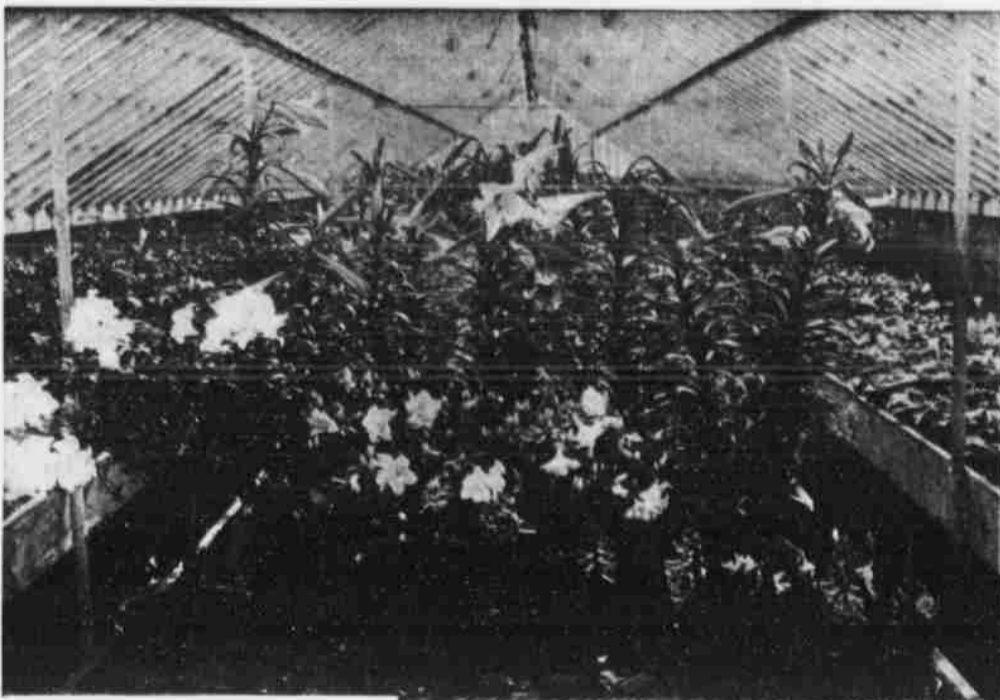
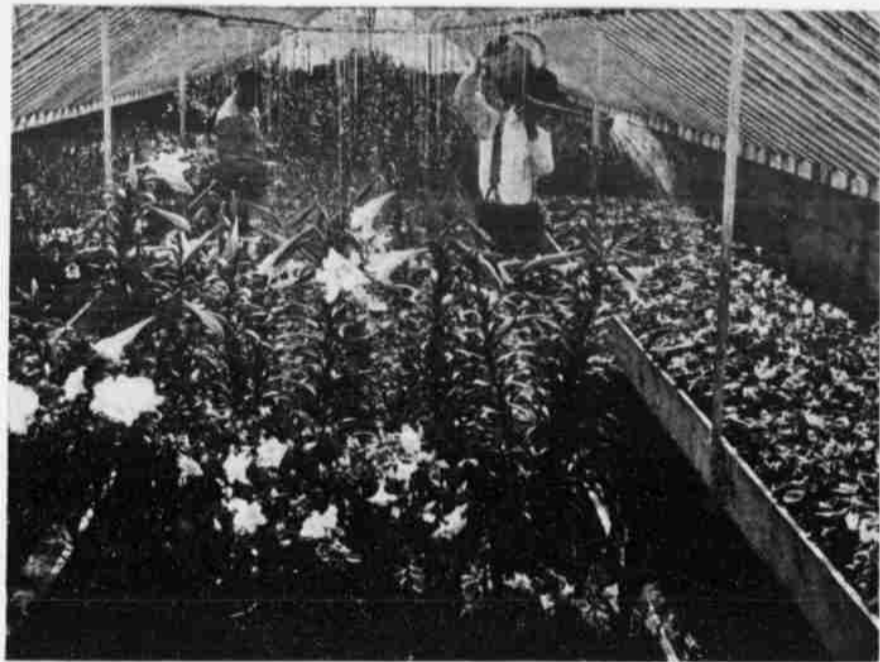


CONSIDER
The
LILIES
EASTER FLOWERS
FOR OMAHA
PHOTOS BY A
STAFF ARTIST.



