

WOMAN'S SECTION OF THE BEE

Let's Go Shopping with Polly

Enjoy the Spring of Youth and Love—To some you may leave the nest. For time will teach these soon the truth. There are no birds in last year's nest.—Longfellow.

Let your religion be seen. Lamps do not talk, but they do shine. A light-house sounds no drum, it beats no gong, yet far over the water its friendly light is seen by the mariner.—C. H. Spurgeon.



ON Flanders fields where poppies grew, The Easter lilies sprang up, too, And shed their fragrance far and wide, In memory of those lads who died.

Who died—but yet who live again In realms beyond our mortal ken; Who fought—but in no losing fight, For them do bloom the lilies white.

And on this resurrection morn, New life and hope to us are born, While Easter lilies bud and blow, On Flanders fields, where poppies grow.

—“The Flanders Lilies,” by Lucy Hyatt, Ladies' Home Journal.

Symbolizing an Ideal or Dreams Come True

ARE the exquisite jewel conceptions which Albert Edholm, the jewel connoisseur, has gathered for his shop from all parts of the world. Why do you know, he often makes up the most elaborate jewels with a single stone as his inspiration. That is why there is so much of the individual, the personal, about the gifts bearing his artistic touch. Nearly every jewel he shows has some fascinating story, and I'm sure you'll agree with me that Mr. Edholm is a good raconteur.

Hat Modes

THAT pleasantly enhance individuality while conforming to fashion's custom are those shown in the millinery department at the Nebraska Clothing company. Fifteenth and Farnam. No one can be indifferent to the charming and unusual trimmings—quaint little ostrich tips that completely surround the crowns of some, while others boast entire flower crowns, smart pom-poms, heavy embroidering, wings, queer ornaments and any number of novel fabric and straw combinations.

All That's New and Charming

IS TO BE seen in the little suit I've found at Herzberg's, 1517 Douglas. Its fullness in the back of the coat above the belt is given by an inverted pleat, held in place by rows of buttons, below the belt it is boxpleated in two large pleats. Two loose-hanging panels, braided, give a "fluffy-ruffles" effect at each side. The long rolled collar lends note most becoming to a suit bargain par excellence at \$24.50.

There's an Atmosphere

OF subtle influence, a pervading charm at the Flatiron Cafe, Seventeenth and St. Mary's avenue, which adds greatly to the enjoyment of the guests and family parties gathered round the tables on holiday dinners. Easter Sunday they have planned a day of extensive entertaining. Flowers of fragrant beauty will add their sorcery to the enjoyment of such goodies as fried chicken, lettuce and sliced tomato salad with thousand dressing, frozen punch and strawberry short cake. Dinner will be served from 12:30 to 3 and from 5:30 to 7:30. Phone Douglas 2787 for reservations.

For Any Color Scheme

WHERE color effects are desired—where individuality is desired—where refinement predominates—there you will find the work of the Sam Newman Shop, Eighteenth and Farnam. His suggestions are intuitively and artistically "right"—and his workmen have caught the spirit of suitable decoration to a degree truly delightful.

If You've Been Looking

FOR a home, if you're tired and discouraged from unsuccessful apartment or house hunting, you'll be delighted by the atmosphere of comfort and beauty in the Hotel Loyal. At once homelike, it is quietly restful, unbelievably so, with all the hundred and one advantages of the modern hotel. Planned and operated for the entertainment of you and your friends, it at all times offers an ideal solving of the house and servant problem.

Gamut of Colors

IS run in the frocks for tiny tots and their flapper sisters in the children's dress department at Brandeis stores. No matter what difficult problem is presented Miss Cohen will suggest a frock whose lines at once eliminate the "awkward" appearance so deplored. She'll show you brilliant and subdued tints in high or low waistlines. Pleats and planned fullness pointed panelings with dainty sash underneath, organdie and pique finishings in collar, cuffs and insets, with delightful touches of hand stitching, combine to make a bewitching loveliness of the flapper's ungainly lines. These little frocks range in price from \$5 to \$12.

