

Clear discernment and frank acknowledgment of good qualities in a foe are the strongest signs of nobility of character.

# WOMAN'S SECTION OF THE BEE

The strong swimmer sinks when he is seized in a death-grip by the drowning man he would save. We help men most when we remain apart from them; when we grasp them, and will not permit them to grasp us.

## Let's Go Shopping with Folly

I plucked the roses from her cheeks  
And planted them in May,  
I culled the pansies from her eyes  
And hid the blooms away.  
And now she wonders why I love  
The month that gave them birth,  
And gather diadems for her  
When May is on the earth.

I took the profile of her face  
And bound it in a book,  
And in that volume I embalmed  
The beauty of each look.  
And every smile and every frown  
I consecrate, for then  
I take the perfume of her breath  
To fill the flowing pen.

I told my story to a flower  
That sheltered in a dell,  
It nestled by a laughing stream,  
Whose tinkling waters fell.  
And every May it comes again,  
Just in the self-same place,  
And opens as it listens to  
The story of her face.

—Memories by Snapper W. H. Pitcher  
(From the English Review.)



### Offering Unusual Scope for Beauty

ARE THE exquisitely fashioned watches which the Edholm Jewel shop, 16th and Harney, is showing this spring. Quite the finest are those in platinum, in quaint shapes and eloquently artistic jewel arrangements, they're dreams of loveliness. To bewitch every feminine heart are the equally lovely green gold watches set with full-cut diamonds in tiny platinum settings paved with calibre sapphires on the bezel, or frame surrounding the face of the watch. A sapphire cut en cabochon adorns the winding crown, a watch of rare distinction. Ideally satisfying is another, a small-toned, round, green gold watch, exceedingly small. Six diamonds set in an artful conception of the Greek key design of black enamel form a characteristic embodiment of the watchmaking genius who created it. All of these bits of artistry are wrist watches to be worn round the wrist on a black ribbon which adds just the wanted "bit of black" to any costume.

Picture hats of novelty straw and georgette in navy and in brilliant green and purple are to be seen. These are large and simple in shape and are ribbon trimmed.

### "Frills and Thrills

AT EVERY price," said Mr. Thorne in speaking of the dress sale which he's staging for this week. Taffetas, georgettes, all the season's newest in fabrics and colors are offered at amazingly reduced prices: Those which sold at \$25 are now \$15.90. Thirty-dollar values are \$19.75, and \$35 values for \$24.75. I'm sure you'll thrill at the frills displayed.

### Exclusive Models

MEANS "one of a kind" and that's just what the Lamond Style Shop, 2nd Floor Securities Bldg., 16th and Farnam, are showing in a diversity of styles, capes and dolman wraps "decidedly different" emphatically charming, and at prices unbelievably reduced. Never have I seen more fascinating colors and materials—imagine an amber tinted Bolivia, soft, fluffy with button trimmed pleates a-down the back. The lining—soft trailing poppies with orchid tinted buds. Or a sapphire blue with bright gold lining displaying peculiarly delightful daisies in fanciful shadings. Every line a line of grace, each wrap one of fascination.

### To Start the Day's Campaign

IF YOU want a breakfast which will start the whole day "right," one which combines every delectable dish of the culinary art, crinkly golden bacon strips, delicious hot breads, perfect coffee, exotic fruits, you'll delight in the Club Breakfast served by the Flatiron Cafe, Seventeenth and St. Mary's avenue. Have you bought one of the \$5.00 meat tickets? You can eat breakfast, luncheon or dinner and save 50 cents on the whole. Then you don't need to worry about change.

### Ravishing Candle Shades

ARE the silken beauties in the Eldridge Importing Company, full and lovely in their artistic light-diffusing, they're in all color combinations: silky, "shirry," braided in gold and trimmed in "moss" which is much more interesting as a trimming than it sounds. They love them at sight! Then they've a showing of the new hand-tinted parchment shades. Have you seen them?

