

I tell thee Love is Nature's second sun. Causing a spring of virtue when she shines. George Chapman.

WOMAN'S SECTION OF THE BEE

My library Was dukedom large enough. Shakespeare.

We like to think of the Fashions new As being planned for our Style Review By a woman schooled in the ways of art In whose life Dame Fashion's mirror plays a part. But the exquisite creations—adaptations, Are more often dreamed by men—inspirations Sketched in vaguely smart portrayals Gowns of low-cut bodice, quaint braided Whose exquisitely charming style of reflections Bring to the world an ultimate dress distinction. For afternoon tea, matinee or show

Let's Go Shopping with Polly

Milady shall have tres chic chapeau Suits enchanting, youthful, charming quite Be-frilled frocks for day or night A gorgeousness of coloring Expressed in brilliancy alluring Reflections of a world's delightful femininity Made lovely by modes from the year's past vanity Witchingly adorned models lavishly exploit Artful designers' loveliest style creations And in Dame Fashion's mirror charmingly adroit We see unfolded a New Season's Mode Reflections.



"Everywoman" Veritable Beauty Show.

BEAUTY is the keynote of "Everywoman," the great picture to be shown at the Rialto theater, Fifteenth and Douglas, this week. Beauty of investiture, of gowns, of women, of theme and of action. The settings were designed with an eye to the fanciful, the gorgeous, the striking. The gowns in the picture were creations by Clare West, while the bathing suits and chorus suits were designed by George Hopkins, two well known designers in the picture world. The production marks an epoch in artistry and the beauty of screen entertainment, for not alone is the picture physically beautiful, but the story itself possesses a charm and compelling power that is unescapable.

Particularly Luring to "Everywoman" the One Word "Imported."

MANY and varied are the interesting style features of the new season. At Herzberg's Distinctive Shop, 1517 Douglas, known for their slogan of "Style Without Extravagance," you'll find a recent importation—an accordion-pleated separate skirt of an artistry to accentuate the costume. An exquisite finish to its enchantingness is a delicately wrought bird on the front and back breadths of the skirt in widespread tracery of gorgeous gold threads.

Long wrinkly kid gloves in black or white will finish every smart toilette this season.

Nine-Piece Walnut Dining Room Suite Offered at Stirling Reduction

AT Orchard Wilhelm's they're offering an excellent value in a nine-piece walnut dining room suite. Instantly recognized will be the quality of this lustrous dark wood, the artistry in fashioning of its pieces. "A period design," say we as we see the formation of the classic fluting on the legs, the exquisitely carved medallions, and the artistic metal drops on the smooth rolling drawers. Ornamental in design, undoubtedly, but with more practicality than is usually found in period designs. Included in this set which was formerly \$485, and is now offered at \$325, there is a 54-inch table, six straight chairs, and one arm chair, each with slip Spanish leather cushions, and a 60-inch buffet of exceeding richness in which will be found cunning compartments for silver and linens.



A Dress Suggestion

MAY I not suggest that you call on Dorothy Hill, 205 Neville building, northeast corner Sixteenth and Harney, for your next corset? As Dorothy Hill is a corset specialist and carries a large stock of scientific corsets she is competent to mold stout figures into the stylish, straight lines demanded by the new suits, as well as to give the slender woman a corset—assuring comfort and enjoyment in the new modes of the season. Send for measure blanks and literature.

Beautiful indeed is a china cabinet, one of the new models whose glass doors are embellished with grilles, decorative indeed. This piece which was priced at \$135 is now offered at \$87.50.

The server, a dainty little table, delightful in possibilities, was \$65 and is now \$39. You'll find this a marvelous value!

Oriental pottery flower bowls for containing the rose table decorations are but 85 cents and \$1.40. These in blue, green and brown.



Suits Happily Inspired

ARE the new creations at the Emporium, Sixteenth between Harney and Farnam. Embroidery, hand-wrought, reflecting in a charming wise Dame Fashion's latest style mandates, is to be seen decorating every spot of a bolero jacketette forming the upper half of a distinctive little tricotine model. Adding to its rich becomingness is a Tuxedo rolled collar of cloth-of-gold. Softly tinted is the lining, giving the effect of hand painting in its softly merged gold, henna, yellow and pastel greens. Quaintly youthful is the silk-girdled skirt whose outstanding pockets are buttoned in scallops to the skirt proper. Further fascination has the skirt in a below-the-knees tunic, very, very new. Designed and fashioned by a house of greatest distinction—whose name carries distinction in the world of dress!

