

For who not needs shall never lack a friend, And who in want a hollow friend doth try, he seasons him his enemy. —Shakespeare.

WOMAN'S SECTION OF THE BEE

He was the mildest mannered man, That ever scuttled ship, or cut a throat, With such true breeding of a gentleman, You never could divine his real thought.—Byron.

Let's Go Shopping with Polly

I believe in the deep blue sky and the smiling water I can see through the clouds to the sky, And I am not afraid of the waves of the sea. I believe in the living friendship given by the flowers and the trees; Outwardly they die, But in the heart they live forever. Little Paths through green woods I love And the sounds of leaves on the ground, Or of a nut falling.

Or even of a broken twig. Of the days that have passed, I believe in and love my belief in and my love for wonder And will permit that wonder to endure and increase. I believe in and love my belief in and my love for All of these things, and most of all I believe in and love the source Of my belief and my love.

—Credo—Good Housekeeping, April.



ASTER 1919, GLORIOUS VICTORIOUS!

These are wonderfully happy days for all of us, our hearts are filled with joy, and we're supremely glad to be alive, in a land from which the clouds of war have been lifted. As a fit expression of our happiness, we search for the most lovely clothes possible. Each day of glorious sunshine finds us on our search for the beautiful, in shops abloom with color, gowns that have clearly resolved to live optimistic lives; bits of brave color in vests and petticoats, sparkles of brightness in buckled shoes; intriguing scraps of gaiety in quality tinted handkerchiefs. Beauty, beauty, and more beauty!

"For Goodness Sake."

POLLY'S exclamation on seeing a navy poplin suit of extreme modishness shown at F.W. Thorne's for \$29. Novel slashed panels, grouped lines of braid and a novelty silk vest accentuate its voguish newness.

Authoritative Advice

ON decorating will be extended if you'll visit the Sam Newman Paper Shop, Eighteenth and Farnam. This advice is the result of many years of artistic decorating service done by this shop, and no matter how difficult the problems presented by your home, you'll have them solved to your greatest satisfaction in this art shop.

"I Like This Place and Willingly Would Waste My Time in It"—Shakespeare.

JUST acres of furniture are shown in Orchard & Wilhelm's newly arranged store, for you must know that walls have been torn down, enormous pillars erected, walls newly decorated, and hundreds of pieces of furniture displayed in distractingly attractive ways.

An addition has been built, and two new windows added on Howard street, on each side of an artistic entrance. I've been quite fascinated watching the wondrous transformation in this beautiful store and am happy indeed to deliver you a cordial invitation from the management to view its vista of loveliness on Monday, Tuesday and Wednesday. The store will entertain until 9 p. m. Monday and Tuesday and until 6 p. m. on Wednesday. Olsen's orchestra has planned special music to lend a festive air, and everything will be done to make the guests happy and their visit a pleasant memory.

April's Child—the Diamond.

WHAT more fitting than that the birthstone for April, the month of radiantly glorious purity, should be that most perfect jewel, the diamond? The Edholm Jewel Shop, Sixteenth and Harney, was a feast to the eye of the veriest gem connoisseur on Friday morning, for at the base of a great bunch of lovely roses were scattered petals of rosy fragrance, and in the center of each, like a dazzling bit of fiery dew, was a perfectly cut stone. All sizes and cuttings of diamonds were represented, among them the exquisitely lovely emerald or square cutting. What could be a more acceptable Easter gift than a diamond from this supreme collection?

Dame Fashion Again Approves Fancy Combs.

WE are glad, because the feminine heart always responds to the call of the beautiful, and these are beautiful. Thompson-Belden's are showing high pointed effects of jet, on combs of three, four and five teeth. Wide, long, gracefully curved, is one to place at the side of a French roll. Fascinatingly effective are the sets of oddly striking pins, in oddly sharp shapes, and dainty barrettes, small and rounded. These jet ornaments which you've been seeing advertised and illustrated in Vogue for several months range in price from \$2 to \$7, and are unquestionably lovely.



