

Let's Go Shopping With Polly

"Begonia," a New Rouge—"Bobbie" Braids Specially Priced—A Waterproof Lip Color—Marquita Powder.
THE Stacey Beauty Shop, 261 Aquila Court, JA. 4622, is busy from morning till night in making women beautiful, and the above list will suggest ways and means. To add a word on the "Bobbie," it's a braid, ending at each end in a curl cluster—a find at \$10. Evening appointments for convenience, madam!

High Cut Are the New Pumps for Street Wear Their Buckles Large and Oblong In Shaping.

THE Penn Delphia Shoe Shop, Aquila Court, present delightful new footwear. High cut with oblong buckles there's a mezzo kid vamp on one with gray oose quarter and covered box heel—the other is of tan Russia with alligator quarter and heel. Either pair is \$13.50.

Ensemble Costume the "Hit" of the Style Season—Famous Millinery Designers Outdo Themselves in Present Season's Showing

GOLDSTEIN-CHAPMAN'S Costume Shop announces the ensemble costume as the "hit" of the style season and they're presenting for Auto Show Week a marvelous collection comprising suits ranging in price from \$39.50 to \$128.50. Excellent values!

FAMOUS MILLINERY DESIGNERS QUITE OUTDO FORMER CREATIONS IN PRESENT SEASON'S SHOWING.

IT WILL interest Omaha women who have waited for gorgeous hats from famous makers the world over to know that they're here! Florence Paxton-Smith's discriminating buying skill selected for the Goldstein-Chapman-Chapman Shop models from Tanpe, Frelle-Heller, Mann, Warchauer, Harrison, Normandie, Rawak, De Maribus, Cupid and Sherman.

Studio Which Attained Much Popularity Among Out-of-town Patrons—Etchings in Brown or Black and White, Also Color Work, a Specialty of The Artists in the Studio—Special Sitings Arranged for Auto Show Visitors

THE Matsuo Studio, Twenty-fourth and Farnam, has had excellent success in serving out-of-town patrons and has attained an enviable popularity. There's a certain skill of posing which Mr. Matsuo very happily hits and there's a very superior merit in his photographs, an originality truly impressive in the etchings in black and white and color.

New Greeting Cards Arrive in Goodly Numbers to Cover Every Thought-Conveying Need

ORIGINALITY is noted in the new greeting card arrivals in the Nabstedt Studio Shop, Brown Block, Sixteenth and Douglas. As a reply to one who has written a "thank you" after her visit: "My home is happier when I think of my happy time with you." From the convalescent whose illness was softened by a gift. "The gift you sent to me made me get well quick." On an exquisite mauve card is a bride in lace touched by silver about the edges with a shimmer of pink that is a colonial bride's bouquet—a lovely bit of verse, "To a Bride." Then there are those jolly cards such as one of blue on which there's a merry chap in evening clothes from whose pocket a bottle protrudes—"A Happy Birthday, Try and Have One." for the same chap is running away from a minion of the law, whose eye has been caught by the bottle. A shop in which to find cards for luncheon and dinner, tallies and favors. Nabstedt's skill as an engraver needs no introduction.

Cottage Cheese Delectable Product of Omaha Dairy Sold in Sealed Containers From Wagons

THE Alamito Dairy is now delivering from their wagons sealed containers filled with cottage cheese delectable Lenten meat substitute. Rich, satisfying, wholesome for both young and old, the cheese is made from Pasteurized Alamito products. It is a wise mother who makes arrangements for regular deliveries of cottage cheese. Call JA. 2553. You will enjoy Alamito service.



