

# Let's Go Shopping with Jolly



Just about this time o' year,  
On the heel of March or later,  
Some fine morning will appear  
God's own Labor Agitator.  
She (no daughter of a Viking,  
But a sweet maid to your liking),  
Will, upon her bugle clear,  
Sound the signal to be striking.  
Which you cannot choose but hear,  
Just about this time o' year.  
Just about this time o' year,  
Bursting through some rosy morning,  
In the porches of your car  
She will clamor without warning,  
She will bid you to be shirking

Every sort of humdrum working,  
Heed her! Follow! Have no fear!  
Wisdom, health and joy are lurking  
In that gypsy call of cheer,  
Just about this time o' year.  
Just about this time o' year  
Let sweet Springtime ease your labor,  
When she bids you "Strike!" give ear,  
Walk the fields, with her for neighbor,  
One wild day beside her dancing,  
Let her set your heart romancing,  
And, with blood refreshed and clear,  
Send you back to labor, prancing!  
Hark! Be ready! She is near  
Just about this time o' year.



**Ostrich Feathers Refashioned, Hats Reblocked and Trimmed in Newly Becoming Ways.**  
THE Kruger hat shop, 303 Barker block, is a most resourceful sort of a place. Not only will your hat look like new, but your fur will be more lustrous, your marabou of a new loveliness after clever treatment here.

### Does the Family Ironing in One-Third the Time it Takes to Do it by Hand.

THE Thor Ironer, demonstrated at the Nebraska Power Co., Fifteenth and Farnam, will do the family ironing in one-third the time it takes to do it by hand, the startling saving of time and the money you save on the laundry bills soon pays for this new labor-saving device. Convenient terms may be arranged, if desired. Every article of wearing apparel, dainty frocks, sheer neckwear, tiny wearables for the wee tots, as well as those wide surfaces of linen over which you used to spend so much time are perfectly ironed in one-third the time and you feel no weariness. It is able to visit the showroom for a demonstration of the new ironer, I'll be glad to send out illustrated folder.

### Residence Beauty Shop Assures Complete Relaxation During Beauty Processes.

MARY Ballard, beauty specialist, residence shop, 3917 Farnam, assures a quiet time of relaxation if you'll take the Farnam car to her door where you'll find every modern facility to the beauty process. The prices are very low. Phone Harney 3555.

Dear Readers: Welcome to Omaha's Seventeenth Annual Automobile Show! Post-war developments will be in evidence at the 1922 show. There will be new cars never displayed in Omaha before. And the passenger cars are only one feature of this great display. Commercial vehicles will interest the farmer and the business man. The large accessory section is always thronged with car owners and dealers who are interested in the new developments. Tom Brown's "Orchestra of Smiles" will play afternoons and evenings. Decorations are the most unique yet attempted. Special railway fares for the out-of-town visitors will draw thousands. The many features will make the Seventeenth Annual Show the most interesting one in years.

## Seventeenth Annual Automobile Show Offers Cars of Irresistible Beauty



For You—Young Lady or Your Grandmother.

THE new Cole Aero Eight is an ideal car. Exhibited at the show by the Traylor Automobile Company.

Coats for afternoon wear show fineness, given by pleats on either side of the skirt.

Lovely Hairbraids Hats Arriving Daily

AT the Bertha Botsford Hat Shop, 2nd floor, Neville Block, 16th and Harney. Models exhibiting the newest and loveliest notes in stylish millinery are offered at \$5, \$7.50 and up.

A dress of canary yellow Japanese crepe effectively stitched and piped in blue.

Nothing Declared Impossible by the Expert Dye Operator.

THE Pantorium, 16th and Jones, are proud indeed of the excellent results obtained by the skilled craftsmen in their dye work department. No longer is it necessary to tip a garment to pieces to be assured of perfect results in dyeing—quite as satisfactory is the gown dyed in its entirety. You'll be gratified to find that it is quite possible to have a new coat for the paltry sum of six or seven dollars! A gorgeous new gown for about the same amount. Remember that Easter is just around the next spring corner, however, and get your dye order in now!

The gored shoe is seen everywhere, with an inset of elastic. It is especially good in long lapped models, developed in gray and tan suede. Patent leather is being worn, and heavy brown brogues are popular.

New Sports Coats Heavily Embroidered Promise to Supplant Sweaters in Popularity.

