

# Let's Shopping with Folly



God knew my need and brought me to your feet;  
God knew my want and led me to your side;  
God knew a joy to make my life complete,  
And let me there abide.

God knew a dream within my inmost heart;  
God knew a hope that made my love divine;

God heard a prayer in silent hours apart  
And made you wholly mine.

And so forever thro' all years that roll,  
And for the blessed beauty of his dowry,  
I praise the Great Redeemer from my soul  
And love you more and love you more each hour!

MY WORLD—SONG BY HENRY GEEHL.

## Fashion Reverts to Mystic Loveliness of the Wedding Veil

EVERY bride of Spring, 1922, in planning her wedding gown of Fashion has reverted to the mystic loveliness of the wedding veil. Orkin Bros., Hotel Conant Bldg., 16th and Harney, are designing and fashioning enchanting wedding veils in the new hazy style with the fascinating decoration of orange buds combined with pearls and lace if one wishes to be truly artistic. The veil experts will also make the court train for Milady Bride to be suspended from the shoulders of the wedding gown.

### "Flower-In-The-Bottle" Perfume Shop Omaha's Newest.

JOHN BLOCKI & SON, Inc., noted chemists, for 31 years, manufactured toilet preparations for the Franco-American Hygienic company. On January 1, 1922, this business relationship ceased. Mrs. Stears, who has had charge of the Franco-American Shop in Omaha, a demonstrator whose knowledge of the scientific care of the skin is unquestioned, is now delightedly carrying on the work of John Blocki & Son in her new shop, 1025 W. O. W. Bldg., 14th and Farnam, selling requisites prepared by improved formulae of Blocki under the name of Esprit d'Amour Hygienic Toilet requisites (Pronounced: Esspree damour—Spirit of Love).

### Corset Shop Manufactures Models in Omaha.

THE Dorothy Hill Corset Shop, 2d Floor Neville Block, 16th at Harney, have a very unique service inseparably satisfactory. Expert corset makers manufacture your corset, madam, almost while you wait. At least you can have numerous fittings during the process of its fashioning. Phone Ja. 4356.

### Every Detail in the Arrangement of Flowers for the Wedding Festivities Receives Attention of This Omaha Florist.

JOHN BATH, florist, 18th and Farnam, has earned an enviable reputation for being careful as well as artistic in his attention to the details of the floral decorations of the wedding. Every bud and blossom selected is of a certain maturity best calculated to give the desired effect at the designated time. On such artistic detail is artistry achieved.

### New Dining Room Adds Many New Members to Waiting Staff. Prompt Service Assured at Business Luncheon Hour.

THE Metropolitan Dining Room, Hotel Keen, 18th and Harney, had added many new members to the experienced waiters formerly employed which assures the business man and woman of prompt service during luncheon hours. Enjoyable indeed, is the varied menu offered when the appetite is inclined to be a bit jaded. Luncheon prices, 45 and 50 cents.

### When One's Dress Panels Follow Pleated Stylings a Row of Handmade Buttons Give the Necessary Weight.

DELIGHTFUL, those little pleated panels which they make so skillfully at the Mode Pleating Shop, 4th floor Paxton Block, 16th and Farnam, picturing the edges in manner most engaging. Touch unique is a weighting of the panels by long rows of handmade buttons!



## "Something Old, Something New: Something Borrowed, Something Blue"

SO SAYS the old-time rhyme, and while Hartman's, 413-15-17 South Sixteenth street, may not be prepared to offer the bride any of these things, they call her attention to their "Bride's Week," at which time they are giving special attention to the new home-makers and their needs. At your service, Madam Bride, they will delight in aiding in the selection of furnishings for the home, both in ideas as to furniture and floor coverings. You will find the stock impressive at this time—the kind that the discriminating home-maker will approve. Their extended payment plan, the most equitable and convenient yet devised, offers to the bride an option as to payments covering a year and a half, with a nominal initial payment. "Bride's Week" at Hartman's.

### Honeycomb Silver Set Contains Fifty-Seven Pieces in New Ambassador Design.

THE John Henrickson Jewel Shop, 16th and Capitol, are celebrating the anniversary week of the 1847 Rogers Silver this week. A complete line of this silver will be found exhibited in this gift jewel shop with a central display of a fifty-seven piece Honeycomb Set in chest, \$111.85. This set is in the new Ambassador design, a charmingly conventionalized floral design sure to please the most discriminating little bride. The collection of separate service pieces is unusually varied, quite inviting the instant expression of hospitality. If unable to see the Anniversary silver exhibit, write for illustrated booklets.