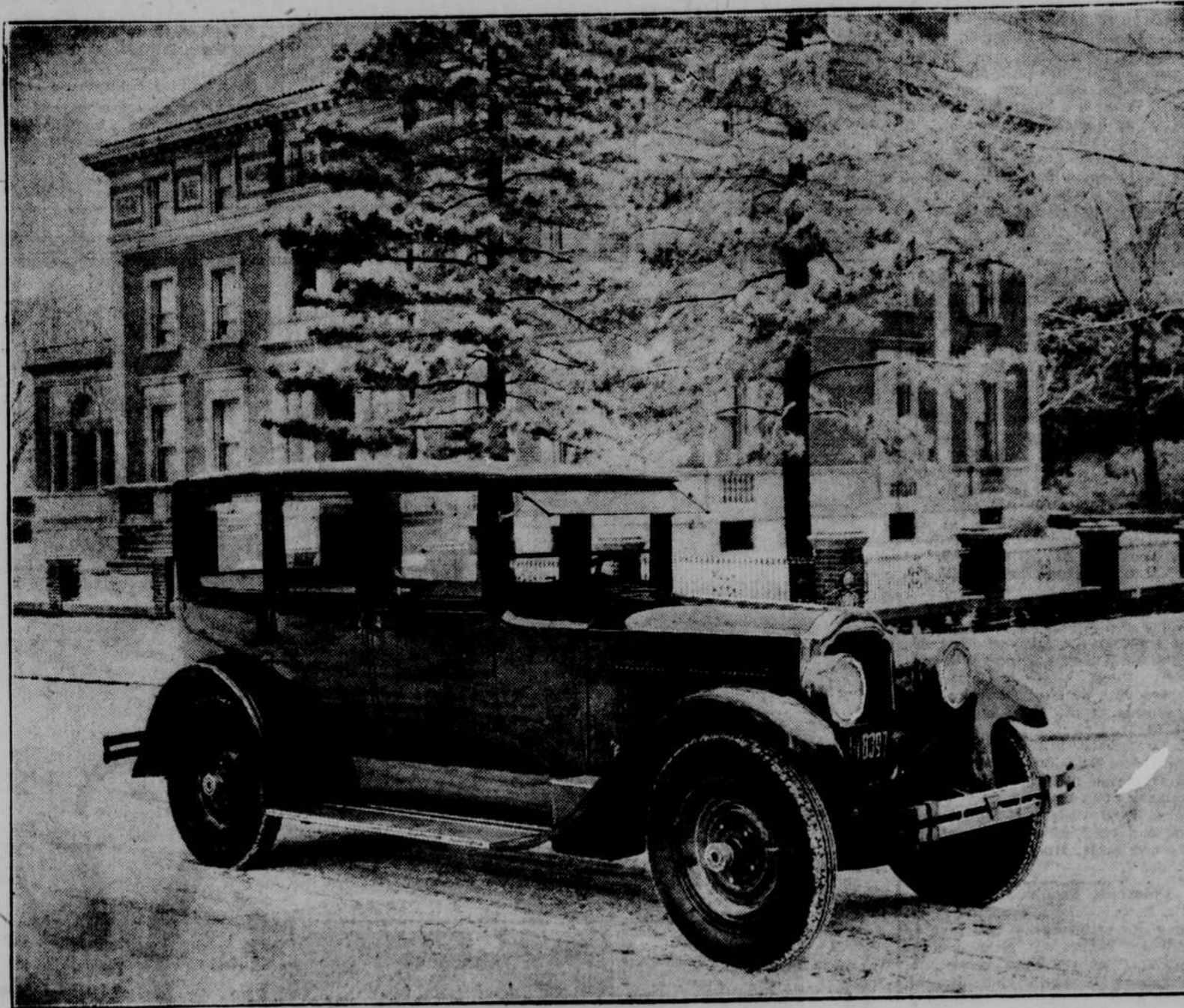
Shop Owners Just Returned from East Proud of Wonderful Assemblage of Styleful Models, Dresses, Ensembles and Coats

THE Marybelle Shop owners, Aquila Court, are home from New York showing! Pretty color frocks for afternoon wear have the new treatments of sleeve and shoulder fullness. A red dress has deep fullness gathered into narrow cuffs peasant style with a navy tie falling over the long line of crystal buttons to the hem of the skirt. High color coats of kasha use Baron Duchy fur to advantage. Richly lovely little ensemble costumes are artfully decorated. A feast for the stylishly inclined.

