

SPRING REFLECTED IN STORE OPENINGS

Latest Designs to Satisfy the Cravings of Milady on Display in Omaha Shops.

DECORATIONS ARE BEAUTIFUL

Gentle spring is here (see calendar) and fair woman is preparing for her annual competition with the lilies of the field in beauty.

All of Omaha's emporiums for the display and sale of women's apparel are in gala dress for the occasion, the floral decorations vying in vain with the splendor and wondrous colorings of the hats and gowns.

Those who thought the European war would interfere with women's Easter gowns thought wrong. Shall such a small cause stop milady from arraying herself as beauty should be arrayed? It shall not. Moreover, it does not.

More man must marvel at the power of decision in woman, that she can choose quickly and fix her desires upon one of such a variety of costumes and hats.

Extremes in Hats. There is no limit to the variety of hats. And they are of both extremes, the turban or military style, brimless hat trying to maintain its hold against the larger models. The milliners declare the big hats are coming in again, in fact, already here.

Large black, straight saffors and large "mushrooms" are coming in," said Don Amosen of the Brandels stores. He showed some twenty-two inches in diameter. Mr. Lind of Hayden Bros., displayed a sailor with a brim seven inches wide all around. At the Burgess-Nash stores there are models even more extreme.

"Blacks and whites are the ruling in hats," said a department head in one store. "And there will be a later tendency toward sea-gull gray. Embroidered work and beads on hats are also new."

The "illusion hat" is shown at Hayden Bros. It has a crown of white silk tulle, with a large silk chiffon brim, and is padded. Ladies wear this hat down over the eyes and look out through the brim.

The Brandels stores have the "General Joffre hat," named in honor of the commander of the French army. It is said to be an exact reproduction of his hat, and this model is the very one brought to this country by Henri Bendel. The hat is made of very fine Hesse straw braid and is trimmed in military blue Spanish sloop, pompon streaming down from the high cone-shaped crown and lying close to the black, straw body of the hat.

Dancing Hat.

A dancing hat with scarcely enough straw in it to make a crown top for a hat is shown at one store. It has a narrow pink tulle brim, with clusters of pink and yellow flowers for trimming, and a princess lace overdrap, while narrow moire tulle ribbon is also aptly used for trimming. (Only \$3, str.)

As for the gowns, the unpleasantness now reigning in Europe seems to have made no difference at all. "The models are chiefly domestic," said the head of one department. "Normal waist lines are observed and there is a good demand for plain tailored garments. Silks are good in tulle, and poplins and evening dresses in fine nets, silks, and tulle. White tailored suits and a tendency to black and white are noteworthy."

Hobble Skirts Doomed. The hobble skirt is most assuredly doomed, if one may judge from models shown at the stores. The "watch your step" skirt shown at the Brandels stores measures about seven yards around the bottom. With it goes a hand-worked lace jacket, Persian trimmed.

The decorations in the stores are all a song of spring. Hayden Bros. store is a mass of greenery, palms and other green things being used on most of the floors. In the windows there are flowers of many kinds, adding their freshness and beauty to the scene.

In the Brandels Stores roses are the chief motif of the decoration. On the first and second floors they are arranged in profusion, climbing up over trellises. The show windows are also a mass of roses of various kinds.

Foliage of Spring.

From top to bottom the big Burgess-Nash store is decorated in the effulgent colors of spring. Southern foliage is banked high and low on every floor in the establishment and red, pink and yellow roses and daffodils are inserted at frequent intervals, producing the clear and fragrant appearance of a new spring.

The decorating is all specially prepared for this spring fashion week. It took several weeks to prepare the effects, but they have been so tastefully accomplished, that the big store looks as bright and spry and span as a brand new establishment would.

Full and complete stocks of latest spring and Easter designs fill all departments in the store, and the winter goods have been all closed out. In the women's department new styles just introduced are displayed among the many decorations. The latest gowns and suits, which are very similar to the gowns and suits of the period around 1850, are all in, so that some milady can select her spring costumes without fear that something later will be introduced.

Even the men's department at the Burgess-Nash store has come in for its part in the spring opening. Decorations symbolizing spring are replete throughout the department and the stock of clothing and furnishings are all spring styles.

The windows are all spring windows. Bowers of flowers and foliage form backgrounds for displays of latest gowns, suits, millinery and the like. Every window on both sixteenth street and Harney street is devoted to the spring opening.

Spring Here, Too.

The bright, cheery atmosphere of spring is everywhere evident at the Thompson-Belden company, where the store has been specially decorated for the occasion and the windows draped for display of Easter fashions. The windows attract first attention at Thompson-Belden's, for they are truly a work of art.

Bright flowers of spring surrounded by fresh green foliage of the season are banked high in the windows and lattice eyes entering a spring garden add mightily to the effectiveness of the display of spring garments on view in the foreground. The costumes shown in the windows are the latest of creations.