The New Modes Reveal a Rare Artistry in Women's Apparel for the Dawning Season.

L. KNEETER, exclusive ladies tailor, second floor, southwest corner Sixteenth and Howard, is interpreting the new fashions with unusual cleverness. Exquisitely charming is the appeal of vivid coloring, dainty linings and graceful silhouettes, the new models leaving his shop daily are expressive of the gay and colorful days of spring. Rarely lovely, you'll find the prices quoted particularly interesting. Phone Douglas 6065.

"Everywoman" Loves Cleanliness.

INSTINCTIVELY and naturally "Everywoman" wants her home to be the acme of cleanliness, knowing full well that the health and happiness of her family depend, in large measure, upon the immaculateness of the rugs, drapes and upholstery of her home. So, she calls Tyler 345, Dressers Brothers' Cleaning establishment, which instantly sets in motion their excellent service corps. They're a veritable army of delivery men and cleaners under command for the serving of "Everywoman."

Cross stitch embroidery marks one of the newest duvetyng frocks. The cross stitch is done in silk, in the same shade as the duvetyng, and this break in the surface of the fabric furnishes the only bit of decoration needed on the frock.

The Whole World Loves a Baby.

THAT'S why we find so delightful the Guttman baby pictures at Hops's, 1513 Douglas. Adorable babies, these; awake, with big, round, wise eyes; asleep with darling little smiling wrinkles around their eyes, baby in his carriage with a devoted brother or sister hovering near. The pictures are \$2 each; when framed, are \$4 and \$5.

The Grace of Slim Reeds Swaying Where They Grow

IS STILL grace when the reeds are cut and woven into furniture which bears the sign of Omaha Reed and Rattan Manufacturing Co., Sixteenth and Jones street. The pieces are so artistic, varied in beauty that they're suitable, quite, for any room of the home. Nothing will do more to brighten "Everywoman's" home than a new piece of this furniture, and the prices at which they're offered are indeed tempting.

Ostrich tips are worn on the arm, midway between the shoulder and the elbow, and attached to metal armlets that hold the tip out from the arm.

Never Were Stylists So Versatile

IN the fashioning of wondrously lovely hats as they have shown themselves this year. The Nebraska Clothing Co., Fifteenth and Farnam, have a great case filled with exquisite handpainted models. Brilliant as any plumbed bird of the air, gay, saucy and colorful as a crimson warbler in the south, to which many of them soon will journey, delicately colored as one of the more elusive songsters, they're style-thoughts of some of the most prominent creators in the millinery world today.

The distinctively shaped high crown of one little model has chosen for its fashioning, bright, pointed hackle feathers. Four rounded brim pieces daring in their loveliness, flare back from the face, these in vivid French blue cassowary. For the matron with rounded features, is the original turban which sweeps back from the face into daintily pointed wings. Another of glossy brown has a rolled brim with sweeping wing brushing the shoulder.

Eight colors, daintily blended combine in charmfulness in the brim of a "round-a-bout" model; veing with it in brilliancy is the "jade blue" hat nearby with cunningly cupped feathers.

Model chapeaux, these, to delight the woman seeking the smart, the distinctive, the ultra in millinery.

In the Lobby Windows of the Rialto Theater

"EVERYWOMAN" will find displays of greatest interest, for Lee's Rialto Theater Drug Store, following their usual policy of co-operation, have placed therein creams, perfumes, toilet requisites and all kinds of make "Everywoman" the most exquisitely groomed creature known. Their popular fountain is featuring an "Everywoman" Sundae for 25c all during the week's performance of this picture.

Metal girdles of all sorts are an interesting accessory. Sometimes they consist of several yards of metallic cord with ends of heavy metal tassels. These are draped twice around the waist and then terminate over the left hip, or, newer still, directly in the front. Sometimes the metal girdles are more like large bracelets with a clasp at the juncture.