Combining a Firm Stability With Extreme Fashion

IS a new bronze Colonial pump just received at the F. & M. Boot Shop, Sixteenth and Farnam. Built on long, gracefully dainty lines, clearcut arch, high Louis heel, with vanity plates to keep the heels from turning, they've a sole heavy enough to be worn with perfect ease for street wear. All the intangible charm of exclusive footwear is embodied in the high cut steel buckles which have been bronzed. These are \$12, and are just the frivolous touch for the conservative costume.

It Will Take But a Few Minutes

TO CALL T. 3100 and tell the Nebraska Power company that you'd like to have a man bring out one of the marvelous cleaners, the Hoover Sweeper. They will gladly arrange a demonstration, either in your own home or in the shop.

If you've not tried a Hoover sweeper, you really don't know what fun it is to keep house, for it is so adjusted that it does not need to be held at any particular angle and the instant the tiny lever is pushed, there is so much vibration that the sweeper seems to move itself as it lifts the rug, shakes it and sweeps it gently with hair brushes, whisking the dirt into the dust bag. The rugs are held suspended on an air cushion, which restores them to their original color and fluffiness and does away with all wear and tear on the fabric of the rug.

From now until May 1, there is a special pre-war price offering, most attractive, and by paying a small sum you may have the pleasure of using the sweeper while you're paying for it.

To sweep without dust, seems as if the housewife's dream had come true, doesn't it?

Tricollette the Season's Favored Fabric.

DRESSES, suits, skirts and now blouses to express the "joyful" qualities of this fabric. The newest is the surprise-sashed blouse shown at F. W. Thorne's, Eighteenth and Farnam streets. In charmingly vivid shades (cherry, peacock, beige, coral and henna), it is close sleeved and the crossed surplice ends in a knotted sash at the side back.

With All the Newness All the Beauty—

ALL the style which the best designers so cleverly create is embodied in a "lattice" braided Russian blouse suit at Herzberg's. The long rolled collar line, "just right" placing of the coat blouse, lacing of the braiding below the narrow belt—this she did, and printed pamphlets of directions. These booklets may be obtained with the yarn at one of the local art departments, and they are also very glad to give personal instructions in the making. For your own information, I'll say that the new yarns in pumpkin, coraline, reindeer, burgundy, olive, wild rose, goblin, brown and red henna and orchid may be had for 35 cents a ball and it takes seven, ten and twelve balls, according to the style of sweater, while at the present writing the same sweaters are selling in New York for \$45.

From Golden to Jet Black.

NEOS HENNA is the name of a plant used to make a paste for use in dying your hair at home. That charming shade of golden brown, the fascinating auburn, we all admire, all are included in the colors to be had. If you want simply to make more vivid the shade of your own hair, send a sample of hair to the Delft Hair Parlors, second floor Baird building, Seventeenth and Douglas, with \$1 or \$1.50 to cover cost of a bottle of Neos Henna.

The Exhilaration of Games and Sports

IS at once evident upon entering the Townsend Gun Co., 1514 Farnam street. I'd venture to say that you'd remember the best game of golf you ever had, how well you really do play tennis, just how much you need that new canoe, and what fun it would be to get a new golf outfit.

They were just unpacking new golf clubs, bags and balls the other morning when I "shopped" it. I found, too, that they're showing perfectly splendid ideas in golf shoes for women. Light, soft, well made in every particular, they're quite the most attractive I've seen. The hose to accompany them are of the finest quality wool, loosely woven, in tan and green heather mixtures, at \$3.50 a pair. Knickers for men are shown in pool and palm beach.

If you want to get ready for a "big time" this season, you'll find everything you need in this fascinating shop.

Suits of Distinction.

TWO ultra-distinctive tricotone suits just appearing at the F. W. Thorne shop on upper Farnam (\$100 value both of them), are surprisingly lovely for \$89 and \$98. The latter is really "fussy" in a most gratifying way. Very full is the vest of Fan-ta-si in blue and gold. The same silk lines intricately pleated pockets. Cleverly irregular in the coat edge, while long braided-edges panels extend the length of the skirt, hiding slashes at either side.

