WOMAN'S SECTION OF THE

fear hovers round the head of the prosperous, for the scales of Fats are over unsteady.



ment ring, another the wedding ring, and the third a bridal gift of jew-

tracery. Especially appealing are

Sixteenth and Harney, often designs

You should see their new wall pa-

beauty of color and design.

Southern Home.

ple everywhere is the true southern

hospitality offered by the Hotel Loyal, Sixteenth and Capitol. Here,

infinitely satisfying hostelry, where everything imaginable is done for

entertainment, Each day from 12 to 2 is served a business men's

luncheon for 60 cents, while a fit-

ting expression of the notable cuisine is the table d'hote dinner

served from 6 to 9 o'clock for \$1.25

Special music adds festivity to these

waistline. Brightly piped braided, buttoned and pocketed are they.

Thomas A. Edison originated this

marvelous phonograph and it represents quite a number of patented in-

Dear and Dainty Drivers. WE take pleasure in announcing THERE are three things to be that Omaha is prepared to considered by a man who has greet the largest, most joyously en- become engaged. One is the engage-

.. thusiastic crowd at the largest auto show ever offered to this great auto- elry Every day at the show is to be a the arbiters of fashion, may be solimolife territory.

feature day, the Auditorium even taire of cluster gems of all kinds, bow is a bewitching background for Many diamonds and pearls.

Many diamonds are now set in a the superlatively handsome cars to fairy beauty of pierced platinum he exhibited. The decorative work disclosing myriads of tiny stones cunningly placed in the intricate Capricious as the Spring Weather neut interior decorator of the city, the new square cut, or emerald cut and no expense has been spared to diamonds. make this large building a bower for Albert Edholm, jewel connoiseur,

The theaters and movies have of- a bridal gift to correspond in motif ferings of intense interest-features with the setting of the engagement comprehensive to a degree. You'll ring. Don't you like the sentiment not lack amusement, I assure you, of having these three gifts really in-And the shops, tres charmant, mes dividual? amies! Each and all, they reflect the ceturning joy to a world too long Plain hose? Mais non, mes amies! sad! That all of the mode's crea- But laced, striped, polka dotted and tions display a greater gayety and lightness is everywhere apparent. Inspired creations in cloudy talles, sheer chiffons shimmering paillettes, airy ruffles, delicate laces, gleaning jet and gorgeous brocades scintillate happiness.

We wish you were able to visit Omaha every week, but, since such a thing is not possible, you'll find a thing is not possible, you'll find the properties of the properties of the difference in the world you know—blues will not dye great blue corn flowers.

Journal of the apparent.

We wish you were able to visit Omaha every week, but, since such a thing is not possible, you'll find world you know—blues will not dye great blue corn flowers.

Journal of the apparent.

Sightly titled to one side, there's delight one's color sense.

Sipper braid forms the background of a turban entirely covered with world you know—blues will not dye great blue corn flowers.

A watteau titled hat in soft tan will many other colors dye just among the rosebuds, while there's a brown velvet.

teenth Auto show. We hope you'll all drive home in a 1919 model!



You're All Invited. A Helpful Hint bom the Beauty MRS. SMITH of the Alla Shop, 207 South Eighteenth street,

TS THAT beautiful soft coil and the cluster curls your own hair? more pleasing when your hair is find it well worth while.

** Now that the high hair dressing The Noted Hospitality of the is in vogue, you will need one of the bewitching hair pieces which Mrs. H OLDING a firm place in the Margaret Conston at the Delit Hair H hearts of pleasure-loving peoparlors, Second floor Baire building, is displaying at compelling prices. The Delft service is unexcelled for bair matching, marcel waving, hair idressing, shampoong, facial and scalp massaging and manicuring.

Deft Delft digits dress daintily!

Loyal, Sixteents and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms, you're surrounded by perfect service—conscient and capture in artfully furnished rooms.



Let's Co Shopping with Polly

Automobile, sesame to the Open Road. What dreams of beauty you unfold! Views of quiet loveliness, Fascinating happiness-

Seeing the sky and sighting the sun, "Counting the hilltops, one by one."

