bracelets, with safety catch guarding against loss or breakage; regular price $4.50 to $15.00; special sale price ..... $2.25-$7.50

FOBS.

High grade solid gold Fobs, all new and attractive designs, for both men and women, regular prices $4.00 to $11.50; special sale prices ..... $2.00-$5.75

SILVER PLATED FLAT WARE.

A very special sale of our own make of silverware.

½ dozen hollow handle Knives and Forks, American Beauty design, regular price, per set $11.00; special price $5.50

½ dozen Teaspoons, regular price $2.00; special price $1.00

½ dozen Dessert Spoons, regular price $3.50; special price $1.75

We guarantee this silverware to wear for 20 years.

STERLING SILVER SPOONS.

½ dozen Madame Jumel Spoons, regular price $7.50; sale price $3.50

½ dozen Lily Pattern Spoons, regular price $9.00; sale price $4.50

½ dozen Lily of the Valley Spoons, regular price $6.50; sale price $3.25

PINKEY RINGS.

Have you yet seen the latest fad—the Pinkey Rings?

Sterling Silver Little Finger Pinkey Rings, in all colors. To be worn in one of three colors on the little finger, $1.00 each; or set of three $2.75

"At the Sign of the Crown"

Brodegaard & Co. JEWELERS

115 South Sixteenth Street

OPPOSITE BRANDEIS STORES.

Courtney's

OMAHA'S PURE FOOD CENTER

"Specials" In Our Fresh Fruit and Vegetable Market for Monday.

20c Nice Ripe Bananas, per doz. ..... 10¢

Imported Figs (7 Crown) per lb. ..... 12½¢

Fresh Roasted Peanuts, per qt. at ..... 5¢

Peck Spinach ..... 5¢

50c Navel Oranges (Large and Sweet,) per doz. ..... 40¢

Peck New Red Triumph Potatoes ..... 30¢

4 Bunches Pie Plant ..... 5¢

Fresh Peas—Wax and String Beans, per qt. ..... 10¢

Why Do They Make It So Good?

Luxus

REG. U.S. PAT. OFF.

THE BEER YOU LIKE

FRED KRUG BREWING CO.

FOUNDED 1859

OMAHA, U.S.A.

Consumers' Distributers:

John Nittler, 3224 So. 24th St., Omaha

Fred Elvers, 2524 Q St., South Omaha

C. Geise, Council Bluffs, Iowa

Spring Cleaning Sale

Rugs, Carpets and Furniture

Most Complete Assortment. Lowest Prices.

HAYDEN'S THE RELIABLE STORE

Will Save You Money on All Household Goods

Sweeping Reductions in High Class Rugs

It's up to you now to say whether you want just a little bit the best rug value at the price you expect to pay that has ever been offered you. Clean, new goods in splendid assortment of patterns and colorings.

Here's Some Rousing Spring Clearance Bargains

$22.50 Tapestry Brussels Rugs—Seamless, 10 wire quality, 9x12 size, on sale at $14.98

$12.50 Tapestry Brussels Rugs—7-6x9 size, 10 wire quality, on sale Monday, at $9.00

$10.00 Tapestry Brussels Rugs—6x9 size, 10 wire quality, on sale Monday, at $7.00

$25.00 Tapestry Brussels Rugs—11-3x12 size, extra heavy quality, on sale Monday .. $18.98

$27.50 Axminster Rugs—In 9x12 size, 25 patterns, at .. $18.98

$35.00 Seamless Wilton Velvet Rugs—9x12 size, on sale—at $23.75

$25.00 Seamless Velvet Rugs — 9x12 size, snap at .. $18.75

$13.75 Tapestry Brussels Rugs—9x12 size, special Monday—at $9.98

China and Jap Mattings—Big assortment, yd. ..... 35¢ 25¢ and ..... 20¢

Porch Rugs in All Sizes.

Folding Go-Cart Sale

Nearly 1,000 Folding Go-Carts, special purchase from the Gendson-Wheel Co., Toledo, O., and another well known manufacturer, on sale at bargain prices. Gendson Go-Carts No. 384 have 10-inch rubber tire wheels, best steel construction, springs under seat, fancy wood side arms, black enameled; comes in green, black, brown or red leathers cloth; $5.95 values, Saturday $3.95

Gendson No. 385 Cart, same as above, with padded cushions and seats, regular $8.00 value; Saturday ... $5.50

Gendson No. 392 Cart, has Barrel hub, ⅛-inch rubber tired wheels, nickel plated handles, foot brake, enamel push bar, 4-bow hood, $10.00 value, on sale Monday, at $6.95

Get in early. We'll put new rubber tires on your old cart free of charge.

Copyright Hart Schaffner & Marx

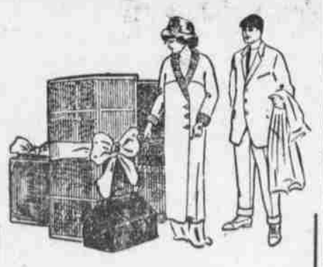
IF you go fishing, we hope you'll land a big one; if you go clothes hunting we know you'll land the right one, if you come here and ask for Hart, Schaffner & Marx fine clothes. See our new Norfolk models; the new Shapemaker; the Varsity; smartest clothes made.

Suits $18 and up

Overcoats $16.50 and up

Hayden Bros.

Persistent Advertising is the Road to Big Returns. The Columns of The Bee Are Best for Advertisers.



For the June Brides

High grade Traveling Goods. We have the largest and best selected stock of TRUNKS, SUIT CASES and BAGS in the city, at the lowest possible price. We are in the Leather Goods business and know what leather is. We have no imitations.

