



Let's Go Shopping With Polly



Garden Flowers Cut Out of Felt Applique Decoration of Little Black Frock--Square Meshed Lace Frock Has Heavy Embroideries With Colorful Cretonne Cutouts--New Arrivals in Sports Dresses

At the Marvella Shoppe, Aquila court, one is apt to find the surprisingly lovely in apparel. Just arrived from Fifth Avenue is a gay little dress of black crepe, its skirt weighted by blossoms, leaves and stems of vivid hue in felt cutouts. The cutout decoration is, by all odds, the newest style note of the season and one finds it again on the little frock of chiffon and square meshed lace, the flowers this time of cretonne. Lovely. Coats of long and slender lines, each with its inevitable fur trim assure a true chic plaided henna, after the newest lines, is \$19.50. Remarkable! A natural kasha "middle" type sports frock has decoration of applique points and red buttons, \$29.50. Of the new effectiveness, separate blouse and skirt in the gay rich colorings makes one appear admirably at one's best, \$32.50. Then there are those new tailored over-frocks of sleeveless dash with entire underdress of charming print. New!

The Last Vogue Was the Special Spring Millinery Number and It's Interesting to Note That Many of the Models Pictured Are Duplicated in Omaha Chapeau Salon.

FLORENCE Paxton-Smith, Goldstein-Chapman's, presents to Omaha women those chic milliners so vividly described, so cleverly photographed in the last issue of Vogue--the spring millinery number. Joseph, Tappe, De Maximus, magic names of the hat world have contributed their best to the collection. "Helmet hats are very smart" and here is one of that new brown faille, the silk drawn over the center of the top to end in oddly shaped mother-of-pearl ornament, this a copy of Maria Guy's original. A tiny black ribbon covered has unique ornament built up of tiny pearl pieces, gold decorated with long and loose gold threads holding them in place on ribbon tab. Both of these are Vogue-pictured as well as some of the fine feather fancy trimmed models.

Special Milk Pack Facials Successful in Beauty Creation.

THE Beauty Beauty Shop, 261 Aquila Court, Ja. 4622, are specialists in the art of giving the artificial milk pack--so successful are their efforts that beauty seems almost to be created under their skilled fingers. Evening appointments are made at your convenience, Lady Fair.

Unexpectedly Lovely the Elaborately Decorated Models in Millinery Shop Windows.

ELLE HATCH'S Millinery Shop windows, 15th and Farnam, present a remarkably pleasing appearance, for on the last New York trip this Omaha milliner selected decidedly different and charmingly peaux, the type of hats that one would most like to make her own--daintily decorated--brushes of color--tiny outlines of gold or silver, heads, ribbons, flowers, a marvelous diversity of decorative embellishments.

Crushed Way Over in Deep Folds Smart as Any Man's Headcovering Those Swagger New Felts and Felt and Straw Combinations

THE MCARDLE MILLINERY SHOP, 1511 Farnam, is showing marvels of the mode in soft-finished felts and the new silk-finished kashas, has crushed way over at the side quite like the men's smartest hats. Gray kasha has a black ribbon. A brown felt crushed way over in the crown has a tiny ribbon ornament with a bit of gray feather stuck therein. An ombre shaded felt tan and brown has its under brim faced in straw, very, very soft and by way of variety there's a black and white novelty ribbon round the crown.

Shantung Dresses Stamped for Embroidery in Tangerine or White--\$2.50.

OF the new season's mode are the new Shantung dresses stamped for embroidery in tangerine or white. Exquisitely designed in stitches chosen in silver white or tangerine (deep peach), for \$2.50. Distinctive frocks, these are pretty enough for afternoon wear throughout the summer, assurance of dainty comfort through the hot weather time of year.

Almost any shade you desire in a youthful felt hat, brim turned up in front, and trimmed with a grosgrain ribbon band and flat bow, about \$12, is a charming way to meet the spring.

"The Only Practical Furriers in Omaha Having Real Cold Storage Facilities for Furs."

THE National Fur and Tanning Company are in their new location at 1814 Farnam, a lovely large showroom, workrooms of modern facilities, great storage rooms for furs to do. There it is securely held in peltries a wonderful cold storage vault for Milady's coat now that each spring day brings warmer weather. Visit this lovely new shop.

