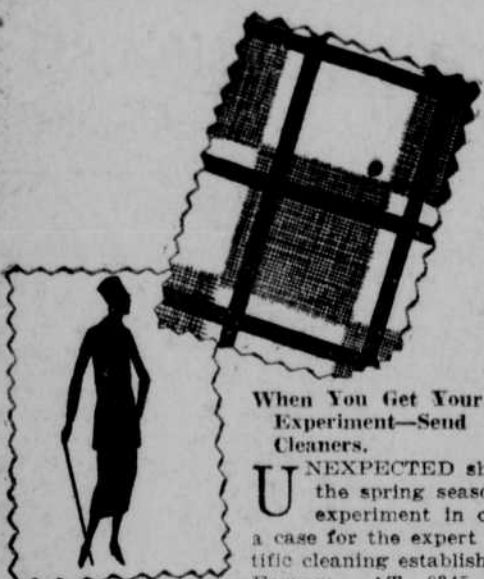


Let's Go Shopping With Polly



When You Get Your Garments "Drabbed" Don't Experiment—Send Them to Scientific Dry Cleaners.

UNEXPECTED showers and snowstorms mark the spring season and it is poor economy to experiment in cleaning processes at home—a case for the expert workmen in that great scientific cleaning establishment, Dresher Bros., 224 and Farnam, AT. 6245. Their work is excellent—try them!

A heartbreak is a little thing
It only means that you
Will have no foolish songs to sing
Or useless things to do.

A heartbreak means that you can sit
And watch a dream go by,
And laugh because you know that it
Will sicken soon, and die.

So small a thing a heartbreak is
There is no word or touch,
No hand you clasp or smile you miss,
Can move you very much.

A heartbreak means that where a kiss
Has dealt you pain before,
There is no thing—next world or this—
Can hurt you any more.

HEARTBREAK—By Gertrude Robinson Ross.

Well-Known Beauty Shop Operator Located in Aquila Court Beauty Shop.

MARGARET HYER, well-known for her skill in beautifying processes, is now associated with the Leonore Beauty Shop, 236 Aquila Court, AT. 4649. Although Miss Hyer is skilled in all branches of beauty work, her specialty is in coloring. Artists in skin and scalp treatments will be found at the Leonore Shop. Try them!

Spring Time Is Sweater Time---Knit Goods of All Kinds for Infants and Boys and Girls of Different Age and Size

AT THE Children's shop in Aquila Court one will find delightful Ascher's 100 per cent knit goods, an interesting line for infants, \$2.50 to \$4.50; 2 to 6 years sizes, \$2.50 to \$5, and the 6 to 14 years sizes from \$3.75 to \$6.75. Jockey Red, Italian Blue and London Smoke are lovely colors for the little girls' sweaters while boys will be most pleased by the vivid shades chosen for the "cricket" style sweaters. The same price on both boys' and girls' sweaters, \$5. Pretty gift novelties in knitted goods are offered at most reasonable prices. A tiny girl looks wholly adorable in a cape, infants' size to 6 years, \$2.95 to \$6.75.

The Modish Tailored Hat Model Proves Irresistible to Woman of Discriminating Taste

THE Aquila Court, Second Floor Hat shoppe, Marie Flanagan and Ann Bamberg, owners, is having remarkable success in selling that becoming face framing, the little tailored chapeau. Charming, very, is a tiny little hat of black Milan, the tiny brim, below crushed crown, a slightly rolled and satin covered one. White ribbon of narrow width circles the crown, the glittering ornament in the back a silver buckle. Smart. "Hats that are different—our word for it," is the message sent by these shop owners.

Free Demonstration Facials in Special Formula Preparations.

THE Wright-David Beauty shop 6 Baird block, 17th and Douglas, AT. 4333, is giving free demonstrations of the exquisitely prepared Special Formula Beauty Preparations introduced by Mme. De Courcy—a testing process which not only enables the beauty specialists to judge the formula required by your individual skin and scalp, but also enables you to discover to your own satisfaction just how lovely you can make yourself look if you use the entire list of preparations. Phone for a facial—you incur no obligation. "Pleasure to serve you!"