"Everywoman" Will Find a Hat to Match the Mood of Every Hour Marked on the Sun Dial

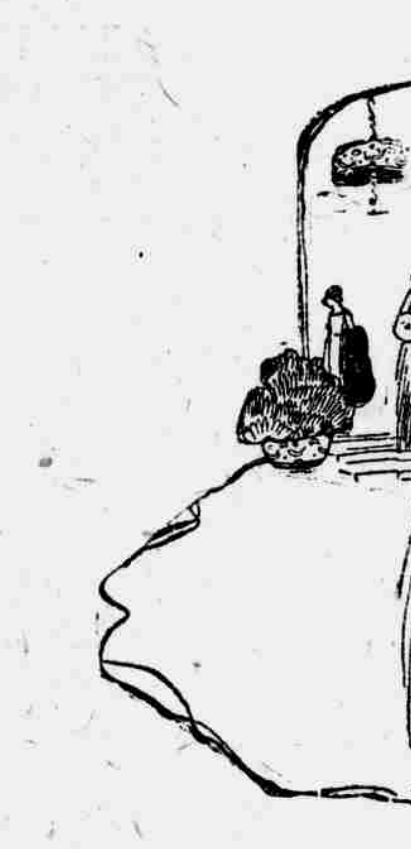
IN the daily arrivals at the Mc Ardle-Blake Chapeau shop, Farnam between Seventeenth and Sixteenth. Soft silken affairs for wear with care-free frocks for the outdoors, daintily formal affairs for lovely lace and lingerie gowns at the tea hour, that make one wish it might be always afternoon. Sports hats as brilliantly blue as the sea, green as the royal palms and rose-colored as the dreams of the gayest young Sub-Deb. Ideal for the spring bride, delightful for the southern trip.

A Skin that "Everywoman" would Love to Have May Be Hers

IF SHE'LL use Hind's Honey and Almond Cream, which they're featuring at the Green Pharmacy, Sixteenth and Howard, this week. Delightfully scented, of a consistency exquisitely soft, it comes in jars of 50 cents and \$1.25 size. A shop of specialties for the beautifying of lovely women, "Everywoman" will find their service quite after her own heart.

Even When Many Miles Away

THE friends of the Kase Studio, Second Floor, Neville Block, Sixteenth and Harney, remember them. People in California and Florida, as well as college people all over the United States are sending in films for finishing, so delightfully satisfactory have they found the work done in this specialty shop.



Planning a Home

EXCEPT for the woman who is really a nomad and a gypsy with an unquenchable desire to wander and roam, every daughter of Eve either has a home of her own that is her very own or indulges in occasional day dreams of such a home. And doubtless the homes that have resulted after the most frequent day dreams are the better planned and the more homelike when they do materialize. It wouldn't be a very bad idea for you, if your home is still in the realm of day dreams, to get a little notebook in which to jot down the really good ideas you get concerning the possible home when it comes. From the mistakes of others you may profit immensely. You have really brilliant ideas sometimes concerning the placing of a cupboard or closet or the arrangement of windows, but if you do not keep track of these ideas as they come they will be sure to slip away from you, and when the chance comes to have your own home built as you would like it you stop and wonder where all those brilliant ideas have gone, and then you meekly accept the plans that the architect draws up for you and have a home with all the faults and inconveniences of your neighbors' homes.

Perhaps the first thing that you should consider when you contemplate your home is the arrangement of the rooms in relation to the points of the compass, and here are some practical points that you should bear in mind. If it is a small house with possibly only one bathroom, put that bathroom on the sunny side of the house, or at least arrange it so that on fair days, winter and summer, direct sunshine comes into the bathroom at least an hour or so every day. Sunshine is the best of all disinfectants, and where there is running water and plumbing there should be plenty of it. If you have a sun room, for the sake of consistency as well as your own comfort, have it arranged so that it is a sun room. In some houses recently built for speculation the sun rooms are arranged any place to suit the convenience of the architect and builder, and in many of the houses they are to be found on the north side of the house where not one ray of the sun comes during the cooler months of the year. And a sunless sun room is really a room wasted.

Try to contrive a short passage from your kitchen to your front hall if possible arranging so that you do not have to go through the dining room to get there. Always remember the problem of keeping your house in order is facilitated if you have some convenient place for rubbers, umbrellas and men's hats and outside apparel. A downstairs lavatory is one of the greatest conveniences that you can put into your house and a tremendous space saver.