Separate Skirts—Signs of Spring

TRICOLETTE are the Thorne skirts in rose, taupe, navy and beige, \$17.75. Cunning pockets, cleverly cut, covered buttons, they're fashion's most fascinating phase!

My Dears:

In the annals of woman—SPRING means a renewal of apparel for so many reasons—because of the certain approach of different weather, because it is a season of weddings, because style changes are so marked, and if for no other reason, because everyone has become tired of old garments and craves the new. We're one and all imbued with a peculiarly joyous spirit this Easter-tide—an inevitable result of the cessation of war, its trials and tribulations to hearts feminine. As an expression of the season's joyousness I'm sure the very joy of living has found its own articulation in the garments you are wearing today. I've tried to have the distinctive style notes expressed in each one, particularly suited to your own individuality, and believe I've succeeded to quite an extent. If I can trust the lovely notes on my desk today. The pleasures of shopping with none of the attendant worries, my dears—a man I know says of his wife, "May starts shopping in a taxi and comes home in an ambulance!"

The Most Important Corset Time.

OF A woman's whole life," said Mrs. D. A. Hill, corset specialist, 215 Neville block, the other day after a conversation with a doctor who had just called up to make an appointment for one of his patients whom he wanted to be scientifically fitted in a maternity corset. She went on to say "if only women could appreciate as we do the change in both health and appearance the wearing of these cleverly designed, scientifically fitted corsets make, I'm sure they'd not be so negligent." Send for one of her measure blanks and catalogs. You'll enjoy getting in touch with Mrs. Hill.

If your Easter bonnet is worth 50 cents, send to Marshall, Field & Co., Chicago. They'll send you a "Stop-A-Drop" hat shield of waterproof paper. When not in use it can be tied snugly with its own cord. It's 50 cents.

Oh But "It's Nice to Get Up in the Morning."

THESE delightfully "tangy" spring days—and if you have a kodak you'll find it real sport to hike for the country to make a long day of it every Sunday, bringing home the intently satisfying pictures of the country in springtime. The Kase studio, 215 Neville block, Sixteenth and Harney, do the sort of developing and printing that makes one a real kodak enthusiast, and you should be one of their exquisitely finished enlargements—they certainly deserve the best of framing.

Altogether it is a gimpy spring, for so glove fitting are our sleeves, that even the sheerest blouse is apt to ruffle our snugness. Ergo, gumpies and vestes of organdie and embroidered net, both high and low necked.

Printed Georgette

COMBINATION dresses, \$27.25, at Thorne's, 1812 Farnam street, combine most effectively a printed tunic and side drape. Most charmingly, they're combined—sand and brown, black and white, blue and white, green and sand.

Keeping Pace With the Beauty of Vogueish Dame Fashion.

DELIGHTFULLY endearing in their dainty loveliness are the buckles, large and small, straight lined, and round, some of ravishingly lovely designs, displayed in a many-shelved glass case in the F. & M. Boot Shop, Sixteenth and Farnam. Myriads of stones gleam from settings of silver in butterfly to hover over fairy slippers, aerial service insignias for an ultra smart finish, colonial shaped squares and ovals to suit every taste and fancy. In some of them 'em steel glitters and gleams. Fetching, fascinating and fashionable, they range in price from \$1 to \$40. If you've been seeking the glove silk hose, of aristocratic gleam, you'll find here the Van Raalte in the approved suit shades.



Those Filmy Things

THAT call themselves georgette blouses, are looking their prettiest in the Blouse Shop at Orkin Bros., 316 South Sixteenth street. There are many lovely new ones to wear with the new suit and the gorgeously lovely separate skirts. Sunset, canary yellow, cloud gray, league blue, apricot, orchid, tea-rose—real springtime tints. They charm with their new sleeve themes, clever collars; beading, embroidery and hand lagotting. Especially fascinating are the new figured georgette models for \$7.50. Frilled at the throat is one model with flared cuffs; paneled at each side in plain georgette with wide yoke hemstitched is another, while a charm undeniable distinguishes a model with black velvet ribbon to collar ending at each side in heavy loops and ends. Another touch of black is a row of black silk buttons to follow round the neck-line in the front.

