

EASTER

THIS said that the rare miracle of spring is so familiar to us that little or no thought is given to the wonder and beauty of it except as heralded in the feminine World of Clothes. Be that as it may, the new fashions designed for midday are full of the charm and sprightliness of spring. A bright and smiling springtime frock—the Boston Store—is showing frocks that forecast the exquisite charm and style originality which will predominate this season. Now and alluring fancies expressed in terms that are different are shown of Canton crepe and brocade, the various versions are intricate as they turn into simple straight-line silhouettes, bouffant outlines or graceful drapes with manifold treatments. They feature new colors, favored gray, Harding blue, tomato red and honeydew. Another quite new idea is shown in the spring coats of quilted satin—novel and unusual—but delightfully attractive and a joy to wear for lightness and warmth. Clever coats, too, are those of tricotine, handsomely embroidered in contrasting tones on the broad collar and cuffs. The sports skirts we noted were particularly smart, and here is welcome news, the Boston Store features large sizes, and for the Easter bonnet. The whims of the brims of the new spring hats are as hard to follow as the moods of the skirt weavers. They are up with a bit of trimming poised perilously on the brim; they are drooping to shade the eyes or they are merely little turbans of jet which are in vogue just now. There are salons—in fact, there are all kinds of hats for every wear—hats that are beguiling.

IT would require much larger space than this to tell you about the clever things Hyder has for spring. As you are already familiar with the fact that Hyder's is headquarters for fashion, you will unquestionably be delighted to accept this as a personal invitation from Hyder to inspect his stock in view of securing a spring and Easter outfit.

A DELIGHTFUL and thoughtful Easter remembrance can be well selected from the books of the Beryll company at Washington and First streets, are now displaying an unusual selection of popular fiction, books for children and books on all subjects for all ages of readers. They will be glad to have you visit their book department at any time and have you look over the latest best sellers now being displayed.

THE social business and professional world seems to take a new lease on life at Easter time. The influence of Easter is made manifest in countless ways; it is reflected particularly in the newness of everything brought out by spring shopping. Let Easter be marked for you by the birth of a resolution. Resolve to make a financial beginning through a savings account with the National Bank of Arizona. After you have once started the account you will be keenly interested in watching it grow and the small amounts that are added to have correspondingly small value will take on new proportions as contributions to a growing account. The National Bank of Arizona is admirably situated in the heart of the downtown district, so it will not be at all out of your way to drop in occasionally with pennies, nickels, dimes or dollars.

IF you are building a home or if you are merely "doing it over" according to the custom of spring, you will want to give close attention to the most important room in the house—the bathroom. You will want to look over the plumbing fixtures and, if old and worn, to have new fixtures installed. At any rate, do not try to decide by yourself, but go to the George Hazeman Plumbing company and talk it over with their experts. Ask their salespeople to show you bathroom furnishings.

FOR choice in all things good to eat, lose no time in pondering, but purchase the Del Monte brand, the peer of all in manufacturing fruits and vegetables. The superiority is not undefeatable—it can be noted in the solid pack, the flavor and the seasoning—and in a thousand and one other ways. The Melzer company is the distributor for the Del Monte goods, handling everything the Del Monte brand covers, including a complete line of canned fruits and vegetables, jellies, jams and preserves, canned fish, olives, catsup, specialties, raisins, dried garden peas, and other varieties of staple food products.

FLOWERS, the most exquisite of nature's offerings are never more attractive than at this season of the year. With the wealth of bloom we noted at the Arizona Seed and Floral company we wondered what more could be added to the glory of the Easter-tide when we were told of the roses, bushes in flower that would be here soon. Easter and Calla lilies, too, will add to the profusion of blossoms already shown in colored freesias, Spanish tulips, sweet peas, and every flower in bloom in the spring. But it takes art, you know, to place flowers most effectively and the Arizona Seed and Floral company has Mr. Sevier, a florist of many years experience, whose artistic taste enables him to decide whether a low bowl or a tall vase would be most effective. Mr. Sevier understands the art of combining flowers as well as the arrangement. Flowers will be the medium used this year, as always, in expressing Easter greetings.