If you are usually without a maid or are subject to the departure of your maids, have a kitchen nook where you can serve the hastily prepared breakfast or supper without making it necessary to carry food and dishes into the dining room. So many of the newly-planned houses do have this convenience, which is preferably arranged with just room for a table and with a bench on each side which can be upholstered and fitted with cushions against the wall behind them, after the manner of the seating stalls in old English inns. Even if you do not have to shift without a maid you will find that this device will be of great comfort to your servant or servants who thus have a little place for meals and for a sitting room at slack times.

If you are going to remain in your house in warm weather be sure to have an upstairs sleeping porch, or if the house is a bungalow, a porch convenient to the bedroom.

Comfort and Beauty Irresistible to "Everywoman"

COMFORT, long-sought with the achievement of lovely lines, may be found in the wearing of a Nu-Bone corset from the Hattie Putnam Shop, 502 Karbach Block, southeast corner Fifteenth and Douglas streets. Phone Tyler 2993 for a personal fitting in your own home. And if you live out of town send for one of the complete order blanks.

There's an Advantage

IN having a leather case in which to carry your vanity articles—powder, cream and paste containers, mirror, brushes, etc.—all the many articles which make your own dressing table so necessary to a successful toilette. With a thought to the sterner sex also are the cases at the Omaha Printing company, Thirtieth and Farnam. In splendidly finished vachette or dull, rich-surfaced leather, they have a price range from \$4.15 to \$16.65. You'll find, too, exquisitely fitted cases at pleasant prices.

Elegance and Simplicity Mark the Versions of the Fur Mode

THE National Fur and Tanning Co., Athletic Club building, Seventeenth and Douglas, are especially featuring in their present sale, coats and capes in their original prices. An exquisite little Hudson seal coat with long square cut squirrel collar whose long fishtail panel in the back, has a wide belt slipped through it, is the last word in stylefulness. Clever snaps under the arms transform this into a coat of practical possibilities. Formerly priced at \$400 it is an exceptional value. Cut on the new pointed lines, is a Hudson seal with wide band of the same fur round the edge. Long-hanging points in the back, on each arm, and in the front, make this a wondrously lovely fur garment, exquisitely from its inmost lining of brown crepe to the fur, an outstanding feature. This was originally \$400. Lovely for an older woman is a exquisite chinchilla in a silvery gray. One-fourth off \$365, on this makes it reasonable indeed.

Especially charming is one of the new wide panels in the back, dainty cape in caracul whose collar and pocket outlinings on front panels show.

A large heavy cape effect, excellent in quality was \$425, and is a rich appearing garment. Dainty in its loveliness is a smaller piece of Nutria whose first price tag bears the price of \$250.

Specially priced also are men's collars in Hudson seal, Nutria, Beaver, Otter, Muskrat, Persian lamb and near Seal, which formerly had a price of from \$20 to \$65.

And cocoanuts, too, the first of the season, richly meated and full-flavored. Here is always to be found the choicest offerings of the world's finest gardens and orchards. Out of town orders will be given immediate attention and at all times you will find the Specialty Shop studios of your wants.

A Showing of Frocks "Everywoman" Will Love.

ORKIN BROS., Sixteenth and Harney, are showing a display of "Everywoman" pictures in their windows together with gowns and frocks no less lovely than these shown in this remarkable production. An interpretation of notable Parisian style themes is a dark bronze charmeuse antique. The wide armholes hint at Japanese influence until we see that they're but the beginning of a draped sash which ties with decided chic in the back. Bewitchingly puffed are the sleeve finishings at the elbows. On the left hip the bodice is draped down over the bouffant puffings and held in place by two big silk roses. Stylish exponents of a mode charmingly versatile. They're dresses of a wondrous artistry.

Clusters of deep orange roses might take a "blossoming" interest in holding in place the bouffant draping on Miss Sub-Deb's dainty frock!

Before Starting For Foreign Pleasure Resorts

"EVERYWOMAN" should give careful consideration to the choosing of her stationery, for who hasn't experienced the inconvenience of not being able to find what she wants when away? The Megeath Stationery company, Fifteenth and Farnam, is offering most distinctive papers, in all the well known makes, colors and shapes delightfully lovely. Beautiful monograms, unusual in conception, lend a touch of wish-for smartness to milady's correspondence. You'll find their engraving department most helpful in case more cards are needed.

