

Madame Fashion, Direct From Paris and the East, Will Reign During "Dress-Up" Week in Omaha Stores

Oh Yes! The Men Are In On This "Gala" Week Too-- in More Ways Than Paying the Bills. The Art Work on This Page Was Made from Pictures of Local Models



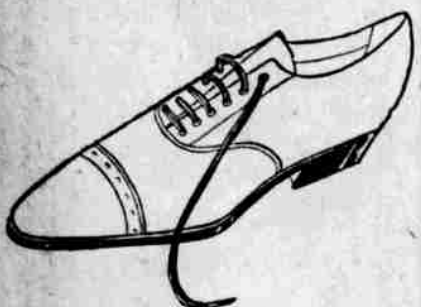
MADAME FASHION TO REIGN DURING 'DRESS-UP WEEK'

Government in Bulletin Urges Return to Normal Conditions in the Matter of Dress.

You will be sorry if you haven't something new to wear this week, which will be "Dress-up Week," in Omaha and all over the United States.

It is a nation-wide movement to promote the idea of returning to normal conditions in the matter of dress. A government bulletin reads: "The time is past when it becomes a patriotic duty not to spend money for clothes. We should get back to normal."

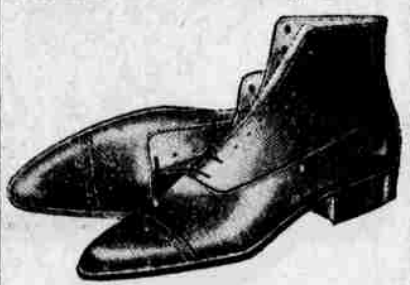
The big opening of the local observance will take place Monday night when the curtains of the show windows will be drawn back at 7:30 o'clock and Omahans will be privi-



ged to behold the prettiest displays ever presented. Dan Desdunes' band will play all evening on the downtown streets and a general gala appearance will be the order of the occasion.

Plan Special Illuminations. Store illuminations will be in keeping with the event. It will be the proper caper to walk along the public thoroughfares on Monday night dressed in best bib and tucker. The window displays will be changed during the week and they will be an education in the art of reasonable and sensible dress. **Randall K. Brown, Gould Dietz,**

Robert Manley, Charles Black, Joe Kelly, Frank Judson, and a few other beau brummels of the village will be asked to serve tomorrow night as volunteer traffic cops. **Mayor Smith Issues Proclamation.** Mayor Smith has issued the following proclamation: "The retail merchants, with characteristic enterprise, have set the week commencing Monday as 'Dress-up Week.' The Red Cross is also appealing for your old clothes for the benefit of the destitute women and children in Europe. Let us



respond to the appeals of both and get out of these old clothes and into new ones. "The war is over. "Put on a smile and dress up. "Throw that old hat into the scrap pile. Discard that old suit and that old dress and you will feel better. "Brace up—cheer up—dress up. The world is not going to the unless you help send it. A smile and new clothes will make life worth living."

Special menus and dances will be staged by leading Omaha hotels Monday, the opening day of "Dress-up Week." The Fontenelle, Rome, Henshaw and others will put on special programs.

Hoosier City Shipping Entire Factory to Italy East Chicago, Ind., March 29.—This city is sending an entire factory to Italy.

A duplicate of the Bates Expendable Steel Truss plant will be shipped to Italy some time this month on the Italian ship Implatura, which is being sent to America for the purpose. Three hundred and fifty thousand pounds of specially built machinery, motors and tools, represents East Chicago's big contribution to the reconstruction of Europe. The machinery will make steel poles for trolley and transmission work. The poles will be of expanded steel and made and painted at the rate of three a minute.

Shabby Dresses and Suits of Last Year to Make Room for the Gayest of Spring Styles Shown This Season Throughout the Country.

Spring a la mode! Gray, sodden spirits depart! Make room for the gayest of spring styles!

When our men and women began donning the uniform there were murmurs here and there praising the low, comfortable heels, the square-cut skirts and coats and tight-fitting caps. Some predicted a future of failure for the modistes and tailors and that the ready-to-wear uniform makers would be rolling in riches. Others ventured to say that there would be no more fancy clothes—that the plain, sensible costumes would forever reign supreme.

But, alas! What do we find with the closing of the war? Women are wildly excited over new spring toggery. They have been window-wishing for weeks, and the men—of course, the men just go with their wives and sweethearts, but did you ever notice how they hesitate, light cigars and invent all sorts of reasons for stopping at the windows where men's clothes are displayed?

Clothes Brighten Spirits.

The world has been depressed in spirit for four years. Last year it was patriotic to dress shabby, but this year the fad is quite the reverse. Pretty new clothes help to brighten the spirits, and the week beginning tomorrow has been designated as the one for human beings to burst forth in their glad raiments to match the trees in their budding green. All nature begins to dress up this week, and the world will be happier.

Women will be out with brand new hats and veils. Their hats will be horsehair braids with birds of Paradise. There will be hats close fitting with airplane wings of ribbon, with bright feathers and flowers; there will be red straws built into every conceivable shape; there will be modish picture hats for evening wear and huge, floppy sailors for street wear. The newest fashioned poke bonnet will come in for a share of popularity along with the others.

Tunics seem to hold their own and are seen in some fashion on more than half the models. Evening dresses have a tendency to be short and tight-skirted with a long train hanging from most any place it happens to be fastened. Shoes and gloves, perhaps, more individuality this spring than ever before, and, despite the high prices, have a leaning toward the complete wardrobe and "matched" costumes.

