

**Gloriously Effective the Great Square Panelings in Flower Shop—Masses of Flowers and Gorgeous Birds.**

THE Douglas Flower Shop, opened by Miss June Rose at 205 South Fifteenth street, is very pretty, indeed, with its new decorative panels of massed flowers and gorgeous birds. In the window are suspended paper streamers of crepe, rainbow colored, each ending in a cutout butterfly. Original! Order luncheon and dinner favor novelties here.

**"Gotham Gold Stripe---Silk Stockings That Wear;" Service Weight and Chiffon in All the New Shades at \$1.85**

HERZBERG'S Entrance Floor Shop, 1513 Douglas street, have a truly marvelous showing of the Gotham Gold Stripe Hosiery in both service weight and chiffon in the season's loveliest colors at \$1.85 a pair. Finely woven, interestingly fashioned with elastic tops, these are hosiery creations of assured worth. Mail orders will be very promptly filled. Be sure to state color preference: Sahara, Russet, French Nude, Reindeer, Sunset, Gun metal, Midge, Piping Rock, Pussy Willow, those pleasing versions of creamy tan and gray, so much approved by Dame Mode for Spring, 1925.

**Stunning--the Suits for "Little Men"-- Each Suit With Its Two Pairs of Trousers and Trimly Fitting Vest**

THE CHILDREN'S SHOP, Aquila Court, offers suits for "Little Men" from 5 to 8 years that have every tailored excellence of the finest craftsman. A smart little vest, a white pique dicke and collar buttoned in, and two pairs of trousers make these pretty suits of tweed with introductions of color decidedly interesting--their prices most reasonable. They are truly fine buys at \$15. Top coats to wear over the suits are \$11.75, \$12.50 and \$13.75.

**Kasha Cloths for the Fashioning of the Season's Style Choice--The Ensemble. A Word or Two on Tub and Printed Crepes and Foulards.**

AYDEN BROS.' Silk Department presents for our delighted approval this spring the season's style choice, Kasha Cloth, for the tailoring of the ensemble: Stone pink, natural, camel and Poudre Blue are the color variations, 54 inches wide, they are \$3.95 a yard. Lovely, indeed, are the washable tub crepes in colored stripes, \$2.75, the printed crepes, all silk with conservative little designs or a sweeping gorgeousness of decoration in a price range from \$1.95 to \$3.95. Ensemble "makings."

**Brighten Up Your Hair a Bit for the Greater Becomingness of the Exquisite Spring Costume Colors.**

THE Schadel Beauty Shop, 1622 Douglas, are specialists in the art of hair dye processes and it is indeed a wise decision to have the original beauty of one's hair returned. Phone JA. 2370.

**"From Germany" Those Lovely Little Kid and Suede Hats for Summer Sports Wear.**

FASHIONED on quite the latest lines of chic are the lovely little kid and suede hat models at Louise Heltman's Hat Shop, Athletic Club Bldg., 18th and Douglas. Exquisite modes for wear with the gay printed crepe frocks and smart ensembles for spring and summer.

**"Green as Grass" a Wholly Desirable Condition at This Time of the Year.**

HAT a joy to see the first tender sprouts of green grass springing up on the lawn. Every home owner aspires to have a beautiful lawn and it is to the G. A. Ranney Seed company, 1904 Farnam, J.A. 4964, that experience sends the wise man. Two elements enter into the question of a lovely lawn: First, one must have good soil (a soil made good by using fertilizer prescribed by the experts at Ranney's); second, the seed used must be good. The Ranney Seed company is a shop of personal service most gratifying.

**Just Round the Corner From Farnam You'll Find Lovely Easter Cards--Sympathy Cards and Cards to the Shut-in.**

THE W. B. Dalley Stationery Shop, 315 South Fifteenth street, "Just round the corner from Farnam," has a beautiful selection of Easter greeting cards.

**Omaha Jewel Shop Makes to Order Very Exquisite Rings and Bracelets.**

THE Rees Jewel Shop, Sixteenth and Harney, has made to order some exquisite pieces in platinum, mountings for both new and old diamonds. There's no more lovely Easter gift than a bracelet or ring with brilliantly gleaming diamond in a filigree mounting.

**Truly Lovely Lingerie for the Bride--Fine Materials, Hand-made Laces and Ultra Styling.**

THE Sady Importing company, Aquila Court, has a truly lovely assemblage of lingerie for the spring bride.

**Tub Crepes and English Broadcloths All Silk and Guaranteed Fast Colors Promise Great Vogue for Summer Wear**

THE Silk Shop, 1517 Douglas street, is selling great quantities of those delightful tub crepes and English broadcloths which are coming in in such delightful color variations with stripes large and small and combined sizes at \$1.95, \$2.49 and \$2.95, the colors absolutely guaranteed fast and of a beauty to endure through many tubings throughout summer months to come.