In the store itself the same line of decorating has been followed. Everywhere the atmosphere of spring is present. Each floor is literally covered with flowers and foliage, and the softly glowing lighting effects make every spot in the establishment attractive.

Living Models at Berg's.

At the Berg Clothing company's establishment, special attention has been given to the women's department, occupying the whole of the second floor. Here there are numerous palms scattered about the room and they, with the mahogany furniture and the bright green carpets, give the space a decided spring effect. Walking about the immense room are a number of living models, showing the latest things in hats, gowns and wraps.

In hats, the very latest style dictates those that are large, yet the smaller ones are considered quite the thing. There is a variety of colors and in making a selection, no woman can go far wrong. However, probably the most stylish things are in lavender and white.

Suits, cloaks and blouses are shown to good advantage on the models, in cases and on tables and it might be well to note that this spring there is a greater variety of correct popular colors than ever before. In fact, it is going to be a season of high colors, the prevailing ones being navy blue and beige blue, puffy sand, battleship gray and black and white effects. The popular materials in suits are silk faille, gabardine, poplin, serge and taffeta.

The new styles indicate that this spring the women are to take to skirts that are considerably fuller than in the past and at the same time these skirts are to be worn rather short. In dresses there is to be worn a great deal of light blue satin, and silk.

Browning, King & Co., shows the latest and most correct things that men, both old and young are expected to wear. The store windows are filled with suits, shirts, hats and haberdashery goods, so it is no trouble for the most artistic person to see just what he ought to have and be correctly dressed.

In being correctly dressed you should note that beginning with hats you will find that those of the soft variety are the things. They, in a great degree, run to dark, with the crowns higher than last year. Shirts are what might be termed loud. The colors are pronounced and you can't get them that possess too much color. What is true of shirts is also true of the neckwear, broad stripes and checks being decidedly popular.

Baskets of Flowers. Large hanging baskets filled with flowers adorn all the street windows of the King-Peck store. The flowers are of various kinds, some being of the trailing variety drooping their variegated tendrils far down and others rising their heads far above the basket. The interior of the store is also handsomely decorated with flowers in baskets.

Baskets of peach blossoms are the principal keynote of Benson & Thorne's spring decorative scheme. These are placed about throughout the store and long ropes of greenery are also strung along the walls. The interior of the store has recently been completely redecorated and this adds to the beauty of the picture.

WILL START DOUBLE TRACK WORK ON MILWAUKEE SOON

With the return of spring the Milwaukee is preparing to surface and ballast the new double track line across Iowa, on which work was discontinued when winter set in. The work will give employment to a large force of men during practically all of the coming summer and will be between Manilla and Marston. Just what will be done in improving the road between Manilla and Omaha, it is asserted, has not been determined.

March the Month for Colds. Harden your system with Hays' Pine-Tar-Honey. It kills the cold germ. Cures the cough. Only \$5. All drugists.—Advertisement.

PREPARES AUDITORIUM BOND ORDINANCE FOR ELECTION

City Attorney J. A. Rine has prepared for submission to the city council an ordinance providing for an Auditorium bond proposition in the sum of \$100,000 to be submitted to the voters on May 4. This is in accordance with a recent action of the city commissioners.

Why So Many Feet Tired. "Spring fever" usually is the result of sluggish bowels and torpid liver. After months indoors, you are not likely to feel vigorous and sprightly. Foley's Cathartic Tablets are "worth their weight in gold" for that over-full feeling, biliousness, gas on the stomach, bad breath, indigestion or constipation. Their action is quick, comfortable and complete—without nausea or griping. Stout people say they are a blessing. Sold everywhere.—Advertisement.

PERHAPS THE SAME THIEF STOLE THIS AUTOMOBILE

Six months ago a thief took A. H. Walsh's automobile and was apprehended. He received ninety days in jail for the act and he swore revenge on Walsh for prosecuting him. Sunday Walsh's auto, Christian Science church and Walsh became a stolen from in front of the Heves the former thief did it.

TO REMOVE DANDRUFF

Get a 25-cent bottle of Dandermine at any drug store, pour a little into your hand and rub it well into the scalp with the finger tips. By morning, most, if not all, of this awful scurf will have disappeared. Two or three applications will destroy every bit of dandruff; stop scalp itching and falling hair.—Advertisement.

A CLEAR COMPLEXION

Ruddy Cheeks—Sparkling Eyes—Most women Can Have.

Says Dr. Edwards, a Well-Known Ohio Physician.

Dr. F. M. Edwards for 17 years treated scores of women for liver and bowel ailments. During these years he gave to his patients a prescription made of a few well-known vegetable ingredients mixed with olive oil, naming them Dr. Edwards' Olive Tablets. You will know them by their olive color.