LILIES
READY FOR
THE MARKET



WATERING
THE
FLOWERS
ATTENDING
THE PLANTS
BEFORE
BLOOMING



THE early date of Easter this year will make no difference in the beauty and variety of flowers to be used on this occasion. It is the end of winter and the advent of the springtime and in no former year in the history of the town have the people made greater preparations for floral decorations with which to celebrate the day than at present.

The greenhouses are full and for many months the florists, anticipating the desire of the people, have been busy at work in order to be able to supply every demand upon them. And

"The folded petals of the rose
The pink and lily fair,
Awaiting their perfected hour,
Hold perfumes sweet and rare."

Of all the many beautiful and popular plants, however, the lily, symbol of purity, is the favorite with the purchasing public and upon this plant has most of the time of the florists been spent. It is estimated that in the greenhouses at this time there are 10,000 plants that will be sold during the week of Easter. A conservative dealer says fully \$30,000 will be spent for flowers of the different varieties during the week and the florists know.

Following close on the lily for popular favor, among the potted plants is the hyacinth, leading the cinerari and the azalias.

The palm of course still holds a place close to the front in popular favor as a decorative plant.

Two varieties of the Easter lily are usually placed on the Omaha market, the Bermuda and the Japanese. This year, however, such will not be the case, only the Bermuda being sold. The Japanese lily is considered a more beautiful plant, but the florists have found great difficulty in forcing its bloom, and, owing to Easter being so much earlier this year, very few if any of them will be on the market.

The Bermuda lily can be forced and for that reason is much more popular, at least with the florists. The bulb is shipped from Bermuda each year and is planted in a pot during the month of August. It requires constant nursing and is as tenderly looked after as a babe. The pot is allowed to remain in the ground as long as the weather remains warm, and then is removed to the greenhouse. The temperature of the latter is varied from 45 to 50 degrees. By this time the lily has attained a height of about twelve inches. By forcing, many are made to bloom for Christmas. This year much forcing is being done in order to get a sufficient number of blooms ready for the increased Easter demand. When the forcing of the bloom begins the temperature is in-

creased to 60 and 65 degrees and during the last few days it has been increased to 70 degrees. Should the plant show a tendency to bloom too early the temperature is lowered, the florists being able to regulate the blooming almost to a day.

The high price of the Easter lily is frequently commented upon by the public and usually the cause thereof is not understood. The expense incident to the growing of the plant is quite an item, but that is not all. Of the lilies that bloom owing to some flaw or defect frequently 60 per cent are not salable, and are not placed on the market. These are a total loss. At no time are more than 70 per cent offered for sale. A plant has from four to fifteen blooms, though the latter number is very rare.

The hyacinth is treated in the same manner as the lily, except it is kept and grown in the dark.

The more expensive and rarer varieties of the Bermuda lilies are not sent to the United States, though the grade has been much improved during recent years. England during the Easter festivities ships in more and rarer flowers than does our own country.

The Omaha florists do not, however, confine themselves to potted plants. Year by year the sale of cut flowers has increased

until this year it is estimated that fully \$12,000 will be spent during the Easter week for them.

The most popular of the cut flowers is the carnation and the orders for it this year far exceed the orders of any previous year. Whether this is true because of the beauty and fragrance of the flower or because it was the favorite of the late beloved President McKinley the florists are unable to say.

Following the carnation is the rose, the tulip, daffodil, violets, lilies of the valley and the American Beauty rose, always dear to the lover of the beautiful. In New York annually there are shipped in from Bermuda loads of cut flowers for Easter use. These are not brought west owing to the great expense and the difficulty in keeping them fresh.

Orders for Easter flowers are being received and have been coming in for many days, so that even before the flowers bloom the florists know about what their sales will be. The out-of-town business this year is also very much larger than in previous years and will amount to fully one-third of the total business.

To supply the great demand for flowers there are in Omaha fifteen florists and every one will do a thriving Easter business.