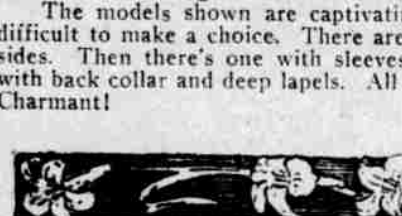
The Test of Time.

THE J. T. McQuillan Shop for Men, 1512 Farnam street, have sold hats of such merit, such character, such real value, as they felt would merit for them the lasting patronage of the public. This season's showing is in direct line with the policy and sparkling exclusive newness are hats of ivy and olive green, African brown, pearl and dark gray, with distinctive departures in the new ribbons displayed. The Stetsonian is their feature hat for spring. It has proven itself to give a maximum of service combined with a style that retains its expression to the last. Most becoming, with its softly drooping brim, in large sizes to be worn low on the head is the Borsalino with heavy satin lining. They have also a varied line of Franklin hats from \$4 to \$7. An Easter hat shop of quality.

Sweaters Unique - Tres Chic

The most dashingly new sweaters of the season are the filet sweaters and they're crocheted, mes, amies, not knitted. They were first introduced in this country by a woman of distinction who appeared at Atlantic City in a sweater of vivid shade and striking design which she brought from Paris. Elsa Barsaleau, who has that fascinating yarn shop on Fifth Avenue in New York, hearing a whisper of the latest string style, made a special trip, interviewing the woman of fashion, and asked if she would object to having the sweater copied. This she did, and printed pamphlets of directions. These booklets may be obtained with the yarn at one of the local art departments, and they are also very glad to give personal instructions in the making. For your own information, I'll say that the new yarns in pumpkin, coraline, reindeer, burgundy, olive, wild rose, goblin, brown and red henna and orchid may be had for 35 cents a ball and it takes seven, ten and twelve balls, according to the style of sweater, while at the present writing the same sweaters are selling in New York for \$45.

The models shown are captivatingly lovely, indeed I'd find it most difficult to make a choice. There are two sleeveless, both slashed up the sides. Then there's one with sleeves and a deep vest-exposing neckline with back collar and deep lapels. All of them have crocheted scarf sashes. Charmant!



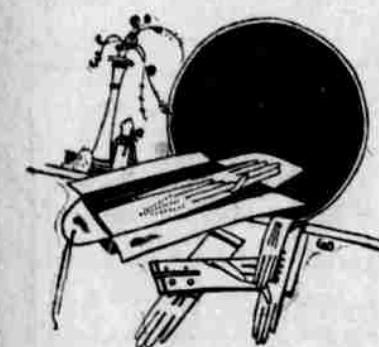
There's an Irresistible Lure

IN the witchingly lovely confessions displayed to tempt the dollars of the spring brides. Quite the most adorable is the silk underwear of dainty loveliness being shown by Mr. Rosen of the Orkin Bros. store, Sixteenth and Harney.

One set, gown, teddy and bloomers is fashioned of flesh georgette. Rolled ribbons hold shirred fullness in rounded panels. Exquisitely sheer lace edges ruffle everywhere in fascinating fluffiness, and rose and orchid tinted ribbons add their sheen to the bewitching effect. Another set is in white crepe with needle tucked georgette insets. A bit less gorgeous, not a whit less dainty are two gown models at \$7.50 with dainty French blue ribbons run under val laces, and lines of hemstitching to add a note of richness. Entrancingly lovely garments, they're attracting appreciable interest.

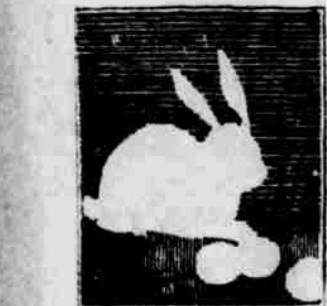
Distractingly Lovely.

FOR the sweet girl graduate is a little georgette frock model. You'll see it at Thorne's this week, in all its chic newness. Round-necked, with the shirred fullness confined "cordially," it is "cluster-tucked" at the waistline, on two tunic-tiers, and on the quaint, lovely elbow frills. In deep rose tint, with delicate flesh, it's just the frock to enhance girlish charms.