THE BEE'S FREE SHOPPING SERVICE IS OFFERED TO ALL READERS OF THE BEE
While in Omaha for The Show Call at The Bee for a "Get-Acquainted" Session With "POLLY"
SHOPPING SERVICES ARE GIVEN ON ALL THINGS TALKED OF ON THE "LET'S GO SHOPPING WITH POLLY" PAGE AS WELL AS ANYTHING ELSE WHICH THE READER DESIRES.
Deposit Fee of \$2 is Required on All C. O. D. Orders. Make Check or Money Order Payable to The Bee Publishing Co.

The common daily tasks of life
Seem poor and mean and small.
And oft we scorn them to respond
To some alluring call.
The tasks that lie so close at hand
Grow irksome to the soul

And are forsaken for some dream,
Some visionary goal.
And yet the surest road to fame,
To deeds that stir and thrill.
Is doing the tasks that lie at hand
With all our strength and will.
THE SUREST WAY—By Katharin Edelman.



Inside and Out—The Packard Five-Passenger Sedan Is a Rarely Delightful "Job" to be Found at the Auto Show Just Below and to the Right of the Stage—Price Reduction of \$850 Brings This Wonder Car to Within Few Dollars of Cars You've Considered Buying

THE RICHARDSON MOTOR CAR COMPANY, 2616 Harney, presents to the Auto Show visitors this year—The Packard Five Passenger Sedan—a wonder-built car exquisite in detail of decoration. A Packard single six motor—these few words speak volumes in themselves with regard to motor operation. The 18-inch steering wheel (width of the shoulders) has steering knuckles pointed in ball races making the turning of the front wheels almost without effort. A woman may drive all day long, the Packard, without fatigue. A new feature of this year's Packard is the gasoline gauge on the dash—this mounted in decorative oval to match the other driving necessities of the dash. That neat little box on the rungs of the dash contains the batteries and one may drive into a service station to have the batteries charged without having to leave the car. An automatic windshield cleaner assures ease of driving in stormy weather, the rod and gear window lifts are built to give quiet service at all times, the fastening here. If you're riding in the big back seat which comfortably accommodates three people you'll enjoy the length between seats, the exquisite upholstery of gray broadcloth with silken shades to match, the smoking sets and vanity pieces and the fine rug which has its reverse side covered with waterproof material for stormy weather. The longest trip is sure to be a pleasant one in the Packard for there is a 96-inch spring suspension under the 126 wheel base. Low, racy, "youthful" in lines with bumpers fore and aft and snubbers all round to check rebound, an automatic stop light that works on the brake pedal and four-wheel brakes, adjustable sun visor, a parking brake at the left out of the way of the automatic stop light that spread a flat beam across the road to the right and past the oncoming driver and steering connections that will stand 126,000 driver, lights that spread a flat beam across the road to the right and past the oncoming driver and steering connections that will stand 126,000 pounds to the square inch. This is a car that is absolutely safe. All of the five steel wheels are balloon tires—the spare covered by the distinctive Packard marked case. And now for the price—\$355 is the reduction on either the coupe or the sedan, delivering the car to Omaha, fully equipped Packard marked case. And now for the price—\$355 is the reduction on either the coupe or the sedan, delivering the car to Omaha, fully equipped Packard marked case. And now for the price that is within a few dollars of several of the cars you may have been considering. Think of it—a Packard—thrilling thought!

Jewel Shop Offers Two "Specials" for Auto Show Week.
THE T. L. Combs Jewel Shop, 265 South Sixteenth street, offer two "specials" for Auto Show week. Interesting! There's a lovely little cream and sugar set, hand hammered Sheffield, regular price \$10 which they're offering at \$5. Also a sandwich plate of the same quality, hand hammered with a tiny shield for monogram, a \$5 value, \$2.50. Clip this paragraph and present it with your order.
Simplicity has been the proper keynote of clothes for several seasons, but it is always the proper note for tailored things. A two-piece suit, such of homespun, is always good for the older woman. The coat is open at center-back seam, like a man's; tan, blue or gray; sizes, 14 to 42; about \$65.