### Candy Gift Boxes Packed Fresh Every Day.

THOUSANDS of candy-lovers select Cobb's candies at Thomas Kilpatrick's because they're not only delectably prepared, but because every box is packed fresh each day. When you order a gift-box at Cobb's you know that the beautiful contents is not only artistically decorative, but unusually delicious as well. Gift-boxes for the girl graduates are priced at \$1.00 up.

### Gifts for Bride and Graduate Youths.

THE Richter Jewel Shop, 1622 Harney, are quite in readiness for the seeker of gifts for the bride and graduate youths, both boys and girls. For the bride are offered exquisitely mounted diamonds at unusually low prices, shimmering pearls in all lengths, silver in every popular design. For both girl and boy graduates are watches ranging in price from \$13.50 to \$35. Rings in all of the new mounting concepts, the seal rings preferred by her sterner classmates, the daintily mounted small diamonds for Miss Graduate herself.

### Preserve the Lovely Facial Contour of Youth.

THERE'S an inestimable loveliness in the rounded facial contour of youth, the firm muscles forming the base over which the pink and white flesh of girlhood rests so softly. The truly conscientious beauty specialist will help you preserve this youthful contour, or if the muscles have begun to sag will prescribe a special treatment for them. Mr. Roberts and Mr. Franks of the Black and White Room, Burgess-Nash, the Salon de Beaute, Hotel Fontenelle and the Blackstone Beauty Shop have a most delightful Parisian Pack which they recommend for "sag" muscles. This pack used in conjunction with an efficacious wrinkle cream will cause the unsightly yellowed skin, so-called "liver patches," to gradually disappear. Madam, preserve your youth.

### Autographed Handkerchief Quite the Latest and Loveliest Fable of Fashion.

THOS. KILPATRICK & COMPANY offer a novel note in handkerchiefs, the autographed name across one corner of the border! If one is not exactly sure of the legibility of her "scribble," she will be delighted with the flowing script "brothered by the expert at the machine. Six hankies in all-line will be embroidered with name or monogram in any color for \$1.45. A bit finer linen is priced \$2 for six. Men's handkerchiefs with one-fourth inch hem are offered for \$2 a half dozen. Fifteen different letter formations are available, assuring an individuality in effect. Excellent for college and boarding school students. Mail orders will be promptly filled.

### Hats Flower-Trimmed, Hats Crush Draped, Hats Feather-Banded.

THE Heitman Hat Shop, 18th and Douglas, has a fascinating array of hats for the June bride, all offered at such ridiculously reasonable prices (special for the brides) that everyone can afford at least three.

Fur on a hat of black gauze. The fur arranged in a sort of fringed wreath.

### Modiste Delightfully Fashions "Frip-erie" for the Bride and Sweet Girl Graduate.

MISS BYRNE, 2773 California, Harney 2784, takes the true pleasure of the creative artist in fashioning exquisite bits of sheerness into ravishing dresses for Lady Bride and Sweet Girl Graduate. You'll marvel at the naive beauty of her designs.

### A Tailor to Give the Essential Effect of Smartness to the Bride's Going Away Suit.

L. KNEETER, tailor, 2d floor, 16th and Howard, has arranged special price reductions which make it entirely possible for the bride's "going away" suit to be a hand-tailored one. Finest tailoring, exquisite fabrics.

### The Groom, Too, Should Ponder Upon the Fitness of His Raiment.

THE groom's shirts should be of finest fabric, excellent tailored-to-order smartness, such they'll be if they're made at the Burgess Shirt Co., 2d floor Karbach Block, 15th and Douglas.

### Brides Be Beautiful as Skilled Experts Can Make You.

THE Wright-David Beauty Shop, No. 6, Baird Block, 17th and Douglas, AT. 4333, is especially helpful to the bride who is not satisfied with being beautiful on her wedding day but wishes to stay lovely during the outlined wedding journey. You will find the experts on beauty in this shop unusually helpful in suggested creams and lotions for use during the trip. There are new combs to give the desired touch of daintiness to the coiffure with a complete line of new hair goods, curls, etc., with a guaranteed match.