THE story of a sanitary cleaner is always of interest to women. We recently became acquainted with Wyandotte, a sanitary cleaner and cleanser carried by Vernon L. Clark of 348 North First avenue. We found that the cleaning compound was no less sanitary and no more harmful than pure water. Wyandotte imparts to the family washing and the kitchen sink, the floor, the dishes, the glassware and the refrigerator, the carpets and the windows, in fact, to everything that should be kept clean, that peculiar sanitary freshness and purity which we all associate with cleanliness. Mr. Clark will furnish you with a little pamphlet which will give you the directions and many interesting facts in connection with Wyandotte.

IT WILL not be long before we are seeking the shade of protecting trees—a thought that suggests peasantry you have not yet put out your shade on fruit trees and need to call at the Blasingame Nurseries, First avenue and Van Buren street. Vegetable and flower seeds and potted plants and ferns are also to be had at Blasingame's.

THE Bertram Electric company brings to mind the approach of summer by electric fans. As usual, this firm offers the best of makes—the Emerson, the only electric fan made that carries a five-year guarantee. This is indeed a consideration when one recalls that a fan is used here six months of the year. Speaking of the Emerson, there is one in use in Phoenix that has given service for 23 years—a fan of that nearly a quarter of a century, and still doing duty.

TRULY a buy at home movement with meaning. Right here at home you can make the purchase of a trunk of Phoenix manufacture. The Phoenix Trunk company offers a tremendous appeal to the discriminating judge of cars.

YOUNG couples especially, who are starting married life in the spring, should not overlook the opportunity of beginning in their own little home under the plan now being offered by the Arizona Homes company in the Central Building. This company has a plan whereby they will construct a modern home to meet your requirements for practically the same money that you would have to pay for rent in an apartment or a flat in a less attractive environment. Just drop into rooms 7 and 8, Central Building, the next time you are downtown, and ask them to show you their plans for your home.

INTERESTING favors for St. Patrick's day celebrations are being displayed at Donofrio's. There are cunning little Irish lads and lassies, Collier and Eady nut cups, snapping bon-bons and a wonderful assortment of candy in the shape of harps, snakes, and shamrocks, while the cakes and ice creams in mold and color tone lend suggestion of recognition of the birthday of the patron saint of Ireland. And St. Patrick's day no sooner will be over than you all will be preparing for Easter and Donofrio will be offering just such alluring things as they have in the past. Already many are to be seen—wax chicks and bunnies and eggs for the kiddies, while Easter time hostesses will not be at a loss for clever novelties. There, too, they will take your orders and express your own idea in a sweet or dessert.

THE Ladies' Hat Shop, 115 East Roosevelt street, remodeling a specialty.

IN following the popular trend of the season in the change of attire, one should not overlook the importance of having their teeth examined and put in perfect condition. Dr. Morrison, whose modern dental offices are at 38 East Washington street, has treated more than twenty thousand men, women and children in this state during the past three years, every one of whom enthusiastically recommends the high character of the dental work performed and the very reasonable fees that were charged for the work. It is a timely suggestion to have your teeth reflect the clean, healthful and wholesome spirit of springtime.

WITH the passage of the real estate license bill the Maricopa county real estate board can look back with intense satisfaction to the year 1921. This was one of the main ideas and plans of the board for many years, and finally through the instrumentality of the entire organization, it was accomplished. Herbert S. Prince, the president, and another man towards the high ideals of the real estate profession in general and realtors in particular.

HOW insistent is the call of the great outdoors in the spring. How one longs to spend every moment in the open motoring over the high way of the desert and mountain roads in a car that lends itself equally well to the smooth pavement of the severe grades not uncommon in Arizona. Such a car is the Oldsmobile—a car of comfort and character—and easily handled. The Ferguson-Keeler company handles the Oldsmobile.

BY its ease of operation the Franklin has become known as essentially a woman's car. A car that is not only delightful to operate, but devoid of those discomforting jars that too often feature motoring. The Franklin Motor Car company is having more and more calls for demonstration of the clever automobile. Then, too, if one cares for their own automobile, they will find quires but little attention.

HERE is a little truth we would wish to point to you. Weald's Market (The California Fish and Poultry company) is the only market in the city that receives fresh fish and oysters daily. There, too, they have choice poultry such as you can get nowhere else. Of this you are sure.

HERE'S a pretty little thought—a greeting of Easter tide from the Watson Brothers, distributors of the Patco automobile, 535-538 West Washington street.

REMODELING and refurnishing the home in its entirety may not be possible this spring, but you have no idea the difference that will be given by the introduction of new fixtures. See E. Thoma & Co. across the street from the Y. M. C. A.