Hand Painted in Oil, Those Exquisite Light Shaded Hoses for Spring Wear—Roses, Cockatoo, Butterfly, Bluebird and Monogram Decorated.

GOLDSTEIN-CHAPMAN'S Hosiery Department is the first to introduce to Omaha fashion folk the interesting new hosiery of light shades decorated on one knee (the right one). One may choose the hosiery shown or have a pair decorated to order—the price the same as quoted on the plain stockings, \$2.95 a pair—all silk from top to sole.

Potted Plants Add to the Beauty and "Livability" of Your Home.

THE John Bath Flower Shop, 18th and Farnam, Jackson 1906, was a bower of spring loveliness the other afternoon when I slipped in to feast my eyes on the fragrant beauty. Of amazing color were the potted plants which filled the window—flaming red, deep purples, dainty pink, coral, amazing blues, these in cinerarias, hyacinths and the high and graceful stemmed darwin tulips. For beauty in the home—potted plants.

Though the straight silhouette persists for tailored suits and coats, its make-up is altogether new. Instead of a short jacket, there's a long overcoat. Instead of wrap-around skirt, a complete, short-sleeved frock.

One Can't Expect to Go Through the Weeks of the Spring Season Without Hat "Service."

THE Kruger Hat Shop, 303 Barker block, 15th and Farnam, is ready to render hat "service" during the showery months of early spring. One really cannot expect to go through the season without having frequent reblocking of one's hat with perhaps a remaking of a feather ornament, a modeling of the old fur or marabou piece. Closed at 2 on Saturday.

Be Beautiful, Dear Lady—Special Shampoos and Milk Packs Will Achieve the Object.

THE Stacey Beauty Shop, 201 Aquila Court, JA. 4522, is awaiting your pleasure—the pleasure of becoming beautiful and they've arranged special shampoos for hair beauty, milk packs for skin beauty. A suggestion! The buying of tickets to be used for all shop work saves much money.

PLEASE REMEMBER

THAT WHEN YOU SEND FOR SAMPLES A STAMPED ENVELOPE SHOULD ACCOMPANY THE SAMPLE REQUEST.

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POLLY THE SHOPPER,
THE BEE, OMAHA, NEB.

Window Week Proves Entire Success---Popular Event of the Season Suggests Repetition for Each Succeeding Style Season

THE last week was a very successful one for the Omaha stores that made a most commendable effort to give the buying public authentic styles in their window displays. The enthusiastic crowds on the streets during both days and evenings of the entire week were evidence that appreciation greeted the beautiful windows freshly arranged each day. Many were the expressions of approval and the suggestion that "The Week of Wonderful Windows" become a regular style feature of each succeeding season.

First a Rumor---Next a Presentation of Spring Colors---Then a Thunder of Applause for the Exquisite Colors on Fox Scarfs for Spring of 1925---Ashes of Roses---Natural Red---Havanna Brown---Amber---Steel

FIRST a rumor that spring was approaching, that Thompson Belden's fur department were planning new colored fox scarfs for spring 1925 fashion wear. Widespread interest as to what the new collection would comprise. Next an announcement that spring was still nearer—that the new colors were ready in eastern markets and that Miss Schoenberg had left for New York to inspect the beautiful scarfs. And then—a thunder of applause! Applause for the beauty of the scarfs—say and lovely as spring itself—applause for the originality of the new spring shades, the Ashes of Roses, Natural Red, Havanna Brown, Amber and Steel. Artistry in furs—assured becomingness.

Heavy Silk Ensemble Softly Collared in Baby Fox Fur to Match---The Satin Underfrock Heavily Embroidered---Flamingo Georgette Yokes Its Fragile Loveliness in Hand-Wrought "Battenberg" Style---Styledom's Newest

McGUIRE'S Dress Shoppe, Mezzanine Floor, Paxton Block, have marvelously lovely new apparel. Of heavy brown silk the ensemble collared in Baby Fox dyed to match the underfrock of satin finely decorated by hand embroidery. Exquisite. Of flamingo georgette is a dainty frock in which the fullness of shirred shoulders is caught by a deep yoke of hand-wrought "Battenberg" styledom's newest. Navy Blue Charmen was used by the designer of the ensemble heavily brodered in bronze and gold traceries on collar, deep cuffs and pocket linings. The upper part of the underfrock banded crepe to match the coat lining. Spring loveliness without a parallel.