Plant Your Christmas Trees Now for Gleaming Loveliness on the Lawn in December.

HERE'S a wondrous mass of greenery, two cars the first of several carloads of trees to arrive for the Sonderegger Nursery, 1912 Farnam, Ja. 5252, No. 5, the Commerce building. In size from four to 12 feet one may select pines, spruces or firs, excellent growths every one. Very fine juniper trees are among the trees shipped.

There is a nonchalant smartness about the one-piece frock with its sports-like collar and a straight-lined upper section lengthened by a circular skirt. It is suitable to the matronly figure.

"Covabob," Newest Coiffure of Fashion--"It Hides the Bob."

THE Schadel Beauty Shop, 1522 Farnam, Ja. 2870, are introducing that delightful new "Covabob," which achieves the ultimate of loveliness in the fashionable coiffure. Fashion it securely into the shingle bob by means of tiny curved combs, easy to do. There it is securely held in peltries a wonderful cold storage vault for Milady's coat now that each spring day brings warmer weather. Visit this lovely new shop.

That the world may be more beautiful for all... I promise not to pluck flowers nor destroy plants in woods and fields where they are unprotected except such as flourish abundantly or are in the nature of weeds... All my influence shall be used to protect wild flowers from destruction by others.

Card issued by the Illinois chapter of the Wild Flower Preservation Society of America. Last year the state of Illinois passed a law placing nine wild flowers on the "forbidden list."

Fashion Show at Strand Theater a Surprise in "Wearability of Apparel Modeled"--Charming Print Frocks as Low as \$15--Ensembles at \$165 -- Wide Range of Price With Unchanging Style and Beauty

IN THE FASHION SHOW staged by Thompson-Belden's at the Strand theater this week, one will find shown the exact type of clothes she ought to wear modeled on a person of her exact type in size, coloring, silhouette and expressed personality. Surprising indeed is the wearability of every one of the garments shown ranging from a little printed crepe frock at \$15 to a natural kasha ensemble with collar and banding of natural fox at \$165. Gayly striped and bordered-silken frocks, Terry Cloth Beach pajamas, school girl tops and sports clothes without number combine to make this a style event of the season.

VERY BRIGHT AND SILKEN SOFT, THE NEW FOX SCARFS THAT COMPLEMENT THE SPRING COSTUME--DYED TO CUNNINGLY DUPLICATE SABLE, THOSE NEW MARTENS WORN IN THE STYLE SHOW AT THE STRAND THEATER THIS WEEK

THOMPSON-BELEDEN'S fur department is modeling exquisite fur scarfs in its style show at the Strand theater this week. Vivid and just as natural as can be are those marmoth foxes of red, brown and yellow, the tall tip a great white fluff. The martens are dyed to very closely duplicate sable. Marvelous! 'Tis a season of novelty scarfs. Thompson-Belden is showing smart creations of mole and squirrel.

HAT AND SCARF ENSEMBLE A NOTABLE MILLINERY MODE IN STYLE SHOW--MODELS FROM MME. ALSOT, OSCAR, WARSHAUER WIN APPROVAL FOR WIDER BRIMS AND HIGH COLORS.

NOTABLE among the millinery modes shown in Thompson-Belden's style show at the Strand theater this week are the exquisitely wrought details of decoration in sports hats from Mrs. Alsot's exclusive with Thompson-Belden, dashing creations from Jarline, Oscar and Warshauer that win approval for the charms of the wider brims, the high shades and the ultra-modishness of the "hat and scarf ensembles."