### Wear Perfectly Fitted Corsets!

ACCUSE not nature—she hath done her part—do thou but "fine." Mrs. D. A. Hill, the corset specialist, 205 Neville block, 16th and Harney, will help you to achieve a graceful figure—and will make the care of it a simple matter. She will select and fit a corset to suit your special needs, for you must know, my dears, that there is no set of sizes to fit different kinds of figures. Mrs. Hill has made a study of scientific fitting of the vast number of large women who are too large over hips and thighs, and has evolved a method of fitting which gives extreme reduction to the back, hips and upper limbs, thereby creating smooth, even lines and perfect proportions to the whole figure and insuring utmost comfort. You will be delighted by the quality of this specialist's services if you'll send for a measurement blank which makes possible an ideal fitting of corset and brassiere.

### To Powder Dainty Noses

DAME fashion has ordained that the most popular means of powdering is the wool puff. The Delft Hair Parlors, second floor, Baird block, have just received the most unique little wool puffs. They're exceedingly fine and are backed by chamois. Packed in glazed envelopes, they're 50 cents.



### Have You Ever Stopped to Think

THAT happiness is a necessity, just as vital to right living as food and air?

The little Kodak pictures have brought and are bringing much happiness into hundreds of thousands of homes. Ask any mother if she would, for any sum, certainly does, for his developing and printing is perfect in detail—his enlarging most artistic.

### "Rain, Rain, Go Away!"

THE SENTIMENT in everyone's mind during the past week, I'll venture to say—and some of us stayed as close indoors as possible, getting more and more "groovy" in spirit. What a waste of happiness, indeed! Why not do as Polly did—they're having a sale of raincoats up at Thorne's. Forty garments for women, misses and children in the pretty silvered effects, as well as more soberly tinted affairs, are on sale for \$5.00. You may don one of these with the assurance that your suit or frock will be perfectly fresh and dry when it's removed. A find, you'll agree.

If you're in love with things Oriental you'll find most attractive the Japanese postcards showing temples, mountains, all the quaintly winking scenes of a delightful country and people. Bits of beautiful color, they're two for 5 cents—the prints lovely for framing are 10 cents each.

### A Shop to Delight an Artist's Eye and Heart

IS the Art Memorial company, 704 South 16th, for the stones on display are surprisingly different from those usually seen. Mr. Frazier, the artist manager, will submit original ideas and sketches at any time if you do not find just what you'd like on the display floor. Here you'll see pedestals holding low urns of lovely lines in Vermont granite, beautifully cut, bits of classic lines in creamy marble, bird fountains, strikingly lovely. My dears, everything to relieve grief of its heaviness, and lighten it to a beautiful serenity.

### Frocks of Flowerlike Loveliness

Spring means renewing of the wardrobe of the younger members of the family as well as the elders. The time is past when severe and unbecoming things are the lot of the growing child, and nowadays comfort, grace and utility are combined in children's clothes as the accompanying cut shows. Just a bit of daintiness is this little girl's frock of ecru color or marquisette. Drawnwork hems each of the ruffles. Hand-made flowers of pink, blue and green are the only other trimming. The whole effect, while eminently practical, is like that of a petal flower.

### "Here Comes the Bride."

DID you ever think when hearing the strains of this song just how much work someone had put into sewing infinitely lovely "sheeresses" without end? A labor of love to be sure, but even love cannot lighten sufficiently the tediously trying work of dainty sewing.

Electric sewing machines, however, do away with all peddling which results in such a back strain. One can concentrate on the "finesse of the seam" and it goes without saying that it's of an extreme fineness.

If you'd like to do great quantities of sewing quickly and easily, visit the Nebraska Power company, Electric Shop, 15th and Farnam, this week where a woman, noted for her skill in sewing, will demonstrate these machines and divulge sewing secrets of fascination. If you like, you may arrange terms of payment.