> We Are All So Tired of Our Winter Clothes

The New Chapeaux

EXCLUSIVE in their brightness and charm, every one of the season's newest originations is represented in the millinery department of the Nebraska Clothing store, Fifteenth and Farnam.

Consider the unexpectedness of a rose and pansy corsage perched and taffeta foundations! atop a matron's hat. Purple, the straw and purple the tulle which Plain hose? Mais non, mes amies! veils the exquisite flower arrange-

will many other colors dye just and brown sprays of mignonette what you'd like them to. Just can't among the rosebuds, while there's a be done. Then there's the question perfect backing of brown velvet of ripping that enters into the prop- loops.

For the "hat and bag" feature this The Pantorium, Sixteenth and week there's a ravishing confection Jones have printed a bulletin which of rose lavendar, 'broidered in tiny tells all about the different fabrics flowers with sashing round the and their "color-taking" properties, crown laced through large eyelets. also there is in this a very valuable. The bag is suspended by ribbons color table for dyeing. I'll be very strung through ivory rings! glad to mail this card on request.

Fashion Fabrics

If You're on a Committee of Deco- THE sumptuous wraps for spring, ration FOR your new club rooms, the dolman coats and cape-wraps dechurch or auditorium or manding the very richest of fabrics, if you wish to redecorate a tea silvery in texture effect, lightly room or restaurant, the Sam New-cosy in comfort. The Braindeis man shop, 1809 Farnam street, has stores are displaying a new line of hundreds of beautifully hand-tinted interior plans from which to choose special selections in silvertones, velours, Bolivias, and broadcloths. These delightful materials have They're equipped to give you highly artistic service in this line as well been chosen in all the new and apbecorating of your home, proved colors, with as Mr. Adler They're fairly startling in

says, "dolmans in my mind's eye."
For the woman who desires the newest concepts in dainty suits, he presents fascinating men's serges in midnight and navy blues. And if you're planning a captivating trotteur frock with all the charm of the new silhouette, he'll suggest

fine French serges and tricotines. The season's newest are stunning plaids in original blockings of green and brown, orange and blue, gray Furs of Distinction Moderately R. R. Doesn't Always Mean Pekin blue, and orange, French blue, Priced Railroads whose shop I've so often talked of purple, brown and green. Distinc- T HE delightful new modes for in these columns, invites you all to tively new are these colorful com-



An Enchanting Collection of New Millinery.

OLORFUL in garniture and ex- were synonymous with what the Apron vests extend below the travagant in contour, the new people in Europe call 'country millinery shown in the Belle Harch clothes,' meaning garments that can Shop, Eighteenth and Farnam, re- be worn for week-end parties in the Your Home veals itself in a most enchanting country, and by persons who wish simple, exclusive styles without an Edison—music is the real of fruit contribute generously to the enjoyment, of home. Music casts garniture, while ostrich and ribbon deside worry and brings a bright, lend alluring loveliness to Victorian cheery smile instead. That is real bonnets, Directorier Pokes and Scuthappiness and that is the mission of tles, Mirzi sailors and saucy turbans. They comprise happiness and that is the mission of tles, Mirzi sailors and saucy turbans.

The swagger tailored girl will coats, smart jersey dresses in wool adore the new corded silk ties in black and white stripings and checks, \$2.00. ventions, covering a five-year period checks, \$2.00.

and naturally all cog mes suitably designed for the various athletics.