If You're a Flapper

YOU'LL love a navy blue suit just arrived at the Lamond Shop. A wide crushed sash scarf tasseled edged is drawn through large eyelets in the collar, and dainty narrow braiding, and cunning slashes round the coat edge proclaim it of that fascinating age of "sweet sixteen."



"The Music Warbler"

IS a folio of the biggest song hits of the minute, edited each month by Mr. Patton of the music department at Hospe's, 1513 Douglas street. He will gladly add your name to this list to receive the book free of charge each month.

If You Sing

YOU'VE been at a loss to know what kind of a corset to wear. I've just learned that one of Omaha's most celebrated songsters has had Mrs. D. A. Hill, corset specialist, 215 Neville block, Sixteenth and Harney streets fit her corsets for several years. She sends all of her pupils to Mrs. Hill also, so that you'll find her well qualified to fit you in such a way that you'll receive help instead of hindrance in the wearing of a corset. Send for a special measurement blank and catalog. You'll be delighted with her fitting.



Georgettes Organdies Blouses Tres Exquis!

BESPEAKING the artistic realms of their origin are the blouses just received at Herzberg's, 1517 Douglas. In all the new color combinations is the model with a cow collar falling gracefully over a pleated frill. Oddly quaint "pepper" beads are sprinkled over the front of the blouse between embroidered motifs of heavy silk. Quantitatively charming, exquisitely dainty are the baistie and organdy blouses which arrived in the same shipment, with bits of brilliant color introduced in pipings and vest effects, collars and cuffs effect—tres exquis!



If You Don't Look Your Best

ON Easter morning it won't be warning us all that we'd better call Tyler 345 not later than Monday morning if we want to be sure that our frocks, suits, gloves and light wraps are of the right freshness. Such lovely work they do, to be sure, hooks supplied where missing, stitches taken here and there. Artistic service in every sense of the word you'll find in this shop.

Just the Thing for a Party Wrap

IS a little broadcloth dolman in old gold which I've found at Lamond's Style Shop, second floor Securities building, Sixteenth and Farnam. Deep in yoke, button trimmed, its long pointed front is lined in olive green. Captivating combination!

It Wouldn't Be Easter Without Flowers.

WITHOUT flowers. Their fairy fragrance, beautiful colors, gorgeously lovely massed effects and artistic arrangements in smaller groupings convey to us the magnificence of Eastertide. The John Bath Flower Shop, Eighteenth and Farnam, are planning for your pleasure all of the spring flowers which the market affords, and I can assure you you'll find they're an artistry in flowers most pleasing.

There's Witchery

OF beauty in the Japanese silk kimonos shown at the Nippon Importing Company, 218 South Eighteenth street. Both plain and embroidered in "charming" ways, they delight our sense of the artistic in their lovely colors. Those without lining are most "comfy" for traveling, the richly lined affairs offer a glory of rich fabrics to fastidiously dainty women. The prices, my dears, are surprisingly low!

Some People I Know

ARE already beginning to talk of vacation days, and one can't have a true vacation without the company of a kodak. The pictures taken are most pleasant reminders of the royal good times enjoyed. After you've taken the pictures, you'll want to have some of them enlarged. Do run up to the Kasec Studio, 215 Newberry Bldg., Sixteenth and Harney streets, to see the splendidly artistic enlargements on display. Framed, they're portraits of distinction, charmingly lovely.

For That New Car.

YOU want a smartly cut, rather tailored coat, such as the tweed motor wraps just arrived at the F. W. Thorne shop. A wide box pleat set under a deep yoke gives a "comfy" fullness, great buttons hold and form the dolman cuffs. In greenish and brownish tints, these wraps are \$29.75.

The Treasures of the Home Are All Here—The Doors Are Open Wide.

THE art department at Hospe's Art and Music Store, 1513 Douglas street, is undergoing some decided changes. They are moving it to the front part of the store on the east side and while making this alteration are offering at special prices most enticing picture frames and bric-a-brac, as well as lamps, candle sticks and shades of colorful beauty.