### If You Want Quiet Rest

CONSERVATIVE, conscientious services while in the city, will be delighted by the entertainment offered at the Hotel Loyal, Sixteenth and Capitol avenue. Your every wish is anticipated, in such a way that you'll never forget the service having once experienced it. While there, don't hesitate to make your wishes known—serving you satisfactorily is their keenest pleasure. If you wish to entertain a business friend for luncheon or dinner, you'll find a quiet corner here, with delicious food served in an impressive unobtrusive manner. Quiet music adds to the hour's entertainment.

### Don't You Love

TO WATCH the complete absorption of an artist who creates anything in the world of loveliness? Miss Coe, modiste of creative genius, apartment 2, Davidge block, 17th and Farnam, is quite the most enthusiastic designer of fashions I've met. I just love to skip up there for an hour for a little planning for one of my customers, for of course I can't always find what they want, and I want, ready-to-wear. Through its samples, sketches and clippings, together with artistically lovely suggestions which are forthcoming from this talented young lady. If you want something unusually lovely and fascinating, send me something of the idea you have, and a detailed description of yourself, and just see what Miss Coe will "dream" for you! Her prices are most pleasantly reasonable, too, which makes the dreams come true.

### Vibrant With the Spirit of Eternal Youth

AND LOVELY in the fascinating new season's fabrics, silver-tones, tricotine, whipcords, serges and velours, peculiarly striking in their color combinations are the coat values up to \$75, which the F. W. Thorne Shop, Eighteenth and Farnam, is placing on special sale this week for \$10.90, \$20.90 and \$30.90. Wraps for every time and clime!



### Faithlessly Lovely

IS the finish bestowed on the tailleur costume by that most wondrous achievement of the French people, the Trefousse kid gloves. Thompson-Belden's are featuring a fascinatingly perfect selection of these in every voguish suit shade of the season's modish caprices. For wear with the inevitable navy suit and frock, brown gloves to match, oxfords of the same shade. To be a bit different, there are some heavy stitched navy gloves to carry out a color scheme started by the navy hosiery. Fashionably fascinating, thoroughly captivating are the dainty white and pastel shades, while there's a delightful French piquancy in a 12-button length to crush on the arm, somewhat awkwardly exposed by the bell-shaped sleeves of the new frocks and dolman wraps of bewitching loveliness.

Art Creations Worthy of the Veriest Connoisseur. THE art creations shown in the delightful environment of the new department at Hops's Art and Music Store, 1513 Douglas, offer a most comprehensive selection to the art lovers of Omaha. Their display of prints is inclusively satisfying, gratifying to a degree. The following colors of Maxfield Parish Garden of Allah and equally fascinating companion picture, the Rubaiyat, are displayed in polychrome frames of intensely exquisite effect, the color splashes of the frame bringing out every lovely detail of the pictures. Artful suggestions are offered on every side for the decorative plans of the home; candlesticks of rare beauty, lamps of every period, exquisitely unusual.



### Even the Best

T rare among rugs shows quite grievously the wear and tear of the winter months. Furnace dust and grime has become embedded and it is really impossible to clean the rug thoroughly enough at home to bring out the colors we found so delightful in the rugs when new. They're lifeless, flat and almost "slick" too, and there is but one satisfactory remedy! Tyler 345, Dresher Bros., Twenty-second and Farnam. They'll clean your rugs with amazing efficiency and have them back in so short a time that you'll almost think there's been "magic" employed. Their rug workers take great pride in repairing invisibly any worn spots found.

### If You've But a Small Amount of Money to Spend

DO YOU think you could do better than to spend it on beautifying your home? The Sam Newman shop of artistic wall papers, Eighteenth and Farnam, is showing a greater selection than ever this spring—at prices to suit every purse. Displayed on racks and panels with the borders cut out as they appear on the wall, making the selection of your home decorations an easy task.