The tablets are wonder-workers on the liver and bowels, which causes a normal action, carrying off the waste and poisonous matter that one's system collects. If you have a pale face, yellow look, dull eyes, pinched, coated tongue, headache, a listless, nervous feeling, all out of sorts, inactive bowels, you take one of Dr. Edwards' Olive Tablets nightly for a few days and note the pleasing results. Thousands of women, as well as men, take Dr. Edwards' Olive Tablets now and then just to keep in the line of condition. Dr. Edwards' Olive Tablets, the standard "Scherbrand" for catarrh—30 and 50-cent boxes. All drugists. The Olive Tablet Company, Columbus, O.

A Fair and Square Proposition Directly Concerning You

The Omaha manufacturers, whose names appear below, believe in Omaha. They have put their money, brains and time in developing factories in Omaha. They employ thousands of Omaha people.

The Omaha manufacturers, have thoroughly established themselves outside of Omaha. Outsiders go into the open market and buy Omaha made goods because of their superior merit: personal gain is their one incentive. They do not care about the prosperity of Omaha, or whether it has one or a million inhabitants.

But how about you? You live in Omaha and any stimulus to Omaha's prosperity is a stimulus to your individual prosperity. Omaha's hopes and promises are your hopes and promises. And it is to be presumed that you are selfish enough to want to see Omaha Grow.

The men who have built the factories of Omaha are Omaha

itself. A large population is employed by them. They have added tremendously to our taxable values. Their businesses make Omaha a worth-while city.

Omaha manufacturers seek to have you make a careful comparison between the values they offer and those of other manufacture. If the Omaha-made product loses by the comparison, if you think you are not getting as much for your money, then continue to buy the other brand.

What a wonderful benefit and stimulus toward better things Omaha would have if but half the population began doing this tomorrow.

KEEP THIS LIST FOR REFERENCE

- BAG MANUFACTURERS: Bemis-Omaha Bag Co., 11th and Jackson Sts., Douglas 1149. COUCHES AND MATTRESSES: L. G. Doup Co., 1301 Nicholas St., Douglas 1600. COFFEE, TEA AND SPICES: Farmer-Olson Co., 112 So. 11th St., Douglas 2335. CRACKER MANUFACTURERS: Ren Biscuit Co., 1292-4-6-8-10-12 Capitol Ave., Douglas 2122. CREAMERY COMPANIES: Fairmont Creamery Co., 12th and Jones Sts., Douglas 1461. ELECTRICAL SUPPLIES AND LIGHTING FIXTURES: Burgess-Granden Co., 1611 Howard St., Tyler 411. ENGRAVERS—ELECTROTYPERS: Baker Bros. Engraving Co., 1216 Howard St., Douglas 2525. FURNITURE: Omaha Fixture & Supply Co., 414-14-18 So. 12th St., Douglas 2724. FLOUR MILLS: Updike Milling Co., 1612 Sherman Ave., Webster 65. PAINTS, OIL AND GLASS: Midland Glass & Paint Co., 11th and Howard, Douglas 781. PLANING MILL: Bankers Realty Investment Co., Ground Floor, Bee Bldg., Douglas 2925. PRINTERS—BOOK AND JOB: Omaha Printing Co., 13th and Farnam, Douglas 346. COREY & McKENZIE, 1407 Harney St., Douglas 2544. SADDLERIES: J. H. Haney & Co., 315-17 South 15th St., Douglas 689. STARCH MANUFACTURERS: Danfance Starch Co., 2550 Cumings St., Douglas 176. SERUM MANUFACTURERS: D. K. Serum Co., 2325 L St., South Omaha, South 452. Omaha Serum Co., 401 No. 32d St., Douglas 2545. Axtell Serum Co., South Omaha, South 622. Grain Bell Supply Co., Lobby Exchange Bldg., South Omaha, South 3544. STEEL TANKS: Nebraska & Iowa Steel Tank Co., 1804 Spruce St., Webster 278. TENTS AND AWNINGS: Scott-Omaha Tent and Awning Co., 11th and Harney St., Douglas 832. TIES, BELTS, LEATHER GOODS, ETC.: Smith, Lockwood-Mfg. Co., 2322 South 12th St., Douglas 4351. TIN CANS AND SHEET METAL: Gordon Lawless Co., 8th and Dodge Sts., Douglas 668. WOOD WORKS: Omaha Wood Working Co., 1501 Marcy St., Douglas 2246. WHOLESALE GROCERIES: Paxton & Gallagher, 701-11 South 10th St., Douglas 252. WINDOW SHADE MANUFACTURERS: Mid-West Shade Factory, 4014 Harrison St., Walnut 2191.

OMAHA MANUFACTURERS DESERVE OMAHA PATRONAGE