NEED more be said than—Packard. The very name conveys the idea of an ideal car—ideal in riding quality and in the manner of handling. The single six being shown by the Smith-Vincent company has a tremendous appeal to the discriminating judge of cars.

THE Redewill Music company at 222-224 West Washington street are celebrating their forty-first anniversary this month, and they are offering an unusual selection of pianos, player pianos and grands at greatly reduced prices or very reasonable terms. They are also featuring several slightly used instruments which are as good as new that have been taken in on exchange and can be had for a very small payment down with a very convenient arrangement for the balance. The Redewill Music company are the pioneers in the musical field in Arizona, and their long established reputation and guarantee insures the absolute satisfaction of all business dealings with that well-known institution.

A FACT advertised by housekeepers is that the Bon Ton Market has the best meat at the best prices.

MARK, ya music lovers! Tetravizi does not make frequent appearances in Phoenix, and neither, more the regret, do other great artists. However, that need not cut one off entirely from the best in music, for the Cass Redewill company supplies it in his wonderful collection of records. In addition to music of this type, the complete stock shows popular dance music and that charming, enchanting music of Hawaii. In addition to records, Mr. Redewill carries all kinds of musical instruments with the exception of pianos. Banjos, mandolins, guitars—that furnish the most desired music for spring and summer evenings.

FOR the more practical folk whose thoughts at Easter time and all time are centered in the home it is well to know just where to send the laundry. To know that the table linen will not lose its luster, where the sheets and towels will come home sweet and clean, with no evidence of "rough" treatment, too often evident and that causes a hesitancy on the part of some housekeepers to send their laundry to the Arizona Laundry can be recommended for excellent work, and we do not make the recommendation without having had personal experience.

FEMININE thoughts are turning to Easter time and feminine minds are occupied with the new styles, with the view of replenishing the wardrobe. The correctly dressed woman knows that without the right footwear the effect of even the smartest costume is lost. The A. Diehl Shoe company is showing particularly smart models for every Easter occasion. Models that are correct in lasts, in leathers, in heels—correct in every detail.

HERALDS of springtime! How one always associates the birds, the trees, the flowers with spring, and yet you, with a practical turn of mind, will see at once the needs of the season. For what fairly garden will thrive without care? What grass remains green without treatment? If you would have your lawns and your lawn you need must have a garden hose, and to keep the lawn in order—here's the mower to be purchased. Your wants in either direction can be supplied by Tallot & Hubbard.

THE Graves Indian Shop will shortly be established in its new home, 8 West Washington street, where it will be able to show to good advantage its choice line of Indian crafts. It is now a pleasure to direct visitors to the "House of a Thousand Gifts" for what better memento of a visit to Arizona than some unusual achievement by an Indian. Everything the Indian makes is to be found at GRAVES.

AS we brooked round the Husky Drug Store our attention was called to their kodak finishing. We were greatly impressed by the fine quality of the work which gave evidence of the artist's touch.

DO you believe that the atmosphere of the home depends greatly upon the manner in which it is furnished? If there is one room then in the house that should be more bright and cheery than another it is the breakfast room where the day is begun. We were fascinated with the attractive breakfast room shown at the Best-Lady Furniture company, charming round tables and sunning chairs in all color combinations, in both wood and chrome. Surely such surroundings should create only joy.

WHISPERINGS of Easter tide novel-ties are coming in each day at the Women's Exchange, 115 North Second avenue. Midday will glory in owning any one of the clever little novelties suitable for Easter gifts or prizes at the Easter bazaar. There, too, are featured attractive hand-painted Easter cards.

DAY by day spring slips by. Before we know it spring so recently proclaimed will be over for already the influence of the new season is making itself felt. We note this in this little thing and that we see in the shops and then, too, in the discussion of vacation plans. It is our opinion that there will be fewer absences this season. It behooves those of us who stay at home to provide comforts, the one of primary importance of course being the electric fan. At the Hoopner Electric Machine company they are taking orders and if you are wise you will place your order early.

SPRINGTIME fancies can now and then take a serious turn. We would have you be serious for the moment. As you go about from shop to shop replenishing your wardrobe, have a thought of self as well as clothes. Look to your teeth, and if you need new ones B. C. Smathers and H. B. Nail, dental surgeons, can supply your want. These dentists have become known as "friends of your teeth," and if you do not need false teeth they will tell you how to care for those you have, how to protect them and how to keep out of the dentist's chair as much as possible.