A Bit of Screen Magic--Grape Fiesta in "Argentine Love," Allan Dwan's Production, Features Bebe Daniels and Cortez--Riotous Masses of Merrymakers Reproduce Atmosphere of the Argentine

EVERYTHING about the picture "Argentine Love" at the Strand this week is Spanish, a story written directly for motion pictures by the greatest of Spanish novelists, Vicente Blasco Ibanez of "The Four Horsemen." Dark-haired, dark-eyed Bebe plays a lovely Spanish senorita confronted by the old, yet ever-new problem of making a choice between two men--one, played by Cortez, a wealthy young South American, who has helped her parents financially and asked her hand in return for the favor; the other a handsome American engineer, whom Bebe as Consuelo Garcia meets while at school in the states. Almost overnight the market square of Alcorca, a small village in the grape region of the Argentine, sprang up on the big studio lot in Long Island. In the center of the plaza a dance floor was built for the dancers to celebrate the grape harvest. Torches, bonfires and fantastic Spanish lights illuminate the scene, an orchestra of native Argentine pieces produced music. Hundreds of revelers, among them Bebe and Cortez, striking Spanish figures who successfully consummate the Argentine Tango. A picture to see.

Low, cunning--the daschhund of felt which covers a clothes brush--\$1.25.

"Mme. Chekanow" Responsible for Beauty of Big Dress Hat of Pink Faille Flower Applique Trimmed--The Tiny Fuschias Hand-Painted on Chinese Blue Taffeta Band of Orchid Straw

LOUISE HEITMAN in her lovely millinery shop in the Athletic Club building, Eighteenth and Douglas, presents extraordinary models in her opening this week. Marvelous in diversity of style the two Mme. Chekanow models--one a large pink dress hat, the applied flowers outlined in heads, the other a tiny peach tinted ribbon the ends fluffed at crown top. Orchid flowers are laid flat and tailored against a green-gold crown, an orchid straw has blue upturned cuff gayly decorated.

Little Dining Room for the After-Interior Decorator Whose Experience Noon's Bridge Without Charge.

THE Metropolitan Dining Room, Hotel Keen, 18th and Harney, offers the use of its Little Dining Room for the bridge game--the use of the room for the entire afternoon without charge--the only expense being the regular luncheon costs. One of the reasons why the Metropolitan is so popular. The Little Dining Room is exquisitely decorated and quite the type of room in which you'll enjoy entertaining your friends.

After 50, one needs styles mellowed to a soft simplicity, softly falling jobs, the becoming bit of velvet ribbon round the throat and sheer lace the softening touch for a black satin hat.

"Kenmore Faille" Spring's Newest Fabric.

ANNOUNCING the Showing of Laces of Flirt Irish Val, Duchess and Princess for Spring Dresses or Undies, and an Impressive Array of Linerie.

THE Saldy Importing Company, Aquila Court, have a wonderful showing of laces for spring dressmaking, flit, Irish crochet, vals, duchess and princess creations, utterly exquisite. Imported lingerie of all kinds is ready for your selection.

Monograms are large and bags come thin or puffy, envelopes, pouches or chain purses of exquisite framework.

Rather Chic, That New Effect One Gets by Having the Edge of One's Skirt Picoted Rather Than Hemmed

MADAME HOME-DRESSMAKER, a suggestion! For those skirts with excessive fullness, have the edge picoted instead of turning the clumsy curling hem. The Ideal Button and Pleating company, third floor Brown block, Sixteenth and Douglas, setting the idea from some of the ultra ready-to-wear models, have achieved very clever effects for the home seamstress.

Very Youthful and Very Quickly Soiled Are the New "Natural" Shades and That Pretty "Blonde" Color.

DRESHER BROS., Twenty-second and Farnam, AT. 6245, report a busy season so far and anticipate much activity in cleaning, the fascinating "natural" shades of kasha and the various "like kasha" fabrics so popular this spring. Needless to say Dresher's processes restore the pristine freshness of any fabric. Keep this in mind--Dresher's will make it like new.

If you'd give a child a toy unusual, why not the "Glove Monkey"? Very realistic is the monkey's head and hands, which are slipped on over the hands, giving splendid animation to the toy each time one moves the fingers. A pleasing toy--\$2.

Former Beauty Shop Owner Opens New Shop.

MRS. DRETFOLD, who formerly owned and operated a beauty shop in the Woodmen of the World building, has purchased the shop the Dretfold Beauty Shop. Recalling the excellent service rendered in a beauty way in Mrs. Dretfold's other shop, we are delighted to welcome this new shop.

Metallic trimmings give kasha frocks the air of slight formality sometimes needed in all-day-long complex than the grownups' models, dresses.