Now this question of a name for these coats are extremely smart and very practical for traveling, and also on the steamer. In fact, any The New Edison is the wonder of music lovers, for Mr. Edison has revolutionized the art of eliminating that artificial phonograph to color proclaim this one of the saling pleased to captivate the hearts of all who visit Thompson-Belden's this week Organdy flouncings show centrollers and naturally all cogrames suitably designed for the various athletics. Now this question of a name for these clothes is the first thing I would like to speak about, because the alturing new blouses shown in the blouse department of Orkin in my daily experience and contact the alturing new blouses shown in the blouse department of Orkin in my daily experience and contact the blouse department of Orkin in my daily experience and contact the blouse department of Orkin in my daily experience and contact the blouse department of Orkin in my daily experience and contact the blouse department of Orkin in my daily experience and contact the blouse department of Orkin in my daily experience and contact the blouse department of Orkin in my daily experience and contact with people I find that my friend's once to the daily concerts to be held in the Rouse Edison Parlors, Twent in my daily experience and contact with people I find that my friend's once to the daily on the edithout to speak about, because the statmer. In fact, any one contemplating an ocean trip the story of the Franco-American article would like to speak about, because the first thing I would like to speak about, because the first thing I would like to speak about, because the first thing I would like to speak about, because the statmer. In fact, any one contemplating an ocean trip which is yours? The these clothes is the first thing I would like to speak about, because the statmer. In fact, any one contemplating on one contemplating on

fective frocks when worn with gay ticularly good things to eat every day during the auto show.

Miss Rhodes has just returned You'll find this case one of dignity the appearance of an exclusive bag, opinion, is the black leather three-straight and narrow with a band of from an eastern buying trip and and refinement, a place where you'll they include every possible necessing the proud to entertain your friends sary to the fair correspondent and with a cravenetted black cloth and color. A heavy silk shirt waist to be had in bright rose, number designed for multiple and refinement and the bottom of the same goal. indeed. She's most enthusiastic in to lunch or dinner before the show are to be had in bright rose, purple, designed for walking and motoring tailored in mannish fashion comthe uses of Swiss bandings, and inin the evening. The usual prices will soft gray and brown, as well as I have seen many fashionable wopletes the outht.

The motifs for baby dress yokes, be in effect, 40 cents for noon lunchsatin undies, blouses, frocks and eon, 60 cents for dinner in the eventain pens. An especially lovely gift coats, and black leather is the black patent leather sport shoes for the bride

"And the cares that infest the day Shall fold their tents like the Arabs

THESE days of early spring when the sun is bright with a promise springs these days-the reaction of warmer weather soon to come, from the anxiety and tense excitethere is something really regenerat- ment of wartime creates the depres-ing about the purchase of new sion we've termed "blues." spring clothes. It raises one's mor-ale. The Ideal Button and Pleat-ing company, 305 Brown building, of tired nerves and impaired blood conditions.

Sixteenth and Douglas, will add skillful touches to everything you make if you'll but give them the

Of cour you'll want an embroidered vest for your new suit, or frock Many of the imported suit models show gold thread embroidery on navy blue. It's bewitching in ef-

buttons, two colored, which hang gayly from long silk cords. Wholly lovely are the figured georgettes accordion pleated in long graceful sun, as well as treatments available points to hang softly over charmeuse in the well known sanitariums of the world.

finest collections of furs in the west

rom which to choose, an assem-

FRIEND of mine, an Englishman, said to me last week:

"My wife appeared in a very

simple tweed suit, or rather tailor-made, and when I remarked: 'How

smart you look, my dear,' she said.

Yes, I bought this in the sport de-

"Then she proceeded to tell me

that here in America 'sport clothes'

partment.

dernier cri in Paris-

Now the Togs for Country Wear

And as silently steal away." Springtime Blues. HE tired feeling that drives so many Omaha people to the

Spirit's soaring, freshly efferverscing

The open road lures with music

Immortal souls might sing

But my dears, there is no need to

go to far distant sanitariums, for Omaha has a sanitarium in charge The Mystic Lure of a Foreign Land of Battle Creek Sanitarium gradnates! The Solar Sanitarium, fourth AF once enfolds you upon enterfloor Brandeis building. Room after ing the Eldridge Importing room of this gigantic establishment company's show rooms at Fourdisplays curative appliances known teenth and Farnam. Great cases of and used by men prominent in the black at the sides of the room set displays curative appliances known Have you seen the new round ball medical world everywhere, forth advantageously the treasures

culled from foreign shores. Brilliant bits of tapestry glow and gleam, egg-shell china delights the lover of beauty, oddly shaped trays, quaintly fashioned lampshades tempt one to carry them home. Here are to be found uhusual individual touches for



'The Year's at the Spring The Day's at the Morn"

A ND you'll all be en route for the they're of a size to be slipped into one of the car door pockets. They're find refreshment for your car at the Flation garage, Seventeenth and St. Mary's avenue, with entrance on Jackson street also.