WE stopped and shopped in a good haberdashery the other day—at Goldbergs—and I want to tell the men-folk and the womenfolk who are interested that they have a wonderful line of shirts. We make particular reference to the Eagle brand. The shirts are in the full cut men so much desired, not having been skipped by the manufacturers to save an extra yard on every few shirts. When you look over the shirts at Goldbergs inspect their light weight felt hats that are so desirable for this time of the year. They have a splendid assortment.

HOW NICE it is to be able to inject into our news of the shops the idea of saving a little money. Not a big saving, needless to say, but quite a few cents on such a necessity as a rubber hose. The Standard Furniture company is offering a rubber hose of fine quality, made of the weather-resistant type—the same length—at \$1.50. The type of hose can be left out in the broiling sun without damage—a worth while consideration. Goodyear mottled hose, guaranteed, is another Standard Furniture Store special. It is being sold at 24 cents a foot. Nozzles, sprinklers, and every needed garden article can be had at this shop at attractive prices.

NOW that spring housecleaning is upon the horizon, now everywhere are paying close attention to the "housecleaning made easy" arguments. The strongest argument we could advance would be an actual demonstration of the Hoover Electric cleaner at the New State Supply and Fixture company. Exclusively combining, beautiful, sweeping and suction, the Hoover takes precedence over any other cleaner in the world. The Hoover is an economy because it conserves house furnishings, saves money and protects health—and above all, it is a work saver and saves time.

ITIME was when we did not talk figures to women. Now, however, women have been business understanding and one of the factors in her development along this line has been the lesson of car values in dollars and cents. She has found that easy riding and good-looking qualities are not the only features in an automobile. She has learned all about original cost and operating savings, and because she has learned these things she will be satisfied with only one car—the Studabaker.

EVERY motor car owner can have a chauffeur these days! This is a fact that has been demonstrated with the opening of the Metropolitan, the big new car palace where service to the nth degree is furnished the motorist. Not only does the Metropolitan provide floor space for parking, but individual service in the way of using the car, providing it with a wash and water, in addition to the many service features, the economical value in a connection with the Metropolitan is appealing—the protection to your car from the scorching rays of the sun, the rain and the dust. Another pleasing thing is that practically one's every car need can be satisfied in the way of gas, oil, battery tests, and mechanical advice. Tires and other accessories can be had at the Metropolitan's headquarters on South Central avenue.

THINGS new for the nearing Easter-tide are being shown by Audra. At her clever little shop we noted hats that were refreshing, restful, and stunningly withal and beautiful novelties sufficiently smart to give a touch of distinction to the entire costume. Lovely organdie flowers of the pastel shades, veils of unusual mesh and design, and exquisite handkerchiefs, hand made for the dainty Easter frock or colored ones for sport wear.

THE Phoenix Savings Bank & Trust company, at First avenue and Washington street, have recently distributed a number of very handy little pocket dime savers. These practical little coin collectors were so enthusiastically received and have so clearly demonstrated their assistance in making saving an easy and convenient pastime that a new supply has been received for the purpose of accommodating the many people who have asked for these little coin savers. They will be cheerfully given or mailed to anyone upon request. The suggestion was made at this time that a few dime savers will be a welcome source of pleasure in the coming vacation days.

VACATION time is not far removed from springtime, which recalls the needs of the traveler. It will not be many moons before plans will be made for the summer, the initial arrangements being the purchasing of the luggage. McDougall & Cassou have a tempting line of Hartmann trunks—smart in workmanship and appearance. The wardrobe trunks are fitted with hangers, drawers, swinging garment racks, laundry bags, shoe pockets and a thousand and one details only to be found in a Hartmann. The bags shown by McDougall & Cassou are equally clever.

QUITE the plummiest bit of information plucked during our recent tour of the shops was at Hanny's, where we learned that the men folk could purchase an extra pair of trousers with their spring suits. This you know has not been possible with ready to wear garments until the last year or two. The suit can be purchased with or without extra trousers, but as a matter of economy, we feel certain the men will take advantage of the offer. It is rather convenient to carry the nicely creased extras in a Gladstone bag. Hanny's prices are rather remarkable—think of being able to buy a two-piece all wool Hart Schaffner and Marx suit for \$25. There are others higher priced, but also closely marked. The shirts have been repaired, too, this department alone showing a marking off of \$5000. Hats, shoes and other articles have been reduced at Hanny's.