### Abiantha, Yellow, Mauve and Silver Ribbons for Lingerie.

MRS. M. C. DONOHUE, corset specialist, in her corset lingerie and gift department, McArdle Hat Shop, 1613 Farnam, has a few georgette and pussy willow undies in white which invite the adding of delicately tinted mauve and silver ribbons to suit the fancy of Lady Bride. Unusually low are the prices quoted. An inducement to buying! Adorable are the small gifts presented as suggestions for graduation giftings.

### Picture Department Offers Decorative Mirrors at Unusually Low Prices.

THE picture department of the Brandeis Store, 6th floor, has placed on sale an attractive collection of art mirrors in polychrome tinted frames at from \$4.95 to \$15. Mirrors which were priced from \$8.95 to \$22.50. Exquisite gifts to the bride or girl graduate are the quaint little painted plaques of hand-carved wood which carry reproductions of famous paintings: Anna Bregatti on plaque which repeats at the top of the frame a dainty little primrose, exact duplicate of those in her tiny hand; massed flowers, lovely for the dining room when hung in pairs; Hans and Gretel and other companion pictures; a beautiful showing. You'll find the prices quoted on pictures for the new home especially gratifying in their reasonableness.

### "Do You Clean Hats?"

ASK Al Dresher of Dresher Bros., 224 and Farnam, which of the famous questions 999 he considers the above! For it's a fact that last week a lovely lady in the West Farnam district phoned this well-known cleaning expert for an answer to the above. "Clean hats! Well, rather," replied the lively "Al." "We not only maintain a hat cleaning service which returns your hat, re-blocked and immaculately clean within a few hours after it is delivered to our plant, but we manufacture and sell men's hats in our hat department. And furthermore, we make and remodel furs as well as clean and store them, with insurance against everything but old age." Irrepressible, quite, once launched on being a "bobby" of the possibilities of his great establishment, "Al" couldn't resist enlarging a bit more on the cleaning art. "A shoe department, too, madam, everything from your head to your feet."

### Wristwatches for the Girl Graduate, Pearls for the Bride.

HAYDEN BROS., jewelry department, main floor, offer a girl graduate wrist watch of white gold, 15 jewel movement, guaranteed for 25 years, \$10.75. A string of Richieu indestructible pearls makes an appealing gift to the girl's heart, \$5.99. For the bride there's a full length pearl necklace with white gold clasp, diamond set, offered at the same price featured in a big New York firm, \$8.89. Silverware is now within the reach of everyone. Holloware is offered at less than pre-war prices; a 4-piece coffee set, sugar, creamer, coffee pot and tray, which was \$10 and \$12, is now \$4.98; 5-piece set, \$6.98; a large selection of bowls, trays, vases, fruit and flower baskets is tagged \$4.75 each.

### Why Not Give the Bride "Flower Shower"?

THE Bilz Shop, Fifteenth between Farnam and Harney, offers these suggestions for the bride's new home. Hardy sweet peas, carnations, chrysanthemums, sweet William, phlox, pinks, double hollyhocks, hibiscus, mallow marvel, large red flowers, Chinese lantern dusters (large red pods); for borders, Dusty Miller and sweet alyssum, double day lilies, yellow lemon lilies. The Honey-moon cottage will be lovely with Hall's sweet scented honeysuckle vines (yellow), wistaria vines (purple), matrimony vines (purple). Each of these is 15c; send postage with order.

### Well-Known Beauty Operator in New Shop.

LADY ESTHER'S BEAUTY SHOP, No. 8 and 9 Baldrige block, 20th and Farnam, phone Atlantic 6185, takes pleasure in announcing the addition of Miss Horton, well-known beauty operator, to the corps of skilled experts who preside over the mysteries of the beauty cult in this new shop. She will be very delighted to receive her many friends in her new location.

### For the Festivities Attendant on the Spring Weddings and Graduation Exercises Caterer Is Indispensable.

ALEX FREDERICK JONES, caterer, phone Jackson 3591, is indeed a busy person during the bright days of early spring for he is in great demand for the planning of delightful wedding feasts and the no less elaborate festivals of Commencement week. Up-to-the-minute are the ideas of this resourceful caterer, and when one enlists his services one is sure that every detail will be high-class artistic planning, and especially interesting is it to note that everything necessary to a successful banquet, breakfast or luncheon, flowers, dainty place cards, favors, linens, dishes, silver, even furniture, if necessary, are furnished by Mr. Jones.

### Hats Reblocked and Trimmed for Early Season Wear.

THE Kruger Hat Shop, 303 Barker Block, will transform last year's hat in a marvelous way! Reblocked, trimmed anew, you'd scarcely recognize your own chapeau!