Insured Against Everything But Time.

SOUNDS quite inclusive, doesn't it? And it is—if you put your furs into the artificially cooled concrete storage vault at Drescher Bros., Twenty-second and Farnam, they're insured against fire, theft and moths, everything but time. They're kept in a temperature of twenty-eight degrees. If the moths get into your furs it isn't Drescher's fault!

What tales of bygone trysts might the little love-seat tell? So genuinely antique is the appearance of this "sweetheart chair" found in a local decorating department that one is wont to think of famous lovers of history.

Like delightful "Jacks in the Box" when one lays aside one's winter furs, summer furs pop up to take their place. Stone martin, fascinating in its lightness, is charming in the new "chickadee."



Dresses for All Occasions

ARE the new figured georgette and taffeta frocks at Lamond's Shop, second floor Securities building, embodying a newness of design winning for them instant favor, they're colorfully combined, the navy with rose, taupe with Pekin blue. Of excellent quality are they. We're completely mystified to learn they're but \$25!



For the Coming Festive Occasions

A DISTINCTIVE note is struck in the new delians and capes, which are the season's favorite fashion. The graceful lines upon which they are designed produce a charming effect of slenderness. The linings, of silk in many beautiful shades, add a pleasing note of color and their smartness is emphasized by clever braiding, buttons and stitching. The materials include tricotine, poplin, Bolivia, serge, silvelours. Herzberg's, 1517 Douglas street are showing wares for every festive occasion. One particularly ravishing is of poplin in Pekin blue, lined in soft, warm beige (tan). With high, shirred Elizabethan collar, sash ends, tasseled and fringed, in that it may be worn tan side out as well as navy blue.

Artistic and Exclusive

ARE the designs in marble, granite and bronze on display in the Art Memorial company's show rooms, 704 South Sixteenth. Mr. A. W. Frazer, manager of this delightful shop, is an artist of repute and sketches stones in keeping with the ground on which the stone is to be used. With the skill of the true artist he estimates the artistic possibilities of marble and his work is arrestingly beautiful, delightfully original, for no two stones are alike, or even noticeably similar.

Like a Rift of Sunlight on a Dull Day

ARE the gingham displays in the Howard street windows of Thompson-Belden's this week. You must know, my dears, that this is National Gingham Week and the most wonderful designs and colors are being featured. The new plaids of this year show a novel blocking and hairline combination in every imaginable color. The plaids and stripes in blue and gold, pink with black markings, blue and green of peculiar charm, and delightful as well as patriotic, Victory red and Victory blue. As golden as the jonquils flaunting their colors on our Easter tables is a plaid in the Anderson gingham at \$1.25 a yard. Of the new Emme purple is another delightful in street frock possibilities!

The bright spot on Fashion's horizon just now is a gingham spot and when we ponder over the season's fabrics Fashion calls a check!

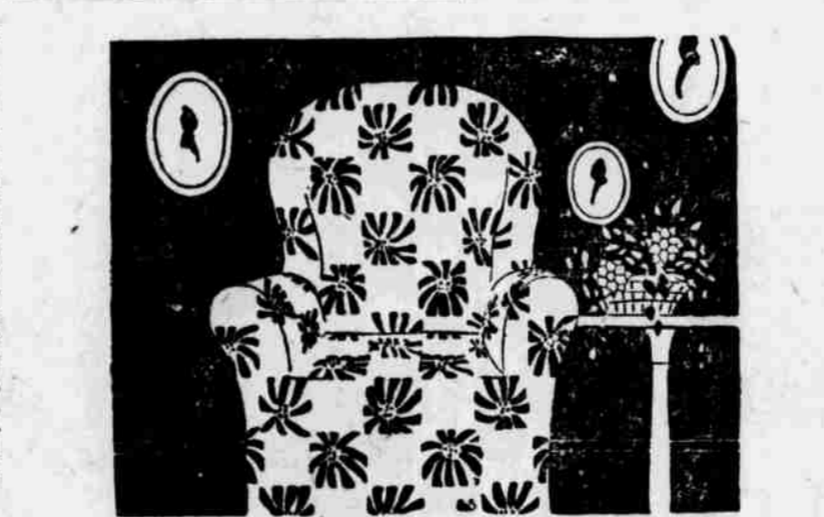
When You Put Your Easter Foot Forward.