**Bright Colors in Easter Hat Models Folly Girl Basques Enjoy Vogue Assure entire Becomingness for Established First by the Beauties in Women, Both Old and Young.**

THE Bertha Kasha Hat Shop, Aquila Court, appreciating the marvelous becomingness of the color hat, has gathered together a really lovely selection of the shades and shapes that represent spring millinery modes, 1925. Green, the entire front to assure a confining and moldy new shade, was used in the fashioning of a pretty, close fitting ribbon hat. Of that softer tangerine, a closely draped bangkok of unusual blocking, select another corsetette, the "Model," vivid, yet demurely veiled, a two-tone a dashy affair of pink. Send waist effect may be chosen in laces of measure and largest hip measurement roses, thistle bloom or bluet. Lovely when ordering by mail.

**"Fried Chicken and Shortcake" Announcement Made by Downtown Dining Room Draws Big Sunday Crowd**

THE announcement made by Paul's Metropolitan Dining Room, Hotel Kneass, Eighteenth and Harney streets, that there would be a "Spring Opening Dinner" served last Sunday with the delectable foundation of fried chicken and strawberry shortcake drew large crowds, some of them not receiving the delicious specials of the day because the crowd had not been anticipated. "Paul" has asked me to assure you that everyone will be able to have his order filled this Sunday. Excellent!

# Let's Go Shopping With Polly

*Do you remember how I walked That sunny-showerly day to school-- That day of days--and how I cowed That none should dub me "April Fool!"*

*Do you remember how I shunned The pitfalls--and how, over-rain, I boasted, all the homeward way, Through changing April's Wind and rain!*

*Do you remember how I spread Your big umbrella? It was so I dared to plead! And you to seal My doom! You sneered: "What! Love you? No!"*

*Do you remember how I stopped, Heartbroken quite! You, pert and cool, Small chin a-tit! And then you sang In silvery triumph, "April Fool!"*

APRIL FOOL--By Harry Lee.

**Confirmation and Easter Greeting Photography at Its Best in Upper Farnam Studio**

THE Matsuo Studio, Twenty-fourth and Farnam streets, is making very beautiful pictures this season and it is the time of year to think of confirmation and Easter greetings pictures. Especially worthy of assured preservation is the confirmation picture--an event never to be repeated in a child's life. And what time of the whole year could be better for the greeting photograph than at Easter time when the world is filled with hope and joy?

**Had You Thought of Changing Your Little Satin Frock by the Addition of Pleated and Picot Edged Panelings?**

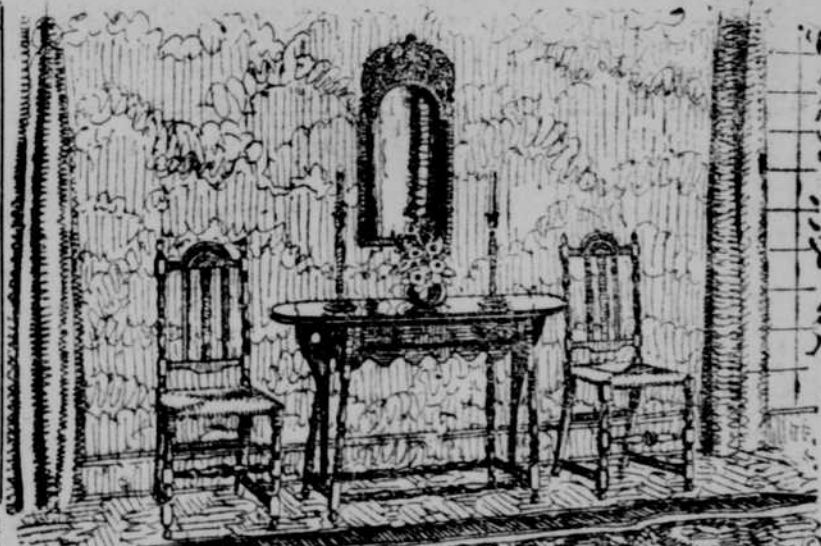
THE IDEAL BUTTON & PLEATING COMPANY, third floor Brown Block, Sixteenth and Douglas, has unlimited suggestions as to the changing for spring wearability of the last season's frocks. Had you thought of a long and gracefully hanging panel of pleated georgette with picot edges to change the styling of the little satin or crepe frock?

