

OMAHA IS FASHION CENTER OF WEST

City Takes Rank with World's Metropolises as Home of Smart Styles.

EASTERN WOMAN AMAZED

A woman writes from New York: "If the apparel and women's wear advertised in Omaha measures up to the publicity given to it, surely your city is one of the most fashion-favored in this country."

It doesn't take an expert to see that the publicity given to style is extremely conservative in its estimate. Much has been said about New York's Fifth avenue, Michigan boulevard and State street in Chicago and various other streets in other cities, but Sixteenth street in Omaha today mirrors as many of fashion's newest types in proportion to the population as any other city in the world.

Rivals World Capitals.
A visit recently by a millinery expert to the various show rooms and hat shops of this city prompted her to make this statement: "I have been through the ateliers of Paris and the continent; it has been my privilege to see the resultant efforts of the master milliners of this country, in New York and Chicago, and I have traveled the country over gathering the inspiration here and there for new ideas in millinery; my first visit to Omaha was productive of one great big surprise."

"I looked for an assemblage and displays unrelieved with those of the smaller towns in the United States. I found some of the most superb examples of millinery it has ever been my privilege to look upon. Not only has the inspiration of the master designers of the world been reproduced, but greatly to my surprise I found a greater number of brilliant original conceptions than would do credit to the master milliners even of the old world than I have ever seen in any town with the population approximating that of Omaha. I can, with perfect honesty, place this memorandum in my notebook, 'Omaha, the central city of the middle west, and the city centralizing more brilliant millinery ideas than any other town of its size in the United States.'"

Ultra-Fashionable Styles.

Shoes, in the estimation of many people, simply convey the idea of precision, but Omaha engages the attention of manufacturers, designers and style experts all over the country, because of the surprisingly great amount of the very finest shoes sold here. When the newest novelties and the snappiest designs make their first appearance anywhere in this country, they are seen in Omaha immediately. Style does not stop at the door of New York or Chicago—it hastens to this wonderful city of the middle west with the speed of a "Mercury."

There is every valid reason why the women of Omaha should buy everything they need in Omaha. The day has long since passed when a trip to any other city is anything but superfluous. The very best that the world produces is shown in its wonderful shops. The fact that rentals are lower than those of the larger cities enables merchants to sell the best of everything at lower prices than would prevail in the smartest shops

Cast of the Omaha High School of Commerce Play, "Garony and the Servant Problem"



PHOTO BY SKOGLUND

The first annual senior play of the High School of Commerce will be put on next Friday and Saturday nights at the Central High school auditorium. "Fanny and the Servant Problem," a comedy in four acts by Jerome, is the title of the venture by the business school, which is being coached by Mrs. Karl F. Adams, wife of the principal, who says it will be one of the best plays ever put on by any high school in Omaha.

Miss Nina Lodge as Fanny and Wilbur J. Wolf as Vernon Wetherell (Lord Bantock) will take the leading parts in the play. The rest of the cast is as follows: Martin Bennett, her housekeeper; Mildred Conroy, her maid; Bernard Lambert, Ernest Bennett, her second cousin; Edward Pearson, her still-room maid; Viola Sorjonen, The Misses Wetherell, her aunts by marriage; Edith Tilton, Marie Andrea Dr. Freeman, her local medicine man; Sherman Kelley, George P. Newte, her former business manager; Wilbur Olin, "Our Empire," her quondam companion; Elsie Backstrom, Emil Barker, Ruth Ellington, Helen Grant, Helen Kieffner, Georgia Nelson, Ella Respass, Evangeline Rush, Gertrude De Waal, Hazel Weaver, Sadie Weiss and Esther Falkovich.

John Fies, chairman of the advertising committee, is meeting with great success in the program advertising.

in any of the larger cities. "Buy in Omaha" is a slogan which every woman should tie to. It means perfect satisfaction and great economies.

Burlington Man Tells of Rush for Nebraska Land

S. F. Fee, Chicago, assistant immigration agent of the Burlington, is in town for a couple of days and asserts that it has been years since there were as many inquiries concerning Nebraska land as this spring. Mr. Fee said:

"There is not a day that we do not have from ten to twenty callers at the Chicago office seeking locations in the west, and the destination of fully nine-tenths of them is Nebraska, or Wyoming."