"Everywoman" Who Is to Be a Spring Bride

WILL be a bit more lovely if she includes in her trousseau of delicate loveliness a plentiful supply of the effective accordion pleated garments. There should be, of course, soft clinging crepe skirts of negligees over which may be worn the loose and lacy matinee jaquette with long-hanging points. Then she'll want one of the new novelty suits for street wear and club functions composed of a pleated skirt with contrasting material coat. And she'll find particularly fascinating the little separate skirts of silk. The Ideal Button and Pleating company, 305 Brown block, Sixteenth and Farnam, will do this pleating most reasonably. Send for one of their illustrated catalogs which they'll send you free of charge.

"Everywoman," the Picture of Wondrous Women

SHOWS many delightfully dancé coiffures all of which require much waving and curling. The Nelson company, Electrical Appliances and Fixtures, next door to the Orpheum theater, Fifteenth and Harney, are featuring electric waving irons at \$6 and \$6.75 this week. Large and light, instantaneous and constant in their heating properties, you'll find them most convenient. For further beautifying they offer vibrators in every known make, at prices ranging from \$5 to \$28.50. This specialty shop carries appliances of latest invention, and perfecting, and their artistic lighting fixtures are exquisite enough to bring joy to the heart of "Everywoman."



To More Properly Introduce to Madam and Mademoiselle Omaha

THE many diversions in form and fabric of the new season's styles, Mr. and Mrs. Lamond of the Lamond Specialty Shop, second floor, Securities building, Sixteenth and Farnam, are now in New York. That is why we find so very delightful this shop's showing of models, for they are all personally selected for a fastidious clientele. Such a feast of the unusual and original are they choosing for your wardrobe.

Delightfully Dainty Handmade Frocks

ARE those in vivid voiles and organdies at the Vanity Shop, third floor, Securities building, Sixteenth and Farnam. Unusually lovely, they're artistically fashioned to slip over milady's head in a most ravishing way, and may be had for \$7.50 each. The bungalow aprons with tucked panels are \$2.95 up.



There's All the Difference in the World in Corduroys

SOME of them are soft and silky, artistic in every thread, other pieces present a peculiarly harsh surface which is almost impossible to make into attractive garments. Now if you are a woman who appreciates excellent quality in materials, you'll find most appealing the corduroy suits which they're offering at the Barker Junior Shop, second floor, Securities building, Sixteenth and Farnam. Extra heavy, excellently tailored, suits from 6 to 17 years, they're offered at \$10. Extra trousers of the same quality are \$1.95 a pair. And you should see the overcoats! Just like fathers—mannish effects with inverted pleats in the back, cleverly cut, sized from 2 to 8 years, they're but \$7.50. The only exclusive clothes shop for boys in town, they offer values pleasing indeed.

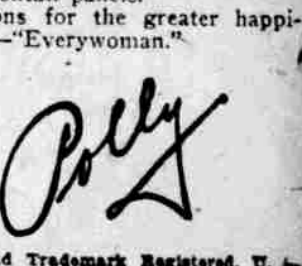
Aren't You Hungry at Lunchtime?

AND in every office arises the question of "Where are you going to lunch today?" You'll find at the Flatiron cafe, Seventeenth and St. Marys avenue, a most delicious luncheon—generous servings, delightfully prepared and served, \$1 for 45 cents.

My Dears:

THE shops are more interesting daily—enriched by newly-arrived exclusive selections made by buyers now in the eastern markets. Particular attention has been given this year, as in years gone by, to travelers to southern climes. And interpretations of the spirit of the great outdoors are to be seen on all sides, brilliant color harmonies, new materials and new lines that reveal the ingenious hand of fashion and emphasize the smartness of simplicity.

Perhaps the most noticeably new thing about the advance spring fashions is an introduction of distinctively different suits. Etons, heavily braided, skirts draped and trimmed in a way most refreshing. Coats semi-tailored with cunning cut-away effect, metallic vestings in clever fishtail panels. Fashions for the greater happiness of—"Everywoman."



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