

Style Show Week

March 17th to 22nd—Inc.



SIMULTANEOUSLY with the other beauties of nature, lovely woman is about to blossom forth in the colors of springtime. Here in Omaha everything has been set and with one accord the large stores and the furnishing houses will set before her all the newest things of spring regalia.

Artificers in every line have been at work for several weeks and at the command of the merchants have gotten into shape the many buying places with an especial effort to lure and please her. The buyers have long since secured their goods and have had them unboxed ready for the counters, the showcases and the display rooms. They, too, have been made with the express endeavor to "take her eye," and when presented in the most attractive way, and in many cases at an attractive price, they possibly will "take her pocketbook." But she will regulate that.

The real facts here to be presented are that all the Omaha stores have completed arrangements and, beginning tomorrow, will occupy the entire week in strong competition to show the latest creations in woman's apparel. They will vie with each other in showing the necessities of dress for the spring season and will compete especially in showing the extremes, and possibly the freaks, of fashion.

Colors Are Brilliant

Of these latter there are the usual number at this season. However, none of them is altogether ugly, and woman may depend upon it that whatever she may get out of the styles of the ensuing style season, man will not be provoked to any great malediction by her wearing it, or them.

Different from last spring, with its somber dead blacks and plain whites, the fashion artists have brought forth all the brilliant colors of which man is almost proverbially an admirer. In many instances the colors are almost "loud." But "loud" is the style, and the more vivid the hue, the more stylish is the one who wears it. Many of the new spring colors already have been seen on Omaha streets, but there are still some surprises which may be brought out by the openings which begin tomorrow.

Possibly the window displays, which have been completed by the trimmers for the opening season, will give a glimpse of the colors a la mode. The windows of several of the stores were screened all last week, and behind the screens these trimmers are at work preparing the sample presentations of what may be had on the inside.

Windows Attractively Decorated

At the Brandels stores the window trimmer finished his work last night, and the result may be seen today. From a visit to the home of the late Mark Hanna, which is noted for its beauty, he has gotten an idea for the general decorations of the windows. The decorative effects within the store will follow out this theme.

All the Sixteenth street windows have been trimmed in a way to suggest the Italian pergola, which is a part of the general architectural design of the Hanna home. Wainscoted mirrors form the background of the windows, giving them a larger appearance and showing off to greater advantage the various styles presented in them. Foliage and statuary finish out the effect.

A pergola seventy-five feet long has been built upon the second floor, where living models will promenade to show the new spring styles. There will be twelve professional models arrive from New York today ready for the opening tomorrow.

Music will also be an attraction to the shoppers. At Orkin Bros.' store an elaborate opening will be given during the week. A pergola arch has been erected from the front door on the first floor,

extending back through the main aisle. Trailing vines and flowers, potted plants and palms will lend to the general beauty of the effect.

On the second floor will be "la promenade des modes" for the living models. This has been finished in an arbor effect and extends from the south wall to the north wall through the cloak and suit department. Demonstrations there will be held twice each day during the week, from 10:30 to 12:30 and from 2 to 4 o'clock, the models walking on a white canvas carpet ten feet wide within the arbor. Orchestra music will also be a part of the interesting attraction there. Tomorrow, St. Patrick's day, each visitor to the store will be given a green carnation as a souvenir. Hayden Bros. also have arranged an attractive store for the style week. Special decorations will be in place throughout the building, with special artistic stress on the millinery and suit departments.

Manager Johnson of the lace department at Hayden Bros., who had an elaborate display last week, has reserved some of the eastern patterns to be displayed this week. Manager Flynn of the cloak and suit department has been holding back his very best for the style opening and Omaha women will be amazed at the wonderful display which will be presented for their consideration.

The Thompson Heiden company already has given its spring opening, but the store has been prepared to interest the shoppers during the week preceding Easter. Kilpatrick's store also will show the newest fashions during the coming week.

A Magnificent Creation

While nearly all the stores have installed promenades and various display rooms to show off the spring gowns, much attention will be given to the attractive presentation of millinery. Hats at this season of the year are the most conspicuous of woman's raiment, and the fact has not been forgotten in the openings at the different stores. Each will try to outdo the other in the exploitation of the most elaborate creations in this line, and to say that there are some artistic effects is blandly speaking.

As with the gowns, the hats will be brilliant of color. The new shades and hues will be a striking part of the make-up of most every one. At Brandels stores one of these will be a principal attraction of style week. An exact duplicate of the hat worn by Gaby Deslys at her premier at the Winter Garden in New York no doubt will be the cynosure of many millinery shoppers there. It is a \$500 creation after the design of Joseph, the Fifth avenue milliner. Its value lies much in the large heron egrettes which trim it. Of course, there will be all manner of other designs.

Unlike past seasons, with their many furbeloes, the hats for the present spring season will be principally of just two braids—the real English milland and the imported hemp braids. The best street hats and the medium-priced dress hats will be made of the hemp braids. The English milland is the most expensive.

The Two Predominating Colors

The colors which will predominate in the millinery will follow those of the gowns, the most popular shades being the new Madonna or Saxe blue and the Neil rose. Ribbons and tiny flowers, which will be used extensively in hat trimmings, will be of many colors.

The prices of hats run along about the usual scale, and Father will not suffer from any undue high marks nor daughter from any unusual cheapening figures. As low as one desires and as high as one desires are the extremes of the price mark-

ings, and in between each shopper may find her particular sum.

Of the higher-priced hats there are many, especially in the outputs of French and New York milliners. Millady, who can show within the crown the name of some Monsieur or Mesdame, of course may be privileged to provoke the envy of her sisters. However, many of these hats are none else than "swell," and show from their exteriors the better tastes, and at the same time the fuller pocketbooks, of their wearers.

Among these are the designs known as Paul Poiret, Marie Louise, Camille Roger, Madame Georgette, Royant, William Carlier and Madame Germaine. The Paul Poiret is crowned chiffon or velvet, and is trimmed with a suggestion of flowers. The Marie Louise has at its front the popular "question mark" of bird of paradise feathers. Vulgar man possibly would describe it as similar to the head gear of a lead horse in a circus parade or the corner trimming of a hearse, but that's neither here nor there, and at that he'll like it.

Styles Are Small

The Camille Roger, like all the other spring hats, is small. It is trimmed with brocaded ribbon and paradise feathers. The brim turns up at the face.

The Madame Georgette is drooped about the brim and is trimmed with a brilliant brocaded ribbon. The Royant is a turban, crowned with brocaded chiffon. One of the prettiest types for the young girl is the Madame Carlier. It has no trimming on the crown and will give to a pretty face a background of small flowers intertwined in a band which goes under her chin, after the fashion of hats worn by the colonial women.

All these are pattern hats and are handled by most of the stores. Hayden Bros.' store has an extensive line of them. A large line is also carried by Brandels and Orkin Bros., and in conjunction each store has its own particular make or design.

The great number of sales will come through the exclusive millinery departments of these stores. Trimmers are busy filling orders for Easter, turning out the regulation shapes while incorporating the individual fancies of the buyer. The colors and feathers will predominate all such creations, however.

For instance, no woman will be strictly in style if she turns from the brilliant colors, or leaves out the feathers which have been decided upon by the eastern and foreign milliners. The Chinese nuimid will in the majority of designs supplant the ostrich feather and the egrettes, which has been in fashion in the past. Ribbons this season have
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