

There is an Advantage in Buying From Wholesale Distributors of Toilet Requisites.

THE Le Blon Beauty Shop, 214 South 15th Street, AT, 0291, are retailers as well as wholesale distributors of Inecto Rapid Notox. Three expert hair dyers assure a newly artistic shading of Miss Lady's hair. Mail orders are promptly filled on toilet articles, hair goods and ornaments in this shop.

Coats, Dresses and Ensemble Costumes Presented in New Style Showing of Store of Specialty Shops

GOLDSTEIN-CHAPMAN'S COSTUME SHOP has lovely new apparel for spring, which is unusually moderate in pricing. Of that new rose tan Kasha cloth is a coat cut on slender lines its full skirt pleated into solid panels on each side, headed by tiny belt. Natural colored Kit fox bands the skirt about four inches above the hem. A "find" at \$39.50. The Prince of Wales sport coat is double-breasted, buttoning with four big leather buttons, \$23.50. Ensembles for spring wedding occasions are fur-trimmed and richly embroidered and may be selected in one's favorite color, blue, green or natural Kasha. Or, if one wishes the swagger little flannel coat and silk under-frock ensemble for wear at business or sports, it may be chosen from an excellent assemblage offered at \$39.50.

MILLINERY MODES REACH HIGHEST "PEAK" OF SUCCESS FOR SPRING.

FLORENCE PANTON-SMITH of Goldstein-Chapman's Millinery salon presents models of fascinating new styling—models that attain the "peak" of success. A peak each one of the bell-shaped crowns undoubtedly has—a peak that is feebly crushed into the waves of straw, the softly brilliant black satin, the softly lovely felts. Read your latest Vogue—"I tell you that the high and pointed crowns are the latest fashion word, the infinitesimal, the charming, the becoming."

Reducing Corsets in a Diversity of Models Offered at the Low Price of \$2.98—Values to \$10.

HAYDEN BROS. have an unusual offering of the "successful" fully modeled for reducing corsets of fine rubber, flesh and peach colored in a diversity of styles. One may select the laced back with either clasped front or the slipover style front—\$2.98 each. The sale includes corset values to \$10. Comfortable as can be, they're sure to take off the extra weight as if by magic—a steady message of that unwelcome avordupois.

When You're Married This Spring You'll Find That Not the Smallest Item of Importance for Which Plans Are Made Will Be the Smart Invitations, Announcements and Cards.

OF finest possible quality must be the invitations to the wedding, the announcements and the at home cards and the personal cards. Nabstedt's Studio shop, 507 Brown block, Sixteenth and Douglas, will fill every need for exquisite engraving—Nabstedt prices are modestly low.

Tailor's Season at Height Prepares Smart Ensembles for Opening of Spring Style Season.

KNEXETER, tailor second floor, 1914 Farnam, is busily engaged fashioning the ensemble in which Dame Mode will meet the spring style season—the slim little frock, the three-quarter length coat. For the coming European trip is a blue, black and gold plaid steamer coat.



"Twill Tris" is one of fascinating names given the new materials. A navy frock has quaint trim of red this one of the season's newest color combinations.

Spring's idea of what skirts should be is a pleated one. Straight in the back, they arrange to have their pleated fullness only in the front. Pastel shades of delicate beauty are most popular for both frocks and coats of wool, the high shades in gay designs for the silken weaves.

There's a decided trend toward yoking Fashion's shoulders this year—a charming effect.

Smart women will have none of the elaborate apparel for morning wear—indeed there is a decided trend toward doing away with elaboration at any time of day or evening.

Tiny girls have a fashion fondness for the slipover frock which has its small checkings embroidered in vivid threadings.

The plain satin slipper dyed to match one's gown is very smart—silver or gold kid is admirable.

Specialist in Hair Dyeing Has Apointments for Every Hour of the Day.

THE SCHADELL BEAUTY SHOP, 1322 Douglas street, JA. 2370, has a specialist in hair dyeing whose work has been so successful in the results achieved that her time is fully taken every day.

Importing Shop a Discovery to the Art Lover Who Enjoys the Unusual Moderately Priced.

THE NIPPON IMPORTING COMPANY, 208 South 15th St., has much of interest for the woman who enjoys the artistic bit of color, the exquisite piece of china, garment of silk, lacquered tray of box at prices moderately fixed.

Coats for spring and summer are especially attractive when leopard-trimmed. A clever touch is the fur on the tiny clipped felt hat.

Luncheon of Delicious Variety Delightful Preparation at 45c, 50c and 60c.

PAUL'S Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, serves a most delicious noonday luncheon in a price range from 45c to 60c. Asparagus soup, individual pot pie of chicken, green string beans, salad of cranberries and head lettuce, small tea biscuits, prune whip with whipped cream and excellently made coffee was a most enjoyable luncheon enjoyed this week by your shopping lady.