Alfred Cornish & Company

HARNESS, SADDLES AND TRAVELING GOODS

Phone Doug. 2314. 1210 Farnam St.

Dainty Oxfords for Pretty Feet

A pretty foot is best displayed to the full extent of its beauty in a stylish and well fit oxford. But the daintiest foot looses its attractiveness in an ill fit and poorly made oxford. We take pains in the fitting of

Our $4.00 Oxfords

For if they fit the foot these oxfords will hold their style and neat appearance until completely worn out.

They are made in kid, patent colt, dull calf, Russia calf, and brown kid. Nobby 2 and 3 button oxfords, non-slip pumps with or without straps.

SELECT YOUR WHITE OXFORDS.

We are showing the largest line ever displayed here—White Bucks, Cravenettes, Linen and Canvas, in up to the minute lasts.

DREXEL

SHOE COMPANY

1419 Farnam Street.

The Omaha Bee's Great Booklovers' Contest

NO. 54—SUNDAY, MAY 28, 1911.

What Does This Picture Represent?

Title .....

Author .....

Your Name .....

Street and Number .....

City or Town .....

After you have written in the title of the book, save the coupon and picture.

Do not send any coupons until the end of the contest is announced.

Remember the picture represents the title of a book—not a scene or character from it.

Catalogues containing the names of all the books on which the puzzle pictures are based are for sale at the Business Office of The Bee—25 cents. By mail, 30 cents.

Rules of the Contest

All persons are eligible to enter this contest except employes of the Omaha Bee and members of their families. Each day, for seventy-five days, there will be published in The Bee a picture which will represent the name of a book. Beneath each picture there will be a blank for the contestant to fill in the title of the book.

Cut out both the picture and blank and fill in the name and author of the book and add your name and address neatly and plainly in the space provided.

No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only one title of a book. If you are not sure of a title and wish to send in more than one answer to each picture, you may do so. BUT NOT MORE THAN FIVE ANSWERS WILL BE ACCEPTED TO ANY ONE PICTURE. Incorrect answers will not be counted against contestants if correct answer is also given. More than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same number should be kept together in sending in the set.

While not absolutely necessary, it is desirable that the pictures should in each case be sent in with the answers, in order that all answers be uniform. Additional pictures and coupons may be obtained at the office of The Bee by mail or in person.

When you have all seventy-five pictures, fasten them together and bring or mail them to The Omaha Bee, addressed to the Booklovers' Contest Editor. Prizes will be awarded to the contestants sending in the largest number of correct solutions. In event of two or more persons having the same number of correct solutions, the person using the smaller number of extra coupons in his set of answers will be declared winner. In event of two persons having the same number correct and using the same number of coupons, the person whose set of answers is most neatly prepared, in the opinion of the full judging committee, will receive the first prize.

Only one list of answers may be submitted by a contestant.

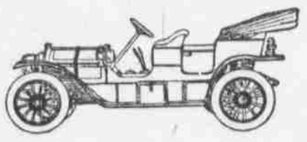
The use of the coupons is not obligatory upon the contestant, and an answer may be submitted in any legible manner the contestant may select.

Awards will be made strictly according to the merit of each separate list.

The name of more than one person must not be written upon any one coupon.

The awards will be made by the Contest Editor and a committee of well-known citizens, whose names will be announced later.

The Contest is limited to the following territory: Nebraska, Wyoming, that portion of Iowa west of but not including Des Moines, and that section of South Dakota known as the Black Hills District.



First Prize

Value $2,000

A $2,000 Apperson "Jack Rabbit" Touring car, Model Four-Thirty, with five passenger capacity. It is a great car in a great contest. It has many speed and road records, and today ranks among the leading motor cars. For both service and speed, this auto will make an excellent possession. It is a real joy-maker. It is fully equipped and is just like accompanying illustration. The famous Apperson warranty goes with this car. The prize may be inspected at the Apperson Sales Rooms, 1102 Farnam St.

Second Prize

Value $750

Not everybody can play a piano but everybody would like to. The 88-note Kimball player-piano, worth $750, which is the second grand prize, will furnish music for you whether you play or not. It is a wonderful instrument, and will make some home a happy place for every member of the family. Even Grandma can play this instrument. If sister wants to play it without the mechanism, she simply has to lift a lever. This player is exhibited at the A. Hospe store, 1513 Douglas St.

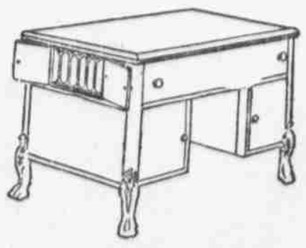
Third Prize

Value $500

This prize is a beautiful lot in A. P. Tukey & Son's Ier addition, adjacent to Hanscom park and Central boulevard. It is lot 4 of block eight, on Thirty-third street, and is 50x130 feet. The street car line runs along Thirty-second Avenue, just a block from the site of the lot. Some young couple, perhaps, will here erect a little cottage in which to live for years and years. Who can tell what lucky person will get this ideal lot? You may be the one.

Fourth Prize

Value $250



A $200 Columbia "Regent" Grafonola and $50 worth of records form the fourth grand prize. This excellent instrument is one of the best manufactured. It is built of finest mahogany throughout. For any family this instrument is simply a musical gem. It is sure to increase the bliss of any home. It will draw the family closer together and form means of entertainment night after night. This Grafonola is now exhibited at the Columbia Phonograph Company's agency, 1311-13 Farnam Street.

Thirty-Five Cash Prizes

VALUE $140.00.

Five Prizes of $10. Ten Prizes of $5. Twenty Prizes of $2.

Watch for the Daily Picture in The Bee