A corps of expert mechanics is in attendance at all times. A filling station has been built expressly for your convenience at the St. Mary's avenue entrance.

Pretty noses always need powdering, and the feminine members of for "beautying" in the charming lit-tle dressing room of this delightful too, where you may wait for your

Springtime Itself! THE windows of the John Bath Flower Shop, Eighteenth and Farnam, present the essence of spring, these days. Potted plants in gorgeous colorings, rarest blooms, raise joyous faces from frills of crepey beauty. Cinerarias, those softly bunched blossoms with great velvety leaves. One of these particularly lovely is in a shade of Spring Footwear Makes Its Formal pink hyacinths, several of them in one pot dispel a spicy sweetness, Daffodils hang heads of golden charm. These are lasting flower



"Beauty Its Own Excuse for

VET if you had an electric washing machine you'd have an excuse for lovely linens. "It's really no said friend Janet the other use, said triend Janet the other day, "the laundries send home my IN CHARMINGLY original ways linens in shreds."

and most pleasureful acquisition—a Women's Toggery, 1517 Douglas cylinder type washer she bought at street. Individual from the high roll a bargain, a saving of \$20.15 which of its chic collar, braided in one of we used to have a saving of the collar braided in one of we used to buy a new linen supply, the new puff braidings, to the slash Weren't we thrifty? We've not decided yet what we're going to buy creation with the saving on laundry bills. It's such fun "to save to buy!"

Which Is Yours? THIS is the question which heads the Franco-American article you'll had been and grace in walking or you'll have there ever a very dancing. Truly a frock of refresh-Review. Was there ever a ques- ing innovations!

by experienced shoppers and sent out either C. O. D. or as a cash purchase. If cash, send money order or check payable

POLLY, THE SHOPPER. Omaha Bec.

look fine with the black coats



St. Patrick's Day Greetings. HE top o' the morning to you"

and it's a party frock you'll be Block, Omaha, Neb., Gentle-after needing on the 17th day of men.—Words cannot express the March! Lamond's Shop of Style pleasure and appreciation which Surprises, second floor Securities your enlarging of the kodak picture

and georgette satin, with an infinite ceipt of the enlargement it would diversity of trim. For sweet sixteen have done your heart good. there's a "sweet" of a frock, pink. As Jack was Dad's special helper rose tulle with no less than nine sil- and his favorite this picture taken. ver edged frills forming the skirt. For every age and occasion

A drape vell of hexagonal mesh shows tones of orchid in heavily embroidered figures and silken the home or kimonos and sheer border.

"bittie" broidered garments for the Featherweight Raincoats wee ones. Anything and every-

()F rubberized silk in "nigger" brown and golden tan are the Ribbon-plaited peplums and belts newest in raincoats just received are a feature on some interesting by J. T. McQuillin Shop, 1512 Farw blouses for spring.
A distinctive two-tone Kumsi motoring. They're of a styleful cut, Kumsa silk, combined rose and high buttoned as to throat, raglan in shoulder lines, and loosely gathered in at the wrist by a buttoned strap. Conveniently folded into a small envelope of the same material,

Going South? East? West?

OR INTO the Rinlto theater on Fifteenth and Douglas, you'll find the Jacobs-Lee drug store windows displaying bargains for men this week. There's one window devoted to Chamilines, the new chamois skins for your car. These are but 39c. Razor strops of acknowledged worth are 98c. Then party will find all necessaries knowledged worth are 98c. Then there are kodaks and cameras, a fit tle dressing room of this delightful accompaniment for every car, your garage. It is an excellent restplace favorite talcum powder at special too, where you may wait for your prices and candies to take home to men folks and telephone your the kiddies.