When Milady Leaves for the South or Sunny California She Stores Her Furs in the Modern Storage Vault.

WHEN Milady packs her wardrobe trunk for flitting to Florida or sunny California she is sure to call up Dresser Bros., Twenty-second and Farnam, AT. 0245, calling them to get her furs for storage in their well-known modern cold storage vault.

PATIENCE! When you call on Polly for shopping—possess your soul in patience.

The first shopping trip on your request may not yield the fruits hoped for. THE BEE'S FREE SHOPPING SERVICE IS GIVEN TO ALL READERS OF THE PAPER.

ADDRESS POLLY THE SHOPPER, OMAHA BEE, OMAHA, NEB.

Specialists in the Art of Arranging Wedding Bouquets Quite Cover Themselves With Glory in Creation for Bride of Week's Wedding

WHEN one of the loveliest brides of the season walked down the aisle of a big church last week she carried one of the most beautiful bride bouquet creations ever made by the specialists of the Hess & Swoboda Flower Shop, 1365 Farnam. Lilies of the valley—thousands of them were lightly gathered together in fairy loveliness among delicate ferns—a shower of ribbons holding the fragrant blossoms that fell to the hem of the bride gown. Roses, most exquisite of blooms from the Hess & Swoboda greenhouses filled the arms of the bridesmaid.

Soft and Gorgeously Clean the New Sports Flannels and Kasha Cloths Must Be Kept

THE Pantorium, 16th and Jones, AT. 4382, have excellent facilities for cleaning garments of every description. It is with particular delight that we turn our thoughts to their careful and at all times successful handling for this is a season of sports and semi-sports toggers—a time when we must include in apparel plans, cleaning, much and often. The Pantorium, madam, mademoiselle, it is my pleasure to introduce their work.

Let's Go Shopping With Polly

The window has such things to see She stops and stares in hungrily Till other passers stop and stare To learn what makes her linger there. A rubber duck, most proud and white. A gaily terrifying kite.

(How they would run and snatch and shout, The children when she held them out). But she goes slowly past the door, Lacking a child to buy them for, To where a shop holds only rings And chains and such-like useless things.

POVERTY—Margaret Widdemer.

Omaha Fashion Followers Await With Delighted Anticipation the Reports of Style Experts Now Attending Chicago and New York Style Expositions

CHICAGO'S great fashion show will take place on February 5—New York's has been arranged for the 10th and Omaha fashion followers are r-tiptoe with delighted anticipation for 'tis but a step (figuratively speaking) from the avenue to the Omaha shops. Two very popular buyers and shop owners have returned from advance viewings of exquisite models and report having seen startling creations in sheer ensembles, fur-trimmed chiffon coats and frocks, the skirts but a fraction of an inch below dainty knees. Don't neglect the color book, ma chérie, it will be more helpful than ever before for this is a season that calls for the figure ethereal.



Many Realize the Necessity of Having Landscape Plans Made Early in the Season and Are Delighting in Beautiful Color Drawings of Grounds

SUCH a fascinating visit to the Soudereger Nurseries landscape department, 1912 Farnam, JA. 5222! Many Omaha people realizing the necessity of having landscape garden plans made early in the season are enjoying the "workable" beauty of color drawing plans of their homes and grounds which show in detail the varying heights of shrubs, trees and flower borders, paths, drives, paths and pools with colors of green peculiar to the different growths and the effective massings of the colors of flowers suggested. Every home is made more beautiful by landscaping for there is a type of landscaping suited to every type of home, the colonial, the bungalow, and modifications and variations of architectural types. The lots may be 50x140 feet or a few acres, there is practically no difficulty in selecting one of the suggested plans for any sized lot. The landscape plans are adapted to the natural features of the lots—one especially pleasing has a spring with running pool under tiny bridges, water lily ponds and quaint stepping stones. Delightful!

Truly a style for every type this spring—lace and filmy sheerness for the dream lady, sturdy tailors for the sports type.

One of the January magazines has a splendid article headed "Some Conventionalized Designs on Bordered Crepes Make Lovely Frocks for the Ensemble Costume Whose Other Piece Is a Coat of 'Bel Kashmir'." In this article instructions for the ensemble costume, 24 inches wide, as to proper color, the frock, "Bel Kashmir," with illustrations woolen fabric for the swagger little for a dark blue top coat of the costume comes in all crepe de chine coat colors is the same width as the silken dress over a beige weaves and should be bought in 2 1/2 frock and a little yard length. The season's last fashion dress made apron word.