Consulting Interior Decorator Submits Plans Without Charge.
GRACE BONKEREMPER, consulting interior decorator, 1326 South Thirty-fourth street, JA. 2488, will submit without charge plans for a room for an entire house interior. A bit of news worth the knowing!
The slender woman will recognize at a glance that the one-piece cascavan coat-dress represents a type particularly suited to her. The flat collar, notched long revers, long tailored, absence of waist line, and side closing are all good. Three two-inch pleats are stitched down to the knee to allow for a slight flare; blue or natural; about \$39.50.



Shop of Fascinating Vistas Mirror Artistry of Undeniable Beauty Rarely Conceived

MAVOY'S large and graciously decorated shop in Aquila Court, corner Sixteenth and Howard, is a "show" place—a shop of wondrous beauty of appointment in which one revels in apparel adaptations from famous Parisian designers of smartness. Showing rooms with triple mirrors provide a desirable privacy for the viewing of exquisite frocks, ensemble costumes and coats and how entirely simple it is to slip into this garment of that as the whim seizes one! A satisfaction. On Friday evening there will be another one of those fascinating "McAvoy Clothes Showings" beginning at 8:35 in the evening and "Madam Auto Show Viewers" in Omaha during the week may consider this her invitation to view the creations displayed by graceful models who, when walking down the stairways and long aisles of the store are charmingly reflected in the high-arched mirrors.

Color Hats Specially Featured in New Season's Showings.
BILLY HATCHER'S millinery stock is very lovely in her shop at Nineteenth and Farnam, and it is a result of wise buying judgment that has obtained for the Omaha women such very beautiful color models. That new blue in a wondrous way uses taffeta hand painted, decorated in painted shells and silvered ribbons, great soft flowers. Chic!

Paton designed the original of a crepe-backed satin dinner dress, very becoming to the youthful, slender figure. The low waist line is formed by soft shirring across the front only, godets are set at the sides of the bottom of the straight skirt, a short row of buttons appears under each arm, and long ties of satin hang from the shoulders; black, flesh, white, blue, or coral; sizes, 14 to 38; about \$39.50.

Hat Buyer in East Sends Lovely Hat Creations to Omaha Shop.
MISS MARIE FLANAGAN and Mrs. Ann Bamberg of the Aquila Court Hat Shoppe, second floor, invite Auto show visitors to visit their shop during the week for a selection of charming new chapeaux Flanagan, who is now in the east. Daily arrivals are the ruling of the spring season in this pretty new hat shop.

Showerproof gabardine, a pleasing fabric, is for a rainy day coat; unlined, excepting yoke, all the seams overlap and are stitched down; tan, blue, or black; about \$29.50.

Get Acquainted With This Tailor for Your New Season's Togs.
L. KNEETER, tailor, second floor, 1916 Farnam, is making at reduced prices wholly desirable "Togs" for the smart person. A tailored season—you'll want not one tailored costume—but you'll want your entire wardrobe one of tailored style.

In either black or brown calf, a shoe with broad single strap, for rainy days, has a Cuban heel and is trimmed with perforations; gun-metal buckle; about \$15.

Everyone Who Buys Hosiery Demands That Her Purchases Have "Attractiveness, Long Wear and Faultless Fit"

EVERY woman who buys hosiery demands that the silken sheernesses which embody the modern methods of stocking manufacture possess these three characteristics: "Attractiveness, long wear and faultless fit." One says that the woman demands these three, but how few times she is able to find them all in one pair of hose! The Karges Hosiery Company, 303 South Sixteenth, present stockings that have passed the right buying standards of the Karges organization—stockings that represent beauty, durability and fit at prices consistently low. Mail orders promptly filled.

Drapery Shop Offers Specials During Month of February—Service Each Decorative Season Brings New Beauty Into the Home

THE FRIES DRAPERY SHOP, Twenty-fourth and Farnam, is a very interesting place to visit at the change of the season. Here it is that one takes the decorating problems, and here it is that for moderate cost one may have drapes, curtains, shades, chair covers and cushions, also scarves made up, a beautifying and changing of the entire house. Visit the shop during Auto Show Week.