I'LL wonder if your silk hosiery is just in keeping with the handsome frock, wrap or suit you're wearing? The new hosiery department at the J. T. McQuillin Shop, 1512 Farnam street, is an amazingly delightful place. There are filmy bits of silken loveliness, handdrawn, woven in tiny stripes, and lacy designs. And, my dears, the dots are just as apt to be square as round!

A Notable Showing of Spring Suits.

THE LAMOND SHOP, second floor Securities building, are showing suits of voguish distinction. The long, slender lines, box coats and smart tailored effects give to these new suits elegance and modishness that are accentuated by many novel touches, notably in collars, vests and buttons. Poiret twills, tricotines, serges, and other handsome fabrics contribute their full share to the distinction of these new suits.

Can a Chair Be "Human?"



Literally—perhaps not! But almost.

It wasn't just idle sentiment, that created a poem about an "old arm chair." What was it? Just this: That somebody had an arm chair that lasted a long, long time; and it was comfortable because it was made that way; and it wasn't just a chair to look at—and somebody became attached to it because it was a part of their daily life for years and years.

When I see the wondrously conceived, artistically wrought pieces of lifetime furniture in the shops—I can't but think that the real pleasures of life are the lasting pleasures, particularly if they are furniture pleasures.

Expressing the Ingenious Artfulness of the Oriental.

IS the Sagi ware, dainty soft blue hand-painted china, carrying the gold outlined designs of gracefully poised Sagi birds on softly rolling clouds. So inclusive is the collection of this china carried by Nippon Importing company, 218 South Eighteenth street, that one can at any time add to one's china. There are teapots, generously large, sugar and creamers of exquisite shapes, bud vases, chocolate pots, chocolate cups and after-dinner coffees, as well as tea and coffee cups, plates and bowls and plates. Exclusively lovely—delightfully dainty!

Edison Re-Creation of Signorina Lazzari's Voice.

CAROLINO LAZZARI, who is to give a joint recital with Rudolph Ganz at the Auditorium April 22, has joined the many great singers whose voices are re-created by Thomas A. Edison's new art-music's re-creation. Signorina Lazzari has sung in direct comparison with the re-creations of her voice on the new Edison, the instrument of perfect re-creation, and in no instance could any difference of tone quality or expression be detected between Signorina Lazzari's actual voice and Mr. Edison's re-creation of it. Her song records are to be bought at the House Edison parlors, twentieth and Farnam, the shop of music's delight—the new Edison.

Fashion has cast a decidedly colorful spring vote.

Gilding the lily is nothing to the way the designers are spilling the rainbow all over our new spring clothes.

Blue Birds for Happiness.

EVERY Tuesday Thorne's Shop, Eighteenth and Farnam, offers Blue Bird Bargains in especially priced garments. Watch for them!

We might say that the frocks and suits of the day are "coming and going" successes, so much is to be said of them on all sides!

If It's the Out-of-the-Ordinary That Interests You

YOU'LL be enchanted at the artistry to be found in the picture department at Brandeis. The other morning I found a wonderful table in tones of orchid, mauve and gold bearing an arrangement of the newest conceits in the art world of today.

From a great enameled flower container a mass of orchids overshadowed and supplied a fascinating background to a misty pastel by F. M. Dixon. Polychrome candlesticks with touches of orchid in their tinting held a lavender tapers. Bookends of mystic loveliness showed colors as rare as an ancient manuscript. Jessie Wilcox-Smith's Madonna with just a suggestion of soft grayish orchid in the tones of the Italian frame quite held one spellbound with its perfect expression of mother love. Wonderfully lovely, a heavy silvered frame, mulberry velvet backed, held a mirror to reflect the candles and maze of flowers.