THE Ideal Button & Pleating company, third floor Brown block, will be glad to demonstrate the loveliness of the new cape-box coats which are ordered heavily embroidered for spring and summer wear. So effective are these little coats that they're apt to supplant in popularity the well-known sweater, which has become such an indispensable part of every woman's and girl's wardrobe. One might have a black Gracie-Knit heavily embroidered in white, with the same embroidery on the skirt. Tres chic!

One who remembers the old days of blazers in bright blue, red, green or yellow and white is interested in sport jackets of the same colors in stripes. Of course the stripe of the jacket is entirely different, but the effect of the striping is the same.

Distinctive Luncheon Service Assured.

CANDYLAND, 1522 Farnam, will delight you with the greatly augmented floor and table space which has been added since the Automobile Show of 1921. Much more elaborate, too, are the luncheons served at all hours of the day and evening. A fountain and lunch service you'll take pleasure in introducing to your friends. Candies, fresh each day, present a pleasing suggestion as the "at-home" members of the family who were unable to make a trip to the show. Make Candyland your meeting place during Show Week.

Evening wraps are made entirely covered with iridescent sequins overlapping each other like fish scales.

The Motorist Who "Knows" Sends His Car Togs to the Scientific Cleaner.

DRESHER BROS., 22nd and Farnam, have unusually fine facilities for the cleaning of car togs for motorists. No grease is too deeply ingrained for its removal by the skilled workmen in this great cleaning shop, no fabric too fine for them to tackle. Mr. Automobilist, Dresher Brothers!

Colored batiste lingerie. This seems so much more practical to us water-loving Americans than the lingerie of chiffon and georgette that it ought to prove popular. It comes in all the lovely shades of pink and rose, mauve and yellow that seem to be considered quite normal now for underwear.

### Jordan Brougham Attractive Exhibit of the Show.

EASE of handling, refinement in appointments, a car light yet with all of the easy riding qualities of the heavy car without excessive weight, that's the Jordan Brougham exhibited in the show by the Peterson Motor company. Lots of room, a five-passenger capacity, yet so cleverly arranged is it that it seems just right for two—it's a car to capture your heart!

A cape costume of white kasha cloth has blouse of black and white printed voile.

A Wrap May Be Made for One Frock Only or Be All Things to All Frocks

OR, it is barely possible that it may be a part of one of the chic new three-piece suits which are so modish this season. L. Kneeter, tailor, 2nd floor, 16th and Howard, is designing and tailoring smartly lovely new togs at prices reduced to a pleasant lowness.

The gingham frocks for spring cling to white organdie for collars and cuffs, and edge the hems with it, too.

Paper Novelties Make the St. Patrick Party a Success.

THE Stationery department, Brandeis stores, is gayly festive with the vivid green novelties manufactured for St. Patrick day by Demaree. A glowing bowl of paper shamrocks with the Harp of Erin in the center, is \$2; little Irish girl and harp place cards are 48c a dozen; nut cups, artistically elaborate, are priced \$1.25 a dozen; tiny green paper flags, 25c a dozen; black and white striped paper shades, shamrock trimmings, disguise the light most effectively, 25c each; smaller in size are the candle shades at 15c each; assuring a jolly party, the paper caps at 10c and 15c; cut-outs of heavy green paper in simulation of "Paddy" pipes and shamrocks, are 10c for a package of 50; greeting cards are 5c and 10c; for festooning are the crepe paper rolls, 48 feet long, they're 2 for 25c. May I warn the out-of-town people to order early?

Narrow bands of silk or cloth have replaced panels and usually hang finger to the skirt. It is quite the thing to have these bands of a contrasting material and color from which the dress is made.

Hotel Which Provides Hospitality of True Sincerity.

THE Hotel Fontenelle, 18th and Douglas, is a hotel of which Omaha may well be proud. Wide open are its doors to the visitors to the Auto Show this week. Meet your friends in the spacious lobby and mezzanine floor, the interesting crowds at all times assembled will make less tedious the waiting which many deferred appointments afford. Everything has been planned for your entertainment, splendid service, excellent food, painstaking service which contribute to the well-being of the hotel guest.

The long, floating scarf of a contrasting color is a feature of Jenny's afternoon and evening dresses. Even serge dresses in her collection exploit this idea. Frequently the scarf is of silk, such as foulard.