Announcing the Presentation of a Shoe Model Not Before Shown. THE Penn Delphi Shoe Shop, Aquila court, presents the newly exquisite pump of plain lines, depending for its decoration upon a symmetrical heel of the new "spike" type, the tiny French bows over its satin surface, these wrought in a corded weave for contrast. Fawn, a soft and lovely shade or black, they're decidedly attractive finds at \$12.50.

It is rumored that we are going to make a greater distinction between morning and afternoon clothes.

Ann Orr in the Good Housekeeping for February introduces fine needlepoint embroidery, illustrating different pieces which will be sent, a pair of slippers, a cushion, a stool.

THE DELFT BEAUTY SHOP, 236 City National Bank building, JA. 1795, presents the "Bobette Braid" which is so softly braided that it is almost a series of soft curls which end in a fascinating curl cluster over the dainty ears, moderately fixed.

When you buy your captivating ensemble, match the most vivid of its barbaric colors with a gardenia of clever fashioning.

A delicious new folded flare surrounds Milady's dainty feet this season. A warm beige frock of heavy crepe has the slanting circular flare with tiny rosebuds of gold lace at intervals. A big soft bow is placed slantwise across the frock. A smart creation—\$39.50.

White seems to be the favorite color for evening wear, but gold and old pinks are fast gaining in popularity.

Large filagree beads form the choker for wear with the chic tulleur.

Everyone Wants the Light and Bright Hat Models This Spring. Announcement from Smart Hat Shop.

THE HEITMAN HAT SHOP, Athletic Club building, Eighteenth and Douglas streets, report that everyone seeks the "light and bright" in stylish chapeaux this season. Matrons' hat models too, have their bright tones. A rich black satin with curving brim has soft and lovely roses perched in chic fashion at one side of the crown, a dull black straw with tailored brim of pearl-gray ribbon six inches wide has a glittering rhinestone pin slanting through its soft grassiness.

To be absolutely sure her close-fitting sleeves will not flare at the cuffs, milady ties a pet bow under the buttons.

"Absolutely Giving Clothes Away on Monday" Startling Message Sent to Clothes-Buying Public by Chic Shop Owner Just Returned From East "Must Make Room for New Apparel Arrivals"

LA BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, is a surprising bit of humanity, and her eyes twinkled provocatively as she instructed me to tell Omaha style persons that on Monday the visitors to her shop would find that they were "absolutely giving clothes away," because for the east. Everything is new, of undeniable La Boschin chic, "last words" in style from foremost style designers and makers of the world. An opportunity not to be overlooked by Omaha fashion folk. The time, Monday—the place, La Boschin Shop.

"Blonde," the New Season's Color, Is Especially Effective as Trimming on Patent Pumps, Low Cut, Under a One-Strap Fastening; Four Eyelet Oxford Has Unique Punched Design; Low Heeled Pumps of Satin and Patent Are Smart

THOMPSON-BELDEN'S shoe department offer the season's popular "blonde" in stitching on the vamp of a patent one-strap pump with tiny rim of color above a "spike" heel, patent covered, \$10. A four-eyelet oxford with the same new heel has smartly punched uppers, \$10. Chic indeed is the new medium height heel Regent pump of patent or satin, \$9.

Wedding Gifts of Silver Come in Boxes Stamped With Name of Long-Established Jewel Shop Noted for Silver Collection

MANY of the smartest silver wedding gifts of the season come in boxes stamped "Henrickson" for the John Henrickson Jewel Shop, 18th and Capitol, has long been known for its extensively beautiful stock of sterling and quality plated wear. A shopping for coffee and teapots was your friend Polly this week and in this Jewel shop she discovered that there were to be found every type, design and weight, of both sterling and plated pots for the serving of coffee and tea. The prices almost unbelievably low. See them.

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Suggestion of Help to the Dressmaker --The Finish of Skirt Edge

THE Ideal Button and Pleating company, 3d floor, Brown Block, 16th and Douglas, suggests the pleating of edge for the new and delightfully designed crepe prints. A hem, no matter how skillfully it's put in, somewhat mars the symmetry of these "Pattern Frocks." Pleating, that's the idea.

Shop News Activities in Eastern Style Centers Call Style Experts.

LA BOSCHIN, French fashion authority, returned from New York, declares for the "Jabot," singly, doubly, and if one is pardoned for the coining of a word or two, "frontly," "sidedly" and "backly."

When praised for the exquisiteness of materials in stylish spring models shown, Mr. Chapman admitted that they looked even better when seen in his Omaha shop. "Popular prices" the message he sends for spring.

Mrs. Krebs and Belle Hatch of the Marybelle Dress shop are now in Chicago and New York.

Ruth McGuire and her sister, Mrs. Walters, are visiting fashion shows in Chicago and New York. An assurance of many lovely models for spring and summer.

Mr. McClelland of the McAvoy Inc. shop is in New York. He promises many and lovely models now in the making as well as future smartness for early club wear.