Baby Fox Bands Heavy Corded Wool Coat of Tan---Fur of Australian Importation Makes Lovely the Heavy Brown Silk Coat---a Natural Kasha Ensemble Uses Chinese Colors in Ornamentation

THE Marybelle Shoppe, Aquila court, main floor, presents lovely new coats and ensembles—the season's costumes tres chic. So fine one judges it to be silk is a tan coat heavily braided in Baby Fox. Tiny scallops surround each of the side line of novelty buttons, the same rounding line on revers and on the sleeve lengths. Heavy brown silk is another fox trimmed coat with kasha lining, au naturel, for warmth. A buy, \$59.50 is a coat in the new warm tan, the high collar and cuffs slashed, fur edged, the sleeves in one-piece with shoulder. Size 40 is a coat at \$69.50, this also fur trimmed. Natural kasha, red trimmed is the ensemble Chinese in decorative trim which swings tassels to skirt hem. Antique French embroidery enlivens a black silk ensemble—sweet. A shop of values exceptional in quality, moderate in price.



Rodier Kasha Makes Lovely Ensemble When It's Silver Braided and Brown Embroidered---"Tiger Eye" a Ravishing New Shade---"Thames Brush" English Cloth

THE McAvoy shop, Aquila Court, offers a wondrous showing of Rodier kasha ensembles which are for the most part priced at less than \$100. Of a certain distinction is a natural Rodier kasha ensemble, both coat and long-sleeved frock braided in silver with overlying embroidered motif in tan and brown silk. A kasha ensemble has the little underfrock of silk to match the coat lining, the whole a new shade, "Tiger Eye." Stunning. The tiny camella is lemon tinted. Rotany flannel in a gold, tan and brown on ivory background tailors the little under frock for an unlined ensemble coat of brown flannel, a 1925 fashion touch in the dainty lace jabot. (A chic costume for one who wears size 14.) And who said top coats? The swak-ger thing this spring. McAvoy's present an English cut top coat in cheviot in either black and white or tan and brown and white, a gorgeous garment, \$65. Kasha is very useful when it's the choice for the afternoon frock—it may be the little frock with its trim of embroidered blue ribbon, dainty contrast for the natural kasha it adorns, or that becoming Wood Rose shade. Of a tailoring that stamps them "McAvoy Quality."



By Way of Style Diversity Matron's Hat Model Uses Lacquer Red Braided With Soft Loops of Wide Navy Corded Ribbon Drawn Through.

MISS M'ARDLE of the McArchie Millinery shop, 1613 Farnam, has most engaging new hats for early spring wear. Different and vastly charming is a Lacquer Red matron's model, the lines of the navy taffeta brim surprisingly chic, the wide ribbons drawn through the red crown to give width, of an amazing effectiveness. A black and white ribbon trimmed transparent hat of black promises much of smartness and there's a swagger dash in the pointed blue brim of a red straw with patent "fancy" cut into high points in silhouette against the red. Hundreds of new hats from which to make selection.

Exclusively Styled Dress Models in Price Range From \$25 to \$69.50 Assured Smartness to Many Omaha Women for Spring

LA BOSCHIN'S SHOP, in the Hotel Fontenelle, 15th and Douglas, has bought clothes for the masses this season—quality clothes, at prices unbelievably low, every model personally selected by this style expert. Copies of imported dress models may be bought in a price range from \$25 to \$69.50—the finest obtainable materials, designed, cut and made in an amazingly charming fashion. Pictured in Vogue's last issue is a green satin-backed crepe, the tunic slashed up the front and made double for smartness, \$55. Bright as any spring flower, a coral crepe frock has pleated frills of organdie fastened over blue ribbon at the neck and short sleeve line, the skirt front solidly pleated, \$39. Very chic, that brown crepe with long sleeves ending in gold kid cuffs to match the collar and the banding on skirt under full shirred front, Lapis blue the satin frock at \$59, lovely enough to wear upon any occasion, its side skirt fullness of tiny French pleats confined under Lapis and silver oval buckle. Of that gorgeous new satin, soft and clinging, is a tan dress which owes much of its charm to a deep organdie yoke, lace-edged, through which is run a flaming ribbon. Dashingly effective, it's a find at \$10. Of that heavy corded silk, the frock of ivory and deep gold, buttoned to the hem by small pearl buttons—a swagger frock for all around wear, \$36. My advice—visit La Boschin's for a revelation in values—'twill be well worth your while.