**Fringed Taffeta Flowers With Central Particular Protection Should be Attributed to Bronze on Hat of Vivid Blue Gold Touched--Crested Flower Cutouts on White Horse Braid Blue Faced Suggest a Most Successful Color Hat Showing.**

THROUGHOUT the entire gamut of the season's vivid color range are the hats shown at Belle Hatch's Millinery Shop, 19th and Farnam. Nasturtium yellow and orange make lovely a straw and taffeta creation with quantities of handwork. EARLY spring days can work havoc on the fine textures of the face, neck, arms and hands. That is why it is so desirable to take advantage of the Wright-David Beauty Shop's offer for free demonstration of what may be accomplished by the Special Formula Preparation, No. 6 Baird Bldg., AT. 4332.

**Originality---Desirable Quality in Any Frock---Lovely When It Provides Widely Flowing Sleeves of Yarn Embroidered Net and Scallops Edged in Lace---Deep Net Yoke With Orange and Coral Piping Rolls Above Dress Body of Printed Gray Chiffon**

THE Marybelle Shoppe, Aquila Court, is original, the apparel loveliness of the desired originality of design. Becoming, very and decidedly distinctive the warm-toned tan frock with its wide full sleeves of net yarn embroidered in popples of exotic hue. Gray chiffon printed in roses is the little model with deep net yoke and wide hem band of net. A black satin has its front fullness shirred into a deep apron with interesting ornaments of pearls and rhinestones down the center front. A homespun coat of tan and brown stripes has wide yarn fringe round its edge. Blouse crepe and only \$24.50 the little sports frock with gold buttons on its white collar and an appliqued gold plaque at the front.



**Omaha Decorator of Interiors Becomes Associated With Furniture Store--- Interesting Plans for Decorating Submitted Free of Charge**

MRS. GRACE BONEKEMPER, consulting interior decorator, has become associated with the Brandt Furniture Store, Eighteenth and Douglas streets. Here one may consult with this interesting artist for suggestions of merit with the inspiration of furniture pieces of selective worth. A dull black occasional chair stands at the side of a lacquered cabinet of Chinese craftsmanship--a chair which carries a vision of gleaming beauty securely tied in its seat. Reminiscent of colonial days, ideal for the placing in a colonial home are the new natural finish maple pieces, tiny tables and Windsor chairs. Of a gracious exquisiteness are natural polished mahogany tables, authentic period reproductions, pieces unbelievably low in price, extraordinarily beautiful. A William and Mary cabinet with dull metal pulls on its tiny drawers has old ivory tinted birds lacquered across the drawer fronts, a Duncan Phyfe pie crust tilt-top table of marvelous natural mahogany has a center of cunning inlay, each flower and leaf a different wood. Brandt's will furnish the home complete, draperies, carpets, walls, woodwork, and furniture pieces and placing. Call at the store and get acquainted with Mrs. Bonekemper--her services are free of charge.

**On Tuesday and Wednesday of Next Week Free Facials Will Be Given by Specialist to All Who Buy One Jar of Cream.**

ON Tuesday and Wednesday of this week there will be given free with each purchase of a jar of McBeath's Osmotic Cream in the Belle Beauty Shop, 236 City National Bank Bldg., JA. 1785, a facial by a specialist from Paris and Vienna.

**Miniature National Flower Show Each Year at Omaha Flower Shop.**

JOHN BATH of the Bath Flower Shop, Eighteenth and Farnam streets, a lift member of the Society of American Florists, has just returned from the wonderful National Flower show at Kansas City. The Bath Shop presents a flower show in miniature each spring at Easter time, gorgeous pageantry of marvelous blossoms, gracefully growing potted plants and the no less lovely cut flowers. Make arrangements to send off of town flower gifts by wire.

**Cottage Cheese Stuffed Peppers Make a Delightfully Pretty Salad.**

OF a deliciousness that is green peppers, cottage cheese stuffed, sliced thin on head lettuce shredded. A salad for the warm days of early spring--richly nutritious if the cheese is that "fresh daily" kind which may be ordered from the Alamito Dairy, Jackson 2385. There's an special charm about the Alamito products for they're absolutely pure, perfect in pasteurization. A food product without parallel. Shades of fuchsia make lovely a hat of straw and taffeta, pansy trimmed.

*Polly*  
E. A. Farnam OMAHA

## Snapshot Pictures From Palm Beach Tell a Tale of Summer Fashions-to-Be Most Delightful in Contemplation

FROM Palm Beach come photographs of notables in the world of fashion--a forecasting of summer fashions most delightful. Big and soft are the washable chambray gloves worn without fail with short sleeved or long frocks. A predominance of the two-piece silk, flannel and kasha frocks. Coats of an enveloping nature, loosely voluminous. Tiny as humanly possible, the chic chapeaux that top the costume. Exquisite big soft georgette and chiffon scarfs drawn from the hat across the throat and down on the shoulders. White shoes with the bright print frocks, these with cut-out straps and a jeweled ornament on the instep. Gay and gorgeous will our summer be--Palm Beach mode setters have declared it so.