### I'm Wondering If You Really Appreciate

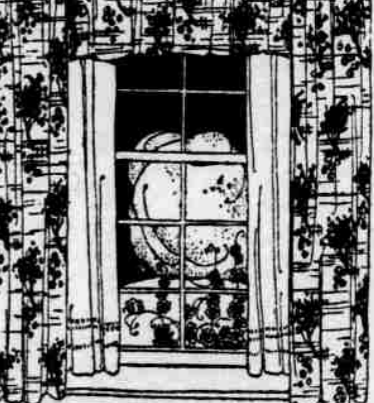
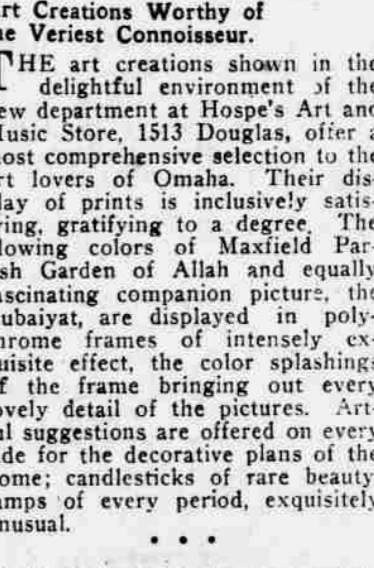
ALL the nice things the Jacobs-Lee Drug Store, Fifteenth and Douglas is doing for the people of Omaha? I heard a lady say the other day, "If you want a favor extended with real southern whole-heartedness, why just go into that delightful theater drug store!" Her self, a southern woman, she was most appreciative. Why, you know they conduct a special checking system just for the convenience of feminine Omaha! And that's only one of the many things they do. The fountain is one of the very loveliest in the city, and you'll find their drink innovations most delightful.

### You'll Not Need to Worry

ABOUT moths this summer if you'll send your suits, furs and wool suits and frocks to the Pantorium, 1515 Jones street, with instructions to clean them and pack in a moth-proof bag or box for summer storage. They have a service which absolutely guarantees that there'll be no moths found in the garments, providing they're not opened during the summer. Isn't this a relief after worrying to pack things carefully at home, only to find the nasty little holes in the fall? A scientific cleaning service this!

### Designed on Lines of Suit Distinction

ARE THE SUITS, 75 of them, which Thorne's shop, Eighteenth and Farnam, are offering in a "spring sale." Late spring Russian blouse, vest and box jacket effects, and early fall models, in values to \$50 are now priced \$25; those above \$50 from \$65 to \$125, are offered at one-third off. Fashion's finest, these!



### Every Woman

OF feminine longings, daintiness and refinement find most fascinating wardrobe-trunks of practical use, and smart appearance. In my "poking around" I've found in one of Omaha's most exclusive stores, Orchard & Wilhelm's, South Sixteenth, trunks of a luxuriousness not to be denied—trunks to rouse a "wishfulness" in any breast—sliding, hanging racks with hangers for two-piece dresses, suits and skirts, laundry bag, partitioned jewelry drawer, spacious hat compartment and a locking device that locks all drawers at once. Built so attractively that they're at once a decoration for any room. They're pleasingly substantial. Of three-ply wood, they're veneer covered and interlined with light fiber which makes them "stay" attractive. All the metal parts are of steel, brass plated and polished. They're furnished with snaps and Yale locks, earmarks of very expensive trunks. They're priced as low as \$32.50 and \$42.50. While aristocratically impressive affairs are those priced at \$57.50.

Taffeta frocks on bouffant lines, arranged at the back in a sort of bustle drapery, are a spring fad note of interest.

Charmingly simple frocks of black satin are on gracefully draped lines and are fringe or tassel trimmed.

Hats of white organdie, made of petal-stapled sections in graduating sizes is another exquisite millinery creation designed in America.

Small turbans of fine silk are in black and in navy blue. These are draped models and are untrimmed, save for a small flat jet ornament or pin.

Sport hats of acetone and chintz are featured by some of the leading American originators of millinery fashions.

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