Bearing the Stamp of Distinction

IS the entertainment offered by the Hotel Loyal, Sixteenth and Capitol Avenue. At once surrounded by a service of almost regal dignity, one feels that here is indeed a hostelry deserving of a firm place in the affections. Perfectly appointed rooms offer just the soothing quiet for nerves racked by the unexpected arduous trials of shopping, superbly served meals present a most enjoyable treat. When entertaining a business friend, it is easy to find a quiet table, where under the cover of soft music, the most complex of business deals may be consummated.

Joyful Bits O'Spring.

THE ribbon counter at Brandeis entices me from the most pressing errands each day. Such fascinating possibilities are embodied in the brilliantly tinted ribbons exhibited! One of the girls I know bought some of the art ribbons; had a double fold of the predominant color added to both ends of a ravishing vestee.

The sparkling narrow picot ribbons are most dainty of finishes for Miladi's Easter frocks and blouses. While the two-toned narrow brands offer a rainbow tinted selection, all distinctively lovely.

Hats Reblocked.

THE Kruger Hat Shop, 429 Paxton block, reblocks both men's and women's hats, cleans and dyes, repairs and refashions feathers of all kinds and renovates and refreshes marabou pieces.

You'll Be Glad to Know

THAT you can buy your favorite Sterling bath soap in a widely assorted list of odors, for 10 cents a bar, at the Jacob-Lee Drug store, Fifteenth and Douglas. This is but one of the special offerings at this popular theater drug store for this week. You'll find delicious surprises in their luncheonettes. We don't lunch any more you know, we "luncheonette."

"Every Moment a Pleasanter Moment."

EVERY MILE a smoother, steadier mile—every hour an hour of greater ease, reads a Cadillac maxim—and, my dears, that's just what we women folk seek in a car.

The steering is just like play, so easy are these cars to guide over "twisty" turns and narrow ways the clutch is so soft-acting that it results in a smooth, almost velvety start.

The brakes are applied with very slight effort and they're "safe."

The shifting is reduced to a minimum, decidedly an advantage in city driving. Indeed, one can drive with little or no shifting and when it is necessary to shift the lever is within easy reach and the gears shift quietly and easily.

There's a restfulness about driving a Cadillac particularly inviting to men—every hour an hour of greater ease.

Your Charm

OF personality is intensified and expressed in a large measure by what you wear. Very often your not able to find just what you'd like to have among the ready-to-wear garments presented; then it is that you'll want to have Miss Coe. Modiste, apartment 2, Davidge block, 1802 Farnam street, fashion for you "dreamlike" frocks, each exactly suited to your personality. She'll suggest delightful color combinations which are confessions of dainty loveliness.

A silk suit, just finished of long lines, hand-finished, braided in styleful ways, each button hanging by silk cords, is of an exclusiveness not to be overlooked. And my dears this suit which looked to be at least \$150, was fashioned for so small a sum, really, you'd hardly believe it possible!

It's So Hard

TO be large, say a 40 bust for instance. Suits aren't just what you'd like to have them. But I'm sure you'll be charmed with my find. Navy in a soft serge, with hair line of white silk, the long slender lines are broken by shaped pieces which seemed fairly molded to the coat, so well tailored is it. The lining is in soft pastel shades of gold, blue, green and gray—in a quaintly merged design. Surprisingly lovely is the heavy crepe gray silk vest with buttons of dark gray pearl. An achievement of artistic designing!

The faint fresh fragrance fills the air. Of apple blossoms, and wood flowers rare. This time to look your wardrobe through. For spring is here to visit you.

Now do not fret and pull your hair. And on a fruitless shop-tour tour. For waiting here to help you through is Polly—she knows just what to do.

She knows the shops that are most chic. Her head is filled—each tiny niche. It stored with prices and color schemes. She knows each and every style, it seems.

So if you find you're in confusion. Mademoiselle, I beg, make the decision. Go to Polly, without delay. Shall change your wardrobe in a twinkling.

Miss N. S. likes my shopping efforts very much indeed, if we can judge from the tone of the above. Remember, my services are yours to command at all times. Most cordially.

Polly