T HE F. & M. Boot Shop, Sixteenth and Farnam have made extensive preparations for spring. The variety presented affords un-limited scope for the gratifications of each personal preference. Pumps, oxfords, and boots in styles of marked distinction, qualities above reproach and priced eminently fair with an inclusion of many novelties augments interest in this exposition of the new footwear. "Everything new, and something new every day," is one of the slogans of this shop of fascinating foot creations. Ex-pressing all the grace and coquetry of a by-gone day, are the new Colonial pumps displayed this week. These are to be had in both brown and black calf.

low and rose are permanent deco-rations for the flower float. One lossom with leaves in each box

Interpreting Important Fashion Features

Then spoke Polly of her newest taffeta silk displayed in Herzberg's

Hand drawn work on an organdie gilet at once attracts attention. A This is but one of many time and coat effect has been achieved by money savers to be found in the braiding down the front under an Electric Shop of the Nebraska Pow- over-tunic. Side pockets long, narer company, Fifteenth and Farnam, row, braided, give a line-break most

The skirt is finished in great wide

The beaded blouse of georgette is still to be found both in light and dark colors and in flesh and white,

Spaghetti Italian. deis building, will send you a folder which explains the complete Franco day and night treatments for your this fascinatingly foreign dish as it is prepared in ways It-al-i-an in the Rialto delicatessan, two doors east of the Rialto theater. You may eat it from the platters on which it is served in this quaint shop, or carry it home in the car for a merry party in your own home.

Not a Single Authentic New Mode Missing.

HE jaunty, youthful waistcost idea is shown in many variations in the suit offerings of the Lamond Style shop, second floor Securities building, Sixteenth and Farnam. Truly a style selection of especially noteworthy models of fabrics and tailoring unmistakably fine,

If It's Good-Enlarge It! K ASE STUDIO, 215 Neville Block, Omaha, Neb., Gentle-

building, have just received an inclusive array of party dresses.

There gowns of richest fabrics, elegancies of detail for the dignified older woman. Especially attractive are they in black tulle, charmeuse given to mother and dad upon re-

together means more than the most expensive photograph. In this the they've all the niceties and attendant actual expression has been caught graces belitting exclusive party. We have this picture framed and

hung in our living room. I am enclosing you check for \$11.50 for which kindly make ter more enlargements same as the one mailed us. I am sending the price which you quoted for this one.

Indeed I have told and shown all the people in the office your work, and I am certain you will have work

Thanking you most kindly, I re-MRS. A. J. O. Feb. 22, 1919.

The Alsatian bow done in taffeta is a youthful and modish trimming to be seen on many straw models fo- immediate use,



The Colonel's Lady and Judy O'Grady

W ILL both be glad to hear that Miss Bertha Kruger 428 Pax-Miss Bertha Kruger, 428 Paxton Block, phone 8394, will gather together most any kind of an ostrich feather, clean it and make it into an attractive bit of trimming. She also reblocks hats for men and

If you wish to change the line of color effect of your suit's vestee or waistcoat, I've found just the thing! A Fan-ta-si gold colored vestee, gorgeous indeed. One of hand run nen, uniquely unusual in effect. Victory red is another waistcoat, "victory" color, indeed, for it's met with instant favor. Henna is the color favored by another of these obliging vestees. Obliging, to be Floating Pond Lilies in red, yel- sure, for you know one can dispense with a blouse if wearing one of these One garments which may be had for \$5.

> Smart Styles For Stout Women, F you are hard to fit or extra size, you'll be delighted with a proper foundation for the prevailing

> > parel. Mrs. D. A. Hill, corset specialist, 205 Neville building, Sixteenth and Harney, will provide this foundation for She will not the right corset for your figure, but fir it to you. Send for one of the measurement blanks which include every

styles in outer ap-

measurement which makes you different from everyone else, These blanks make most satisfactory Mrs. Hill's "long dis-tance corset fittings."

The right model means extremely graceful figure lines in addition to real comfort. Mrs. Hill has had years of scientifically artistic fitting, insuring satis-