"The splendid crops raised in Nebraska last year was one of the best advertisements the state has ever had and people are coming here in large numbers. Most of these coming here are men with considerable money, men who are prepared to buy reasonably cheap land. After the spring crop is in I anticipate a rush into central and western Nebraska."



SKOGLUND PHOTO

Wilbur J. Wolf



SKOGLUND PHOTO

Miss Nina Lodge

Prisoner Executes Daring Escape from the City Workhouse

A nifty and dangerous escapee from the city workhouse was executed by Harry Lombard, a prisoner sentenced for thirty days on a vagrancy charge.

Lombard, who is a very small man, crawled through an air shaft from his room on the third floor of the building to the roof. How he managed to squeeze his way through the shaft is a mystery to the officials in charge of the workhouse.

The escaping prisoner then shinned down the outside wall of the building in a regular "human fly" fashion.

He was seen on the roof by a man on Tenth street, who notified the authorities, but he had managed to make his getaway before officers could start in pursuit.

Want Ads never shirk their work—they will get results, if anything will.

BEATRICE WILHELM IS SENT TO REFORMATORY

Beatrice Wilhelm, 15-year-old girl who was found in a local hotel after she had been missing for three months, was sentenced to the Geneva girls' reformatory by Judge Leslie, presiding over juvenile court.

Dr. Bell's Pine-Tar-Honey. Honey soothes the irritation, Pine Tar cuts the phlegm, relieves congestion, soothes the raw spots. 3c. All drug-bits.—Advertisement.

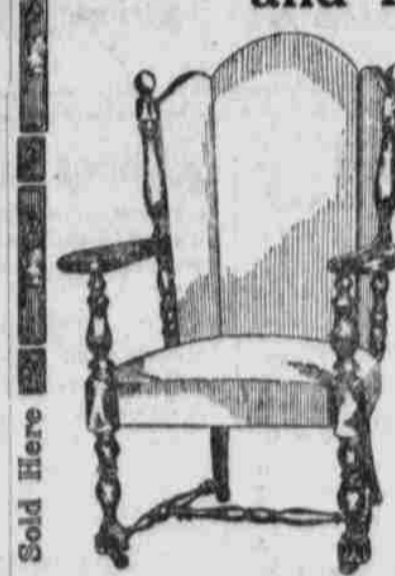
"We're Here to Grow With Growing Omaha"

BEATON & LAIER CO.

415-17 So. 16th St. Phone D-335

Omaha's Home Furnishing Headquarters

Among the New Chairs and Rockers



Two examples of scores of new arrivals in quality Rocking and Arm Chairs just received from America's best factories, are pictured above exactly.

Frames are of choice mahogany, finished dull, hand-rubbed; upholstery, attractive flowered tapestry. Price, each \$32.00

Smaller edition of same style chair and rocker with blue velour upholstery. Price, each. \$27.50

There is furniture here for every place in the home, in complete variety of styles and at prices to suit every purse.

300 Porch Shades on Sale Monday at 98c and \$1.98

These shades were purchased at a very low figure, owing to the fact that some are slightly damaged. They are to be sold as they are and not as perfect goods. Examine them before you buy, as at these low figures we positively cannot exchange them after the sale is made.

Wood, web and wide slat shades in 7 1/2 and 8-foot lengths and 4, 4 1/2, 5 and 6-foot lengths, while they last. Monday, each. \$1.98

Wood, web and wide slat shades in 7 1/2 and 8-foot lengths and 4, 4 1/2, 5 and 6-foot lengths, while they last. Monday, each. 98c

\$5.50 Cretonne Garment Bags \$1

On Sale Monday—while they last

Just 50 of them. Hanging your winter clothes in these requires no more space than usual and keeps them free from dust and insects. There are receptacles inside for moth balls. Regular \$5.50 value. Monday, each. \$1.00

Open a Charge Account—and Welcome

Children's Muslin Underwear



THERE'S a generous fullness in these undermuslins—where fullness is desirable. No attempt to economize—not a bit.

No little details of workmanship have been skimped in these dainty undermuslins for all ages.