A Pleasure to Count Each Bead. When One's Rosary Is Made Up of These Tiny Pearls--Dainty Chains of White or Yellow Gold May Be Used for Preservation of Medals

IF YOU'RE of the faith which is even now devoutly observing Lent you'll find most delightful the rosaries of tiny pearls in pretty gift boxes which are shown at the John Henriksen Jewel shop, Sixteenth and Capitol, \$7.50. Larger pearls may be bought if one prefers for the price range is to \$15. Fine little chains for the preservation of medals may be bought in white or yellow gold at from \$3.50 to \$10.

Just a Few of the Clever New Bags—"Jack o' Lantern" Vivid Leathers in Filagree Mounting of Silver With Big Tassel

MISS KERR of Hayden Bros. is justly proud of the excellent bag showing which she is offering this spring. There's that dashing little "jack o' lantern" vivid leathers held in place by filagree silver, the finish a dangling tassel of silk matching in color the leather, \$2.95. Almost square is a black satin envelope bag with insertion on side of bleached moire silk, \$5.88. And for the conservative person there's a "gate top" opening bag of satin striped black moire silk, the frame work under double arm straps of tortoise shell, \$5.50. A Chinese brocade, gold and black is another bag of the same kind, \$7.50.

For That Formal Afternoon and Evening Hat--Black Maline with Applique of Black Milan--A Clever Feather Sweep

LORRENCE FAYTON-SMITH, at Goldstein - Chapman's, has thoughtfully provided hat models for every fashion need. For afternoon and evening wear are hats of brim-formal affairs of black maline the outlined decoration in Milan straw, the slashed brims rolled back a bit to allow the insertion of a sweeping feather or unevenly cut for the becoming placing of a vivid flat flower applique. Bruck-Weiss models these.

Consider the Subject of Diamond Ring Mountings--A Study in Platinum and White Gold

THE REESE Jewelry Store, Sixteenth and Farnam, has many new ring mountings this spring and it is indeed interesting to consider how very lovely a diamond or even small size and indifferent beauty will appear when mounted in a ring of intricate pierced work of platinum or white gold with a glittering diamond here and there and sapphire for color contrast. Excellent values!

Some of the Pretties of Spring Bridal Finery Depends Upon Pleating for Effects

THE Ideal Button and Pleating company, third floor, Brown block, 15th and Douglas, have been making lovely pleated lengths of apple green crepe and georgette for the fashioning of spring bridal finery. A band of lace round the top of a pleated silken and the gown, steppin or chemise is an intriguing bit of feminine finery. Try a two-toned ribbon girdle at the waistline of the gown—the pleats are thus softly confined with decided effectiveness.

Special Combination Last and Arch Support Oxford in Black or Brown

GOLDSTEIN-CHAPMAN'S special combination last arch support Oxford may be selected in either black or brown kid with smart Cuban heel and rubber lift heel finish. Send check for \$4.85 when ordering mail—same price if one shops them in person. Comfort—smartness!

"Ann Pennington" Striped Woollens in Fascinating Color Combinations

THE SILK SHOP, 1517 Douglas, presents "Ann Pennington" striped woollens, delightful for ensembles, coats and dainty frocks. In a 54-inch width, they're \$5.48. Economical, very, and of an undeniable beauty.

Soft and Fluffy Those Paper Curls That Cover Milady's Smart Head

THE DELPT Beauty Shop, 224 City National Bank Building, JA. 1785, is having splendid success with the Paper Curl process which produces such very lovely effects when finished. McBeath's Osmotic Cream is featured in this shop—exclusive, my word for it.

Polly

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