If you'd find something originally artful for your home, you can be sure you'll find it here.

Pictures You Love.

WE'RE all seeking pictures to be "lived with" for years to come—the truly artistic works whose rich beauty of coloring is never tiresome. Such treasures are found in the A. Hospe Music and Art Store, 1517 Douglas. The art department has been placed close to the entrance, where special booths are under construction to facilitate the handling of the fine arts collection which is being enhanced daily by the finest paintings and prints the market affords. Exquisite standard frames are arriving daily.

The Worst Blemish a Young Girl Can Have

IS a skin disfigured by pimples. Mrs. Margaret Gunston of the Delft Hair Parlors, second floor, Baird building, has recommended Acne Cream, 75 cents. Made of the purest ingredients, it's invaluable for the skin with coarse pores, blackheads and pimples.

A New Show Place for Omaha

HAS been added in the beautification and enlargement of the Orchard & Wilhelm store, Sixteenth and Howard. The inspection days, Monday, Tuesday and Wednesday, were most delightful. Upon entering, strains of sweet music greeted one, crowds of eagerly appreciative people thronged the floors, and even the birds made merry. In the "Little Talks on Furniture and Furnishings," an illustrated magazine devoted to the enrichment of our homes, which is published every little while by Orchard & Wilhelm, contains in the current issue pictures of the new store in its lovely entirety. Suggestions for artistic arrangement of furniture, drapes and rugs make this a booklet of peculiar interest. If you'll send either to Orchard & Wilhelm or directly to me, we'll be very glad to send one of these booklets free of charge.



Si Chic Si Charmant Si Francise

MADEMOISELLE'S new Easter gown, suit, chapeau! Is it not a shame you've no kodak to treasure up her lovely charm? The Jacobs-Lee Drug Store, Fifteenth and Douglas, are making a specialty of kodaks this year, and in their very complete line there's embodied kodaks of every size and price. This is the drug store with an entrance into the lobby of the Rialto theater—the drug store where you'll feel at home, to make a friend, to use the phone, or check a package.

Seemingly Just Made for a Radiant Season

ARE the silk suits of frock effect which Miss Coe, Modiste, Apartment 2, Davidge block, Eighteenth and Farnam, is making. This is truly a season of the "beautiful" in women's wear—a season wherein the world style artists have given free reign to their imaginations in producing the most wonderful—the most charming—the most exquisite of apparel. You'll find under the skilled artistry of Miss Coe's fingers an interpretation of the most novel modes, at prices of a lowliness to evoke a gasp of surprise and pleasure.

Edison Re-Creation of Signorina Lazzari's Voice.

CAROLINO LAZZARI, who is to give a joint recital with Rudolph Ganz at the Auditorium April 22, has joined the many great singers whose voices are re-created by Thomas A. Edison's new art-music's re-creation. Signorina Lazzari has sung in direct comparison with the re-creations of her voice on the new Edison, the instrument of perfect re-creation, and in no instance could any difference of tone quality or expression be detected between Signorina Lazzari's actual voice and Mr. Edison's re-creation of it. Her song records are to be bought at the House Edison parlors, twentieth and Farnam, the shop of music's delight—the new Edison.

Fashion has cast a decidedly colorful spring vote.

Gilding the lily is nothing to the way the designers are spilling the rainbow all over our new spring clothes.

Blue Birds for Happiness.

EVERY Tuesday Thorne's Shop, Eighteenth and Farnam, offers Blue Bird Bargains in especially priced garments. Watch for them!

We might say that the frocks and suits of the day are "coming and going" successes, so much is to be said of them on all sides!

If It's the Out-of-the-Ordinary That Interests You

YOU'LL be enchanted at the artistry to be found in the picture department at Brandeis. The other morning I found a wonderful table in tones of orchid, mauve and gold bearing an arrangement of the newest conceits in the art world of today.