- Children's Muslin Drawers—Lace and embroidery trimmed, 2 to 12 years. 19c to 50c
- Children's Cambric Drawers—Knickerbocker style, ages 2 to 12 years. 25c to 50c
- Children's Princess Slips—A very complete assortment, ages 2 to 6 years. \$1.50 to \$1.75
- Princess Slips for Girls 8 to 16 years—A good selection at moderate prices. \$1.00 to \$3.50
- Girls' Cambric Skirts—Full styles and very well made, 8 to 14 years. 59c to \$1.95
- Children's Cambric Gowns—High neck, long sleeves or slip-over styles, ages 4 to 14 yrs. 50c to \$1.50
- Children's Cambric Night Drawers—One piece styles. Prices according to size, from. 50c to 75c

BENSON & THORNE

1516-18-20 FARNAM STREET.

WHEN

A reliable piano has been successfully manufactured and sold for years it is generally supposed to be excessively high in price. Contrary to the opinion shared by some, the



SCHMOLLER & MUELLER

is not a high priced instrument, especially so when quality, tone, action, durability and reputation are taken into consideration. For example—the illustration above shows one of our most popular styles—an artistic effect in beautiful figured mahogany or fancy wainut. Its price is

\$250

Compare the Schmoller & Mueller with instruments of the highest grade. You will then realize the sterling value offered in the Sweet-Toned Schmoller & Mueller Piano.

Convenient payments may be arranged; free stool and scarf.

Schmoller & Mueller Piano Co.

1311-13 Farnam St., Omaha, Neb.

Nebraska's Largest and Oldest Piano House. Established 1859.

A Good Spring Tonic

Most everyone feels the need of a dependable tonic at this time of the year. Duffy's is Nature's true tonic-stimulant, made from sound grains, thoroughly malted and distilled to absolute purity, which makes it a medicine of the highest order.



Duffy's Pure Malt Whiskey

with its prescribed advice of a tablespoonful in water before meals and on going to bed, gently stimulates the stomach to healthy action, improving the digestion and assimilation of food, and in this way enriches the blood and brings strength and vigor to the system. If you feel "all tired out" these days, after the trying months of winter have sapped your strength, you should "Get Duffy's and keep well," just as thousands of others do. It's a medicine for all mankind which will help to give you new health, new strength, new vitality and new life. Because Duffy's assists nature, you should try it today.

"Get Duffy's and Keep Well"

Sold in SEALED BOTTLES ONLY. Beware of imitations.

NOTE Get Duffy's from your local druggist, grocer or dealer. \$1.00 per bottle. If he cannot supply you, write us. Send for useful household booklet free.

The Duffy Malt Whiskey Co., Rochester, N. Y.

THE OLD RELIABLE

Mez Beer

We J. SWOBODA RETAIL DEALER
PHONE DOUGLAS 222. OMAHA, NEB.

Phone Tyler 1000

And you will receive the same service as those who use the Tyler 1000 office in person.

ALL PARENTS SHOULD KNOW THAT SIX YEAR MOLARS...

Are permanent teeth. Children get these teeth at six years of age and, in far too many cases, lose them before they are twelve. This is due to the fact that parents often think the Six Year Molars—four in number—are "first teeth." In this belief they fail to see that their children go to the dentist for attention.

As a consequence of losing some, or all, of the Six Year Molars, the other teeth spread apart. This causes the gums to grow too high between the teeth and to become sore, irritated and a chronic source of trouble. Not infrequently unsightly appearance of teeth in adults is due entirely to failure to preserve the Six Year Molars.

It cannot be too strongly urged that children's teeth be carefully looked after. Not only will the blessings of good teeth in adult life result, but such attention is a GREAT ECONOMY. For if parents will see to it that their children pay twice a year visits to the dentist, it will be impossible for serious and costly tooth troubles to develop.

THE BAILEY DENTAL COMPANY

DR. R. W. BAILEY, Pres.
DR. G. D. SHIPHERD, Manager.

City National Bldg. 16th and Harney Streets Omaha.
Office Hours, 8 a. m. to 6 p. m. Not Open Sunday. Telephone—Douglas 4974.