Earrings of jade, crystal and jet are good. There are only two qualifications. They must be drops, and they must be large.

### "Hat in the Ring," Emblem on Plane of First Yankee Airman to Go Over German Lines

A FEW weeks ago the motor world welcomed a car produced in honor of the noted ace, Rickenbacker. A famous French sculptor and admirer of Eddie Rickenbacker cabled congratulations and offered to design an emblem for the car as a tribute to the artists of Paris to the American ace. It's a delightful motor—no vibration in a change from two to sixty miles an hour. Easily operated, women will find it a pleasant car to drive. It will start in high as easily as in low. You'll love its gracefully built lines.

### Motion Picture Lighting Facilities in Photographic Studio.

THE Nelson Studio, 207 Paxton block, Sixteenth and Farnam, offers the unusual in lighting facilities, the exact system used in the picture studios on the coast, where Mr. Nelson formerly had his studio. This lighting makes it possible to have exquisite pictures taken, whether the sun is shining or not, also makes feasible evening portrait appointments.

### The Good Maxwell Coupe, A Luxurious Four-Passenger Closed Car That is Easy to Drive.

SYMMETRY is the first appeal conveyed to the beholder of the new Good Maxwell Coupe. Lined throughout in lustrous broadcloth, finely finished in every tiny detail there's an unmistakable atmosphere of refinement which is most sought for by the purchaser of a car. Wish you'd note the rather low top of this coupe, think it is particularly attractive, and if you're at all versed in driving, you'll recognize the ease of handling a low-topped closed car as compared with a higher coupe. A luxurious car is this new Maxwell with its high-hooded motor, big enough for a family of four, it's an exceptionally good "buy." Its price, well, really you'll be surprised. \$1,535.

On display is a sport frock fashioned of strands of silk floss held together every four inches to form the skirt. The waist is a knitted affair of the white silk floss with sleeves formed of loose strands beginning at the shoulder and flaring until they were caught in at the cuff.

### "Prestige Cadillac Ever Shown in Omaha Here Now"

YOU'LL quite agree with every word of the above in which Mr. Hansen of the J. H. Hansen Cadillac Company expressed his satisfaction with the Cadillac Cars which occupy such an important place in the Auto Show this week. The Four-Passenger Victoria is a graciously designed car in Mojave brown, exquisite in appointments. "Lucerne Lake" is the name given to the deep rich red of the two-passenger model which adds silk curtains, as a delicately luxurious note to plush velvet upholstery and dull silver appointments. English Hunters Red is a four-passenger car with ivory disk wheels and upholstery of fine patent leather. The five-passenger sedan in a dark purple will delight show visitors. With a special nickel trim is the "Rookie Tan" sedan, very smart indeed in an effective striped mohair upholstery.

Black silk chain-stitching in leaf design, edged with narrow pleated frills is effectively used on white organdie.

### Names of French Perfume Manufacturer Prove Ravishing

THERE'S a fascination about French perfumes which is indefinable—but if you know anything at all about the rare essences made by such able manufacturers as Houbigant you quite understand the lure of such names as those noted in a newly arrived display in the Green Pharmacy, 16th and Howard: Non Boudoir; Les Delices; Quelque Fleur; Fougere Royale; Coeur de Jeannette; Le Parfum Ideal. Sachet powders, toilet water and talcums in these odors are indescribably exquisite.

Girdles still are most important, great originality being shown in them. They are made of almost every conceivable material—cloths, metals, precious and semi-precious stones, ribbons and flowers.

### And Now Come—"Cutie Curly"

THE F. M. Schadell & Company's Hair department, 1522 Douglas, have just received a shipment of the fascinating little "Cutie Curly," a large curl cluster to be worn over each ear with a soft puff and knot in the back. An inspiration are these artistic little puffy curls for wear with the new rolled sports hats. Reasonably in price, too, for they're but \$5 a pair.

Smoked and pearl elk will fashion the models in shoes for sports wear this summer. Rubber soled they're most practical. Washable my dears.

### New Sports Shoes on Display.

THE shoe department at Thos. Kilpatrick Company's is displaying ultra-smart new sports shoes. In the new "smoke tan" is one model with brown trimming applied, "saddle" style over the instep. The sole is of leather and the heel is very low and very smart cut. Pearl elk is the other shoe with black "saddle" black rubber sole and heel. These "headliners" in sports shoes are offered at \$10 a pair.