Those Who Receive the Services Rendered on Engraved Papers and Cards in This Shop Owe a Debt of True Gratitude Never to be Forgotten

THE Matthews Book Store, 1620 Harney, render such service to those selecting engraved papers and cards for wedding occasions that their services are never to be forgotten. Surely on this one day of all others one cannot be too careful to get the correct, the beautiful in quality and arrangement. A shop to fill every gift need—books, cards, art novelties and a whole basement full of toys. This is a shop to visit during the week you spend in Omaha for the Automobile Show.

Decorated by Well-known Interior Decorating Artists, This Beauty Shop is Introducing to Omaha Women the Far-Famed Primrose House Preparations—Assurance of Beauty

THE House of Beauty, 216-211 Bankers Savings Bldg., Fifteenth and Harney, Jackson 4265, Frances Hillier, manager, is a very beautiful shop, for it is a product of the artists in Orchard-Wilhelm's interior decorating department. The beautifully lacquered and hand-decorated furniture pieces are of their choosing, the lovely toned drapes their own stitchery and well indeed do the cane inset doors of the various booths match in detail. Cunningly cut is a tiny alcove in which stands a cabinet to match the furniture pieces, a cabinet filled with the rarely effective Primrose House preparations. There's a preparation for every need of skin and scalp with interesting aids to beauty, a building up of deteriorating tissues, assurance of new loveliness. Visitors to the Automobile Show are invited to visit the shop for a demonstration of the following:
Rose Leaf Cleansing Cream \$1 to \$6
Skin Freshener \$1.25 to \$10
Face Molding Cream \$1.50 to \$8
Balsam Tissue Stimulant \$1 and \$2.75
Balsam Astringent \$2.50 to \$7
Face Molding Device \$5
Mail orders will be promptly filled if you are unable to call at the shop.

Even Kasha is Pleated This Year While Every One of the New "Middle" Type of Sports Frocks Has Its Pleated Skirt

THE Ideal Button & Pleating Co., 2nd floor, Brown Block, Sixteenth and Douglas, is doing all kinds of pleating for the new season's stylish wear. A little kasha frock has its pocket covered by a fan-shaped pleated frill. A hat of navy crepe has twists of pleating all over it.

'Tis the First of Spring That Finds Us Ready for Ministrations of Beauty Experts

THE Le Bijou Beauty Shop, 218 South Sixteenth Street, At. 0931, has many cleverly and deeply laid plans for the furthering of Milady's loveliness and it is with interest that we consult with them with regard to shampoos and scalp treatments for dandruff, shampoos for brightening dull hair. Inecto for tinting gray hair and facials that effect a bleaching of neglected faces. Le Bijou permanent waves have attained a well-deserved popularity. "Prudie" will be glad to advise you about a wave.

Milliner in the East Sends Lovely New Hat Models in Time for the Auto Show

MISS MCARDLE of the McArdle Millinery Shop, 1613 Farnam, is daily sending box after box full of extraordinary millinery. Soft little collapsible hats of silk with lavishly embroidered decoration from China, quaint little pokes of old silver and rose ribbons, flower hats big and small and a fascinating new brimmed hat of transparent straw braid. Lovely.

Paper Curl Particularly Lovely Hair Dress; Rapidol Hair Dye a Specialty—Soft Water for All Beauty Processes

THE Delft Beauty Shop, 236 City National Bank Bldg., JA. 1795, is featuring the Paper Curl as a specialty and 'twill be a new experience for many of the out-of-town Auto Show visitors. Great soft lovely curls over the entire head, lastingly becoming curl arrangement. Rapidol Hair Dye is used with beautiful effect by the experts in this shop and best of all there's soft water used in all beauty operations in this shop.

Special Arrangements Made by Downtown Dining Room for Out-of-town Visitors to the Automobile Show

PAUL'S Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, has made special arrangements for the entertaining of the out-of-town visitors to the annual Automobile Show. Round tables in the main dining room provide an excellent place for friends to meet for discussion of business problems. The "Little Dining Room," a fine place to reserve for salesmen's dinners. Needless to say that Paul's food leaves nothing to be desired. Delicious!

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