**Black Satin Ensembles of Moderate Pricing Turn a Dull Crepe Underside for Contrast ---for the Slender Figure Is the Pleated Satin Ensemble Coat With Front Coat Tie---Gorgeous New Coats of Regal Fur Bandings Suggest All Amazing Becomingness**

LA BOSCHINI INC., Hotel Fontenelle, presents the satin ensemble, long black coat over pretty little printed crepe frocks at \$59 and \$65. There's a swagger use of the new season's style detail that assures the entire success of these chic new ensembles. Of soft green wool material is a long coated ensemble embroidered in orative motif of tiny leaves of gold and black with narrow binding of black satin over a printed frock of green and white with a pleated jabot down the front. Coats, quite gorgeous, are sumptuously fur trimmed round their widely flared skirts with the tailored slinness that marks the season's mode, and the snug collars with tiny lapel decorations of clipped yarn flowers.

**Announcing a New Representation in Omaha for "Doris Reed" Dresses--All-American Designed and Made Modes for American Women**

DORIS REED, charming actress, herself designs and supervises the fashioning of individually styled frocks for the leading stars on the stage today--the actresses who recognize the value of "personality atmosphere." Among these are the two Gish girls and Mae McAvoy. All American in design and decoration has been chosen to sell these frocks in Omaha. The viewing of this model leads one to feel favored of the gods for it is a deep blue and white chiffon, printed pattern for one and only one dress, the shaped shoulders and neckline bound in primrose cloth with delicious appliqued flowers in the same shades, each flower outlined in soft yarn. A frock of knowing simplicity--the simplicity that is chic supreme, it is doubly attractive over gilt tending foundation of silver cloth. One of the loveliest coats seen this season is a "Bubble" shade jewel-tone, its collar, cuffs and low banding at the back of blue flying squirrel. Exquisite!

**Well Worth Visiting That Shoe Shop of Chic Modes in Aquila Court.**

THE Penn Delphis Shoe Store in Aquila Court has an entirely delightful showing of shoes in tailored and dress styles for early spring wear.

**"Larger Girls" Will Find Excellent Style Details in Dresses and Coats That Range From Size 42 to 48--The Season's New Colors and Fabrics in Wide Selection**

THOS. KILPATRICK & Co., Fifteenth and Douglas streets, have a splendid assemblage of dresses and coats for the larger girls. In those delightful new materials introduced this season in the woolen fabrics the coats are in black, tan, warm Bisque, Rosewood, Ashes of Roses, gray and rust and may be bought as low as \$39.50. And what very lovely styles are the dresses. A black and white striped novelty crepe has the interesting new rolled cuff of white with big linked pearl buttons and a long and narrow white tie. A black satin dress model has a suggestion of a close-fitting tunic below the waistline with the new strap cuffs faced back in tosse hanging ends of bright rose. Flat crepe is a black dress that achieves its ensemble effect by means of black and white printed crepe. A clever satin, black, at \$29.50 has a wide cream lace collar and three-quarter length sleeves. Very lovely too are the dresses in dark blue with introductions of color, handmade laces and embroidered nets. A very pretty frock of navy blue is priced as low as \$23.75. Each model the last word in style and quality of material and workmanship, this showing of apparel for the larger girls of all ages is a marvelous one.

**"A Gift of Silver Whether Sterling or Plate Lives Long in the Heart of the Possessor"--Omaha Jewel Shop Arranges Reed & Barton Silver Window--An Opportunity for Public to Compare Beauty of the Pompeian and the Sierra Plated Wear and the Lovely New Sterling Design, "Heritage"**

THE John Henrikson Jewel Shop, Sixteenth street and Capitol avenue, has arranged a Reed & Barton Silver window. In this window the buying public may view the comparative loveliness of the plated ware in French Gray Fluke, the Pompeian with its distinctive bit of designing, gracious shaping, and the Sierra, a design of conservative restraint. In between the two exhibitions of plated ware is the sterling service in The Heritage, a delightful design of delicacy and softness inspired by the Regency Period which followed the balistered period of Louis XIV. Henrikson silver is of the finest quality obtainable--silver from the representative silver manufacturers of the day--no danger of plunder merchandising--that deplorable taking advantage of the customer by merchant when one buys the silver service at Henrikson's. A satisfaction. The Reed & Barton people have prepared exquisitely illustrated booklets on all of their silver with a list of the entire service to be had in each design and they've a very lovely little gift booklet showing silver gift pieces of sumptuous beauty. Booklets which will be yours for the asking.