A checked crepe de chine has been shown that may be used in combination with plain colored crepe de chine or for sport blouses.

### Jewel Gift Shop Welcomes Visitors to the Auto Show.

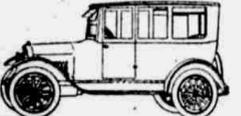
THE John Henrickson Jewel Shop, 16th and Capitol, has made preparations for the entertaining of the visitors to the Automobile Show. Here you will find cut glass of highest quality from the well known houses of Libbey and Hawkes in an impressively large selection. Silver in flat and hollowware pieces, chests of silver for the bride at almost any price you wish to pay. Ask to see the diamonds which they have mounted especially for your viewing. Welcome to the Henrickson Jewel Gift Shop.

### Every Train From the East Brings Models of New Loveliness.

ORKIN BROS., Hotel Comant Building, 16th and Harney, extends with considerable pride an invitation to the feminine public of Omaha to visit their store for a viewing of the models of enchanting beauty which are arriving daily from the east, where Mr. Orkin is selecting only the most original styles for his fastidious Omaha clientele. Dresses, wraps and suits are offered at prices to make one marvel how low they're!

### Westcott Sedan Provides Numerous Little Appointments Which Appeal to Women.

THIS little "scrib" is being written from the interior of the Westcott sedan itself—couldn't resist. A tiny light was turned on with the opening of the door to the interior of the car, an assurance of perfect safety to that dainty new satin slipper! After duly expressing my admiration



for the inlaid mahogany, silk shades, silk cord for the robe, subtle distinction of the silver mountings, imagine my further delight to discover a memorandum book in window sill holder, a card case, a silver mounted vanity mirror of generous size, for the very modern woman there is a case for cigarettes and matches.

### Exhibitors at the Show—Visitors as Well Will Want to Order Box Lunches.

MILLER'S Box Lunches, phone Douglas 6390, will prove a delightful event of the day for exhibitors as well as visitors at the Automobile Show this week. These are the delicious box lunches which are delivered by automobile truck within a few minutes after being ordered. Sandwiches, pickles, potato chips, cookies, pie and fruit all for 25c. Seems too good to be true does it not? They're delectable I assure you.

### Flesh colored stockings are still very popular in Paris. They are telling of a gendarme who advised a lady to put on her hose. When she told him she had stockings on and proved it, he actually blushed.

### Shirt Tailor Sells His Own Patterns.

THE Burgess Shirt Company, second floor, Karbach block, Fifteenth and Douglas, invites the feminine contingent of automobile show visitors to make a personal visit to the shop during show week to consult Mr. Burgess about his splendid drafted pattern which makes it possible for you to make shirts in your own home. Be sure to see his excellent line of shirt fabrics before buying.

### Lovely and less expensive gingham frocks are among the things shown for the south. Less expensive, that is, than they were last year. Checked gingham in rather large checks are used for some of them, and some of them show little narrow leather belts at a low waistline.

### White broadcloth is used for the underdress, collars and cuffs of a black serge coat dress.

### Rows of tiny coral beads embroidered the blouse and skirt of a gown of white crepe de chine.

### An elaborately embroidered Russian blouse frock is fastened down the front with nickel buttons.

### Coats for sport wear are made without sleeves, with loose backs falling straight from the shoulders.

### A frock of navy blue crepe de chine has a jacket and wrapped skirt of blue and white striped tweed.

### Floating panels trimmed with Valenciennes and drawnwork are used on a frock of sheer pink voile.

### Heavy white silk is used for sports blouses. These are bound around the collar, cuffs and opening in silk.

### An evening gown of white satin is embroidered with scales of crystal beads and fringed down one side with white ostrich plumes.

### A costume of brown velvet has a straight coat with a cape in the back cut in a rounded point which reaches the knees.

### A jaunty suit of white flannel is trimmed with pearl buttons and yellow braid, and has a little blouse of handkerchief linen.

### "I Can Get More for My Money."

TRULY practical is Anne, who buys a distractingly large number of flowers each month, and quote this sweet little person, "I always buy my flowers at Bath's because I get more for my money there!" You'll find the John Bath Flower shop, Eighteenth and Farnam, a lovely place indeed during these days of early spring, a mass of delicately fragrant bloom fresh each day.

### There are lovely frocks in chintz for grownups, too. Some of them are made in that original English pattern on a light ground pin pricked with black.