All Around Cleaning. In line with the fashionable styles of women's apparel to be worn on the occasion of "Dress-Up" week, the men will find plenty of enjoyment in not only wearing the latest form-fitting coat with waist seam effect and peaked lapels, but will also perform ap-

propriate duties of doing their spring cleaning of other things. Automobiles, homes, exterior and interior, lawns, back yards, alleys, stores and even fences will fall under the head of a general clean-up; and the women say the men will do the work.

"It is a nation-wide affair, and in this week of reconstruction, the idea of 'dress up' means also the polishing of automobiles, painting of houses, seeding of lawns, and brightening up of homes as well as wearing the post-war styles of clothes," said A. L. Green, fostering the movement of "Dress Up" week. In young men's clothes—and every man wants to appear young, said one merchant—no extreme fashions in cuts have been introduced. The waist-seam effect of the coats is the popular rage, while the peaked lapel, slightly rolled, is general.

Double-breasted styles are in great demand for the stout man, while a single-breasted coat will be worn by the slender chap. Slash pockets, cut at angles, are as popular as were patch pockets when they came out several years ago. However, in the light summer sack coat, patch pockets are still attractive. Trousers have undergone no radical changes. The bell-shaped bottoms, slightly on the order of sailor's trousers, as introduced in the east and which met with unpopularity, have not come to stay, clothiers say.

English Trousers to Remain. The close-fitting English trousers will remain in style. For the conservative dresser, the elder business man, the sack coat of striped material is a new style to be worn with loose-fitting trousers. The colors in demand this year are plain brown, green and blue. In the line of hats and caps, this week will find the introduction of soft felt, fedora style, with narrow ribbon band. Colors to match the clothes will be popular in hats. Cloth hats of grey mixtures are almost obsolete, hat-ters say. The cap, golf style, will be worn by old as well as young. Cxfords will prevail over the high-top shoes this year, shoe dealers say.



"Private's Prayer" Sent From Paris to President

Paris (by mail).—An American just back from the army of occupation in Germany, dropped in at the Knights of Columbus headquarters here and wrote the following "Private's Prayer," which he requested be sent to President Wilson: "Our father who art in Washington, honored be thy name; give us this day, our long delayed pay, and forgive us our A. W. O. L.'s as we forgive the bugler, the mess sergeant and all others who wear bars. "And lead us not into the army of occupation, but deliver us from fatigue, for all these are the M. P.'s, the field clerks and the Q. M.'s; for ever and ever. Ah, oui!"

A Fool Soon Parts With His Money, But Kunz Was Not Soft

Chicago, March 29.—Frederick Kunz was a prosperous Iowan with a farm near Sioux City. He didn't have much to do except attend to the cows and chickens, so he put his wallet in an inside pocket and came to Chicago a few days ago to see the sights.



Farmer Kunz didn't have any hayseed on him so he registered at one of the big loop hotels. There he met a stranger of magnetic mien. They talked about the league of nations, "The Follies" and a few other equally interesting things and then the stranger led Farmer Kunz aside and—start the plot: "Want to make \$5,000?" "Well, I wouldn't mind," said Farmer Kunz.

"Ah! Now comes the secret." "Listen," said Mr. Stranger. "I'm George Billings, the world's greatest faro dealer. I twist the wrist at a millionaires' club here, but they have just cheated me out of a \$12,000 commission and I want revenge."

Farmer Kunz seemed interested, so Mr. W. G. F. D. went on: "I'll want you to do is to buy \$1,000 worth of chips and I'll throw the game to you."

"I'm on. Where do we go from here?" asked our Iowa friend. "Meet us at the Zoo in Lincoln Park tomorrow. We'll explain the details."

And so they met—Farmer Kunz, Mr. Billings, the world's greatest faro dealer, and his friend—a Mr. Everett Moline. The proposition again was put before Farmer Kunz and he pulled out his wallet and was just going to pay over the \$1,000 when—

From behind a tree there suddenly appeared four detectives, who placed the world's greatest faro dealer and his partner under arrest as confidence men.

No, an Iowa farmer isn't soft money for the con man. Farmer Kunz had tipped off the police.

'DRESS-UP WEEK' BOOSTED BY CITY AND STATE HEADS

Governor McKelvie Issues Proclamation Recognizing Big Retailers' Event, and Mayor Endorses It.

"Dress-up Week" in Omaha, Monday, March 31 to Saturday, April 5, inclusive, will be one of the biggest and most novel events ever staged by the retailers of Omaha.

It is an educational movement on the value of being well-dressed. While it is true that "Clothes don't make the man," it is just as true in this age of the world that people judge a man and his ability and prosperity largely by the way he dresses.

Governor McKelvie has issued a proclamation recognizing "Dress-up Week" and promising the movement his heartiest co-operation. The idea is being carried out all over the nation. Mayors and governors have endorsed it.

All retailers of Omaha will take part. Windows will be specially dressed. There will be displays of fashions on living models. Bands will play on downtown streets. Prizes will be awarded for best window displays.

Not only will stores dealing in men's, women's, and children's clothing take part in "Dress-up Week," but drug stores, optical stores, jewelry stores and even grocery stores will participate. There is scarcely a retail business which cannot contribute in some way to "dressing up" people. The hotels of the city are also strongly behind the movement here.

"This movement," said E. M. Reynolds, chairman of the executive committee of the Associated Retailers, "is one of educative enlightenment on correct dress for men, women and children. The war is over and it is only right that we should dress up in honor of this victory spring. Social life will become festive once more. The 'beau monde' will come to the front. Men, as well as women, will buy the things which they have been depriving themselves of for patriotic reasons during the war period."