## Wedding Ceremony of Social Importance Consummated in Beautifully Decorated Church

ONE of the prettiest weddings in years was that in one of Omaha's large churches the past week. Welsh's Flower Shop, 17th and Douglas, was responsible for the unusual exquisiteness of the floral decorations. It took but little imagination to believe utterly that the high lilies, delicately wrought callabara, and showered candles were but the fabric of a delightful dream. "No rough points," exclaimed one of the guests, "Everything perfect," said another. Welsh's for wedding decorations.

### Canna Promotes to Be Fashion's Favored Color For Summer.

LAMOND'S, 17th and Farnam, noted for novel models—exponents of the season's stylish whims, are showing some very lovely new canna-tinted frocks. A Canton crepe in this striking color has its droppings of white with satin braiding of the entire right side in white, a white foundation skirt is glimpsed through the slashed tulle drape. Charmant.

### Soft Leather Outing Shoes Lace High Tops For Wear With "Knickerbockers."

MANY of the brides of early spring have outlined plans for a wedding trip which includes the wearing of smartly tailored "knickerbockers" which demand a pair of soft leather outing shoes with high-laced tops. The Townsend Sporting Goods Co., 1309 Farnam, have an unusually large line of outing shoes this year both in the high shoes and in the sports oxfords. Outing suits of khaki and gabardine assure comfortable "loggery" for the trip.

### Decorator Invites the June Bride to Consider His Estimates When It Comes to Artistic Decorating.

SAM NEWMAN, 214 South 18th, decorator, extends a very cordial invitation to the June bride to view his selection of imported and domestic art wall coverings, papers of unusual beauty, delicate traceries for the small room, great daring floral and landscape effects for the large rooms, papers for every individuality, papers to express original personalities. The prices are very reasonable.

### And When You Consider...

THE proper dairy to bring the products upon which the success of your culinary efforts largely depend, sweet bride, the Alamito Dairy, 26th and Leavenworth, now carrying on a gigantic educational campaign. Large delegations of women who hold in their hearts, hands and brains, the future of the country, are registering daily in the guest books of this company, attending with sincere interest the scientific talks of Lutie Stearns, engaged to give a series of her well-known lectures. Alamito is the perfectly pasteurized milk which gives excellent satisfaction, a high rating of health. You will find delightful too the Alamito cream and butter. Phone Douglas 0409 for an introduction to the courtesy of Alamito service.

### Pongee Shirts for Men of Discrimination.

THERE'S a note of distinction in the shirt of pongee which appeals to the man of discriminating taste. The J. T. McQuillan Shop for Men, 1312 Farnam, have just received a new shipment of finest quality pongee shirts, the 14 Mummie grade which express in smart tailoring the newest style notes for men.

### Brocaded Corsets for the Bride and Sweet Girl Graduate.

THE Barclay Corset Shop, 16th floor City National Bank Bldg., 16th and Harney, AT. 7049, will make to measure an exquisitely brocaded corset for the bride and sweet girl graduate. Many lovely little lace and ribbon novelties afford dainty giftings.

### Expert on the Arrangement of Bridal Bouquets.

LEE Larmon, florist, Hotel Fontenelle, 18th and Douglas, has some of the most original ideas concerning the artistic arrangement of the bride's bouquet. Someone, never mind who the lovely lady, has said "Lee Larmon's bouquets are always rarely beautiful and no two alike." Individual bouquets for individual personalities.

## Unique Dress Models by Paris Designers Demand Jewels of Appropriateness

S CANT and bizarre, flowing and gracious, Paris gives every type of frock designed her approval. Jewel designers, not to be outdone, offer jewels of appropriateness for every model introduced. The entire bridal party is represented in the jewel showing at the Reese jewel shop, Sixteenth and Harney. The prices are welcome low.

## When Softly Gleaming Candlelight Is Reflected in the Bridal Gown

THERE'S a peculiarly lovely beauty in the reflected loveliness of softly gleaming candles which light the bridal procession, candle light reflected in the shimmering folds of the bridal gown. Important indeed the selection of the silken fabric of which the gown is fashioned! The Silk Shop, 1517 Douglas, offer heavy satin, crepe de chine, Satin Francaise, Crepe Romaine, georgette crepe, crepe chiffon, trousseau crepe and organdie and Swiss in a price range of from \$1.95 up. Order samples early.