Announcing New Location of Well-Known Beauty Shop Operator.

MISS MARGARET HYER, well-known Omaha beauty shop operator, is now located in the Leona Shop is very busy with special Court, Atlantic 4649. Well versed in every branch of beauty lore with a particular skill in marcelling, Miss Hyer awaits madam's pleasure. The Leona Shop is very busy with special scalp and facial treatments just now--'tis that time of year.

An envelope purse of seal, lined with moire silk in contrasting color; has double compartment for change; enamel clasp; black, brown or tan, and is priced \$5.

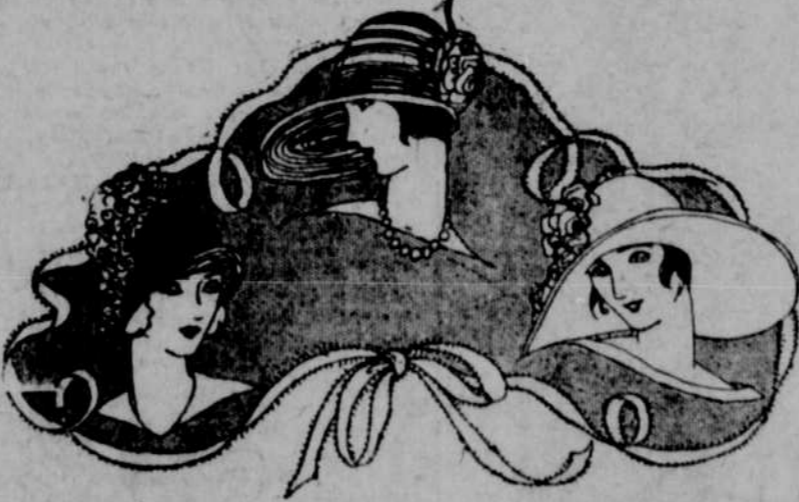
Exquisite New Cream Compounded From Formula of Paris Doctor.

THE Delt Beauty Shop, 236 City National Bank Bldg., Ja. 1795, is introducing a very marvelous new cream compounded by a French doctor's formula. "McBeauty" is a big jar exquisitely accented the pink contents assure exceeding cleanliness of the face. A new and lovely roundness of contour, a growth of new tissues. The price, \$1.50.

A long and ingenious instrument of hand-painted wood may be used for the removal of baked potatoes from the oven or for taking from the hot water sweet corn, such a rare delicacy of early summer. A gift unique--\$1.25.

"Separate Coats and Dresses" States the Fashion Oracle of Smart Omaha Shop---Quilted Coat Featured in Vogue a Captivating Bit of Style

LA BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, has declared for the fashion of the separate coat with different frocks for the diversity of occasions--the diversity of dresses. Marvelous--entirely so--the coat assembled by La Boschin and quite as lovely the frocks suggested for wear under them. Just out of the pack in tissues is a black slip-over frock, its vest front of flesh chiffon over white, the collar, cuff and pocket edged in vivid blue with tracery of white embroidery. Very full is the skirt of a black satin dress--rosewood and beige bandings, embroidered in silk and silver, the only decoration. Chic! Following the positive craze for metallic embroideries, a sleeveless black gown has outlined the arm holes in gold and applied on its quaint front and back aprons of white with elaborate designs in gold. Flared and circular, the fullness of either skirt side has the edge picoted instead of hemmed. A soft poude blue crepe dress has its short little sleeves set in and left open at the under sides--the skirt fullness at the front in circular and slanting tiers, picoted at the edge. Down the center front is a band of lace with full fill of embroidered net. Lovely costumes will these be, expressions of milady's personality.