From a great enameled flower container a mass of orchids overshadowed and supplied a fascinating background to a misty pastel by F. M. Dixon. Polychrome candlesticks with touches of orchid in their tinting held a lavender tapers. Bookends of mystic loveliness showed colors as rare as an ancient manuscript. Jessie Wilcox-Smith's Madonna with just a suggestion of soft grayish orchid in the tones of the Italian frame quite held one spellbound with its perfect expression of mother love. Wonderfully lovely, a heavy silvered frame, mulberry velvet backed, held a mirror to reflect the candles and maze of flowers.

If you'd find something originally artful for your home, you can be sure you'll find it here.

A New Show Place for Omaha

HAS been added in the beautification and enlargement of the Orchard & Wilhelm store, Sixteenth and Howard. The inspection days, Monday, Tuesday and Wednesday, were most delightful. Upon entering, strains of sweet music greeted one, crowds of eagerly appreciative people thronged the floors, and even the birds made merry. In the "Little Talks on Furniture and Furnishings," an illustrated magazine devoted to the enrichment of our homes, which is published every little while by Orchard & Wilhelm, contains in the current issue pictures of the new store in its lovely entirety. Suggestions for artistic arrangement of furniture, drapes and rugs make this a booklet of peculiar interest. If you'll send either to Orchard & Wilhelm or directly to me, we'll be very glad to send one of these booklets free of charge.



Si Chic Si Charmant Si Francise

MADEMOISELLE'S new Easter gown, suit, chapeau! Is it not a shame you've no kodak to treasure up her lovely charm? The Jacobs-Lee Drug Store, Fifteenth and Douglas, are making a specialty of kodaks this year, and in their very complete line there's embodied kodaks of every size and price. This is the drug store with an entrance into the lobby of the Rialto theater—the drug store where you'll feel at home, to make a friend, to use the phone, or check a package.

Seemingly Just Made for a Radiant Season

ARE the silk suits of frock effect which Miss Coe, Modiste, Apartment 2, Davidge block, Eighteenth and Farnam, is making. This is truly a season of the "beautiful" in women's wear—a season wherein the world style artists have given free reign to their imaginations in producing the most wonderful—the most charming—the most exquisite of apparel. You'll find under the skilled artistry of Miss Coe's fingers an interpretation of the most novel modes, at prices of a lowliness to evoke a gasp of surprise and pleasure.

Edison Re-Creation of Signorina Lazzari's Voice.

CAROLINO LAZZARI, who is to give a joint recital with Rudolph Ganz at the Auditorium April 22, has joined the many great singers whose voices are re-created by Thomas A. Edison's new art-music's re-creation. Signorina Lazzari has sung in direct comparison with the re-creations of her voice on the new Edison, the instrument of perfect re-creation, and in no instance could any difference of tone quality or expression be detected between Signorina Lazzari's actual voice and Mr. Edison's re-creation of it. Her song records are to be bought at the House Edison parlors, twentieth and Farnam, the shop of music's delight—the new Edison.

Fashion has cast a decidedly colorful spring vote.

Gilding the lily is nothing to the way the designers are spilling the rainbow all over our new spring clothes.

Blue Birds for Happiness.

EVERY Tuesday Thorne's Shop, Eighteenth and Farnam, offers Blue Bird Bargains in especially priced garments. Watch for them!

We might say that the frocks and suits of the day are "coming and going" successes, so much is to be said of them on all sides!

If It's the Out-of-the-Ordinary That Interests You

YOU'LL be enchanted at the artistry to be found in the picture department at Brandeis. The other morning I found a wonderful table in tones of orchid, mauve and gold bearing an arrangement of the newest conceits in the art world of today.

From a great enameled flower container a mass of orchids overshadowed and supplied a fascinating background to a misty pastel by F. M. Dixon. Polychrome candlesticks with touches of orchid in their tinting held a lavender tapers. Bookends of mystic loveliness showed colors as rare as an ancient manuscript. Jessie Wilcox-Smith's Madonna with just a suggestion of soft grayish orchid in the tones of the Italian frame quite held one spellbound with its perfect expression of mother love. Wonderfully lovely, a heavy silvered frame, mulberry velvet backed, held a mirror to reflect the candles and maze of flowers.

If you'd find something originally artful for your home, you can be sure you'll find it here.