Sursum Corda

Margaret E. Sangster in Collier's Weekly.
Out of the gloom, and into the bloom,
Out of the struggle, the cell, the prison,
Into the wide sweet world and its room,
Life everlasting from death hath risen,
Victor forever, 'tis life that reigns,
Vanquished forever, 'tis death in chains;
Lift up your hearts, on the upward way,
Sing for your gladness, on Easter Day.

Winter is past; it was fain to cast
The spell of its tempest, its chill, its
strife,
Over our path, but it could not last;
Here is the spring, with its beauty rife,
Flowers that toss their petals free,
Rivers that flow from sea to sea;
Birds to carol, and wings to play
Through the shadow and shine of Easter
Day.

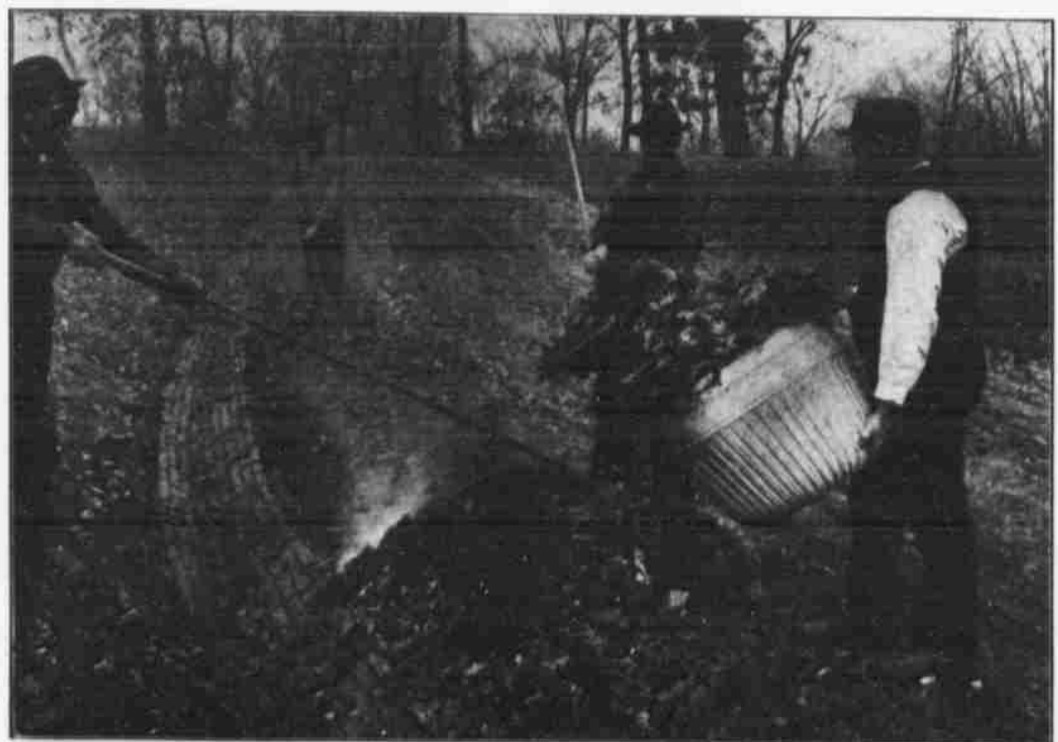
Ye who have heard the sorrowful word,
Ye who have felt the blistering tear,
Thrill to the depths by anguish stirred,
Answer the angel who cometh near;
For grief and sadness must fit and pass
As a breath that fades on a disk of glass,
Comfort from heaven ye cannot stay
When it seeks your threshold on Easter
Day.

Out of the gloom springs the fairest bloom;
White is the bud from the bulb's dark
prison,
Into the wide sweet world and its room
Steps the life that is newly risen,
Victor forever o'er death in chains,
Crowned forever 'tis life that reigns,
Lift up your hearts on the King's highway,
Sing for your gladness, on Easter Day.

Spring House-Cleaning Scenes in Omaha Parks



GREAT WINROWS OF LEAVES ARE RAKED UP—Photo by a Staff Artist.



AFTER BEING GATHERED THE LEAVES ARE CARRIED TO THE DRIVEWAY AND BURNED—Photo by a Staff Artist.