Previewing of Models to be Shown in-Store Windows During the Coming Week---"From Lanvin" Natural Kasha Ensemble Coat Collared in "Pahmi" Fur

THOMAS KILPATRICK'S granted a previewing of models to be exhibited in their windows during the coming week. An edification--no less! "From Lanvin," kasha coat, palmi fur collared, is embroidered and lined in Castilian red, the georgette underfrock of the same shade, relieved by insets of cream net. Very different and decidedly smart is a white English Lustra coat of the sports type--its long and close-fitting sleeves stitched in bright silk. Soft green crepe furnishes a charming lining and Russian silk fox in yellowish ivory makes a lovely collar. Imported flit lace, heavy, fine, artistically applied in rose point, is a frock of delightful formality, lace and chiffon with a dainty camella on the shoulder. Exquisite! Very new, the ensemble fur scarfs have linings and streamers with a bright flower for color touch. If holiday choosers, she may fasten the soft bit of fur tightly 'round her wrist, muff-wise. And speaking of fur--don't miss seeing the striking blonde broadtail sacquettas, with its banding of German Pitch round, close cuffs and high collaring. Note the wide band of broadened georgette round the edge of the linings!

After the Shampoo Have a Sun Dry With the Scientific Apparatus Furnished in Big Modern Beauty Shop---For the Facials of Medicinal Benefit---The Radio Bell---Primrose Preparations Make Enchanting Facial

THE HOUSE OF BEAUTY, 210-11 Bankers Savings building, Fifteenth and Harney, Ja. 4265, is just as delightful in beauty processes as it is in appearance. After the luxurious shampoo it is possible to have a sunlight dry by means of the scientific apparatus of the shop. For the treatment of facial surface disturbances there's the radio bell, with its healing blue light. Lovely. It is possible to have a Primrose Preparation facial for \$1--a facial in which each and every one of the preparations having to do with the face is used--this for a limited time only, to show the possibilities of the Primrose preparations.

- Rose Leaf Cleansing Cream \$1 and \$3.50
- Primrose Face Powder \$1.25
- Primrose House Pins Soap \$1.75
- Hand Lotion \$2.00
- Eye Bath \$1.00
- Depilatory \$1.00
- Double Compacts \$2.50
- Single Compacts \$1.00
- Talc \$3.50
- Primrose Face Powder \$2.00 and \$3.50
- Primrose House Pins Soap \$1.75
- Hand Lotion \$2.00
- Eye Bath \$1.00
- Depilatory \$1.00
- Double Compacts \$2.50
- Single Compacts \$1.00
- Talc \$3.50

A beauty building chin strap works wonders if worn according to instructions and in conjunction with the Primrose House Preparations--scientifically constructed, \$1.50.

"Plunder Merchandising--Poisonous Growth of Illegitimate Competition--Has No Place in Plans for Bigger Omaha" Buy Quality Merchandise Trademarked for Safety

JOHN HENRICKSON, Jeweler, Sixteenth and Capitol, speaks very truly when he says that "Plunder Merchandising can have no place in the plans for Bigger Omaha." When you buy merchandise at Henrickson's you buy from men who take a sincere interest in your welfare--men who have long experience in buying and selling quality merchandise, trade-marked goods which give evidence of quality, service, satisfaction and fair price. If one is buying a clock--Seth Thomas is the make clock suggested--a timepiece which has stood for the finest workmanship obtainable--a trade-marked product--no "Plunder Merchandising" here. Then if one is silver shopping there is the beautiful Reed and Barton and Gorham plate--quality silverware that is not only trade-marked, but silverware vouched for by Henrickson's, established since 1882. Your safeguards!

From the Daintiest Evening Pump of Gold or Silver to the Swagger Riding Boot--One Will Be Smartly Shod in This Shop.

THE Penn Delphia Shoe Store, Aquila Court, will smartly shoe you, Lady Omaha, from the tiny pump of gold or silver to the swagger riding boot of leather, soft leather lined in which one takes her ease in an armchair.

Even the Most Difficult Hats Are Re-blocked to New Style in This Hat Service Shop.

THE Kruger Hat Shop, 303 Barker Block, Fifteenth and Farnam, do excellent blocking of old hats. Their repair and remodeling work on furs, feathers and marabou is excellent too. Closed at 2 on Saturday.

"Special Formula" Beauty Requisites Given Free Demonstration in Douglas Street Beauty Shop.

THE Wright-David Beauty Shop, No. 7 Baird Block, 17th and Douglas, AT. 4323, are giving demonstrations free of charge to everyone interested in the "Special Formula" preparations introduced in Omaha by Madame De Courcy. Love-ly products these!