### It is Quite Permissible to Mould One's Figure After Lines of Grace

THE Barclay Corset Shop, 16th Floor, 1637-38 City National Bank Bldg., 16th and Harney, is a shop welcome indeed. Standard models are shown in the Barclay, orders are taken for tailored-to-order corsets, and you'll find the four types of stays and boning offered interesting: Wablon; Kuva Sta; Barco Bone; Wyra Bone. Phone At. 7049.



## STYLE PROMENADE

SPRING opening, 1922! The brandeis stores are making elaborate plans for their spring style promenade which is to be held in the Italian Renaissance room, tenth floor, Monday evening beginning at 8 o'clock. Demure little girls in subtly effective gingham, organdie and linen frocks, stately mademoiselles in the latest creations of the French courtières, tailleurs unique, bizarre, swaggar sports costumes, tailored English tweeds, everything that a woman of fashion will need to be correctly dressed throughout the day and evening will be shown. Accessories! Tres charming, from her little moire hand bag, gloves with slashed gauntlets, corsage, imported cordelle, earrings and bracelets of unusual coloring to the modish chapeau which crowns the exquisitely coiffed head. Around the clock with fashion! Men are invited as well as women, and from what I've heard—well, that would be telling!

The middy blouse has returned with straps at the sleeves and buttons at the hips.

### Pictures Appropriate to the Lenten Season.

THE A. Hospe Co., art department, 1513 Douglas, is offering pictures appropriate to the Lenten season: The Lost Chord, Penitence, Devotion, The Sacred Heart, Ave Maria, The Young Monk, and a beautiful collection of Madonna interpretations from the well-known artists of the world.

Interesting things have been done for evening coats. No longer are they voluminous wraps of costly fabrics, but, rather, handsome coats and capes, showing great variety in style, material and trimming.

### Home Cooking and Lots of It.

THAT'S what the Auto Show visitors will find at the Pierce Cafe, Hotel Keen, 316 South 18th Street. It's a cafe where men love to eat because of the generous size of the servings—and where women find the dainty wholesomeness most satisfying.

### Checked crepe de chine has been shown that may be used in combination with plain colored crepe de chine or for sport blouses.

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### Belts of woven leather or the fabric of the frock woven in a basket weave are a good note to remember.

### One Is Led to Believe That the New Coiffure is Very Simple.

RATHER it is simply subtle! A distinction you'll agree. The softly shining undulations, the coquettishly placed little curls, the new bandeau of antique gold tissue achieve an indefinable air of charm to be desired. It is in the black and white room, Burgess-Nash, or in the Salon de Beaute, Hotel Fontenelle, where one may with confidence place oneself in the hands of the artists who change Milady's entire appearance by a skillfully wrought coiffure.

### A costume worked out in gray and white consists of a straight, full cape of gray velvet and a gray velvet frock. The cape is attached to a deep ermine band, which forms the collar. The buttons is cut in deep points.

### Home Cafe Serves Delectable Meals at All Hours of the Day and Evening.

HILLCREST, the home cafe of Alfred Jones, 2811 Caldwell, is noted for the delightful hospitality dispensed, and, for the excellent homecooked viands served. If you'd like to take a jolly party out for a big chicken dinner or steak or fish, you'll be delighted with the facilities of Hillcrest, Webster, 0752.

### Silks of the crepe weaves are much in evidence, and vying with them are broadcloths, kasha and the new Rodier woollens showing beautiful combinations of colors.

### Picture Department Gaily Decked for Spring Opening.

THE picture department, sixth floor, Brandeis stores, is exquisitely decorated in keeping with the lavish appearance of this great department store during the opening week. One table, interesting indeed, displays the lovely black and lavender silhouette pictures, direct French importations. You'll enjoy the wicker furnished little room, which is hundreds of Wallace Nutting pictures, many of them introduced in Omaha for the first time. A department in which one is sure to find just the rare and beautiful bit of art to correctly express one's individuality in home decoration.

### In Line With the Mode.

Gray and white striped flannel has made a successful entrance into the sports world.

### A gown of Sorrento blue satin is veiled in matching crepe and has side panels of crease lace.

### White broadcloth is used for the underdress, collars and cuffs of a black serge coat dress.

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### An elaborately embroidered Russian blouse frock is fastened down the front with nickel buttons.

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