### Prominent Jeweler Offers Graduate Gift Sale on Watches.

THE C. B. Brown jewel shop, 220 South 16th St., is offering a sale this week of bracelet watches for the gift to the girl graduate, the thin watches so much admired by the boy graduate, the prices discounted beginning Monday morning. All makes of watches are represented in this interesting sale and every watch sold carries with it a Brown guarantee.

### Every Piece of Silver Which the Family Chest Affords Will Be Needed During Spring Wedding Week.

TOO shabby for use during the coming wedding festivities. Some of your silver looks a bit shabby, is it not true? Send it down to the Western Motor Car company, 3302 Farnam, phone Harney 0868, for re-newing of its beauty, cleaning, straightening of unsightly dents, replating. General reclaiming of its loveliness is offered in this silver repair shop. I'll be glad to attend to it for you upon request.

### On Mother's Day, "Say It With Candy."

CANDYLAND, 1522 Farnam, has a large assortment of artistically boxed candies for Mother's Day. "Say It With Candy," mother will be delighted by the loving attention expressed by a box of sweets. Quite the most pleasant I know during the warm days of early spring is the great airy Walnut Room, 2nd floor Candyland, where open French windows level with the floor open at each table to flood the interior with spring sweetness.

### Hat Shop "Closing Out Sale."

THE Botsford Hat Shop, second floor Neville block, Sixteenth and Harney, is going out of business and offers on sale pattern hats in values to \$20 at \$1 to \$7.50. Every hat must be sold.



## Galleries of Interior Decoration Offer Picturesque Touch for the New Home

ONE will find an exhibit to delight the eye. Mr. W. G. Collins, a decorator of note, has made many trips to various art centers for the collector of note, has made many trips to various art centers for the collecting of the enchanting things decorative which make up a showing practical as well as decorative. Antiques of rare beauty and authentic reproductions offer an inviting possibility to the bride who has resolved to save at least one American home from the commonplace. Mr. Collins has a decorating corps equipped to take care of the entire interior of the house, painting, draperies, furniture, carpets and lighting.

### Art Department Specializes in Exquisite Novelties.

THE A. HOSPE COMPANY art department, 1513 Douglas, specializes in three lines of decorative objects which are indispensable to the bride in making her house home: framed pictures, art mirrors and bridge and reading lamps. Not for years have prices been more reasonable on framed pictures, surely they have never before been so exquisite as now, for the frame is very apt to add materially to the beauty of the picture's colorful whole in the polychrome tinting of its hand-carved design. Especially charming are the unique shapings of the mirrors, many of the frames proving without a doubt the rare loveliness of the polychrome art. Worthy of note are the trans-luco shades on the lamps, merging autumn leaves of every shade, great and glowing poppies lovely when the light shines through.

For Miss Bobbed Hair the varicolored flower bandeau to pinned on. \$1.

### Prices on Well-Known Corsets a Welcome Bit of News.

THE Hattie Putnam Nu-Bone Corset Shop, 5th floor Karbach block, 15th and Douglas, announce for a limited time that there is a revised price list on the Nu-Bone corset models. Splendid models may be made to order for but \$5 each. Ten-day service will be rendered on the orders.

### Let This Shop Estimate the Cost of Your Wedding Flowers.

THE Brandeis flower department, main floor, has access to flowers in endless quantities, so many in fact that they feel that their estimate on the cost of your wedding flowers will prove of unusual interest, so low will it be.

### High School Girls Flock to New Beauty Shop.

THE Le Bron Beauty Shop, 510 Nebraska Power company building, 15th and Farnam, Atlantic 4029, enjoys a large popularity among the lovely girl "grads" of the celebrated "Happer" beauty. For it is Le Bron herself who knows "just how" to achieve the smart hair bob and it is she who can wave it in simulation of the natural curliness, so much in demand. You will enjoy the manicure and facial massage service rendered in this shop.

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### Many Motor Parties are Taking Advantage of the New Miller Box Lunch Company's Picnic Boxes.

LUNCH company's picnic boxes lunches which include three chickens, sandwiches, fruit salad, potato chips, cake, fruit and pickles for 50c. School picnic committees are ordering both this special picnic box as well as the well-known 25c size. One large picnic this week has ordered 900 boxes. Some picnic you say? It shows the enormous scope of the Miller Box Lunch company, 23d and Farnam, Atlantic 6390, which employs a night as well as a day crew for the feeding of the hungry picnickers. "Many motor to Millers."

For Miss Bobbed Hair the varicolored flower bandeau to pinned on. \$1.