

# Let's Go Shopping With Polly

## Story of Specialty Shops Enumerates Lovely Notes That Proclaim the Easter Mode

FLORENCE CHAPMAN SMITH, in the Salon of Styleful Chapeaux at Goldstein-Chapman's presents hat models from famous houses of millinery modes with a perceptible favoring of the transparencies of broad in exquisite shades of Poudre Bleue, Cocca and Flamingo. A noticeable feature of these models is the treatment of crown and brim and the use of one or two large blossoms. Smart.

**CHOKERS FOLLOW COLORS OF SPRING CHAPEAUX**

MRS. CAHN of the Goldstein-Chapman Accessory Shop on the main floor presents for your consideration, Milady Shopper, the indestructible pearl chokers of pale orchid with amethyst cut clasp or the new blue shade with sapphire clasp, these at \$1 and \$1.50. All the season's latest shades may be chosen to correspond in tone to the hat above.

**DORSEY OPERA PUMPS IN BLONDE OR BLACK SATIN ASSURE EASTER SMARTNESS**

MRS. THORNTON in the Goldstein-Chapman Shoe Shop presents for your approval and delighted selection the "Dorsey" opera pump at \$6.95. These in either blonde or black satin with spike heel and a pretty stitched trim on rounded toe and smartly curving upper.

**KIDDIES WILL LOVE TO PROMENADE IN THESE PRETTY, NEW HATS AND COATS TO MATCH**

MISS ANN GREENBERG of the Goldstein-Chapman Kiddies Shop has just returned from New York with an exceptionally lovely line of hats and coats to match and a truly wonderful assemblage of dainty dresses at prices surprisingly moderate. Ensembles, too, in quite the grown-up manner, these at price quotations that invite comparison. My word for it, dear readers!

## The Woman Who Neglects Her Personal Appearance Neglects Her Best Interests

YES, madame, there is a safe, sane and sure way to remove superfluous hair in such a manner that it will never again cause embarrassment or worry. That way is the way of the Gray Beauty Shop, a process born of a skill that never fails. "The woman who neglects her personal appearance neglects her best interests," it has been said with a truth impressive. "We safely remove moles, warts and broken capillaries," states Irene Gray of the Gray Beauty Shop, 1718 Douglas, Atlantic 4127. A free consultation may be yours with Miss Gray. Ask for it.

**"Clean-Up and Make-Up for 50 Cents** Newest Discovery in Ways and Means to Beauty.

SUCH trying days these of early spring—and doesn't one's face get dirty and drawn? A reason why Miss Stacey of the Stacey Beauty shop, 201 Aquila Court, is giving so many of these "Clean-up and Make-up" originations at 50 cents. The emblem—Member of the National Hair Dressers' Association," on the door is your protection.

**Cut Crystal Perfume Bottles With Chisome Tops of Rose or Blue Chokers of Color or Filagree Metal Combine to Cast a Glamour Over Easter Shopping.**

THE T. L. Combs Jewel shop, 205 South Sixteenth street, offer many lovely things for the Easter gift seeker none more lovely than the individual perfume filled cut crystal bottles with tops of blue and rose chisome, \$1 each. In pearls and all of the new colored cut crystal beads and filagree metals are the chokers at from \$5.50 up, the exquisite two and four strands of pearls in necklaces with colored stone clasp at \$10 up. Exquisite that make Easter shopping an allurement.

**Quite the Easter Sentiment in Your Heart Is Found Expressed in the Cards of Shop "Just Round the Corner From Farnam."**

IN THE W. B. Dalley Stationery shop, 215 South Fifteenth street, one is sure to find an appropriate sentiment expression for the Easter love in one's heart. A fine selection of Bibles and testaments in the shop suggests a solving of the Easter gift problem.

**Easter Love Is Best Expressed by Flowers, Remember Mother, Wife, Sweetheart and Friends With Flowers on Easter Morning.**

THE John Bath Flower Shop, 18th and Farnam, renders a splendid service at Easter time, carrying your flower gifts to mother, wife, sweetheart, sister and friend. Every holiday finds a remarkable showing of rarely lovely blossoms in the John Bath Shop—but at Easter the assemblage surpasses all other holidays. A telephone call to Jackson 1906 will be an assurance of delivery of choice flowers in either Omaha or out-of-town on Easter morning.



## Omaha Milliner Returns From Pre-Easter Buying Trip Made That Milady Omaha Might Be Assured of the Latest and Loveliest of Spring and Summer Hat Modes

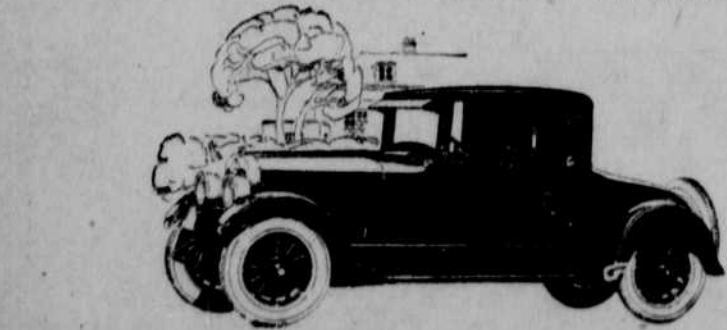
MISS MARBLE of the McArdle Millinery Shop, 1613 Farnam, has returned from a special pre-Easter buying trip made that Milady Omaha might be assured of Dame Mode's latest style decisions. Boxes of exotic decoration, alluring contents fill the confines of the charming McArdle shop. Your opportunity, madam, mademoiselle.

**There's a Great Interest in the United States Today for Early American Furniture—Fine Papers, Must Be Used to Achieve the Proper Background for Fine Furniture.**

THE Brandeis Wallpaper Department has a staff of skilled experts under the management of Mr. Burrell, who are fully informed as to the proper papers required by early colonial furniture pieces. Their stock of wallpaper is as fine as can be found anywhere and the prices are decidedly moderate. A satisfaction. Let them help you plan your home decorations.

**"Gertrude Shoppe" Interesting Shop Vendor of Viands Delectable.**

MRS. JOHN W. WELCH of Cherrycroft is "at home" in the new Gertrude Shoppe, Sixteenth and Farnam. Deliciously at home one might say, for she is serving freshly made coffee at all hours of the day with a choice offering of Danish and French pastries made from Mrs. Welch's own recipes. Surprises for one's guests, delightful ones will be on your luncheon menu if you leave orders with the Gertrude Shoppe. An achievement of last week was a birthday cake which served 400 people.



*A miracle has shaken all the land,  
Each reed and stem becomes an Aaron's rod,  
A green light leaps the hills—the tall trees stand,  
And lift their glad eyes to the face of God.  
O heart—what is this strange, amazing thing?  
What is this stirring of the old, old dead?  
Forget your grief, look up and laugh and sing.*

*"I am the resurrection," Jesus said.  
"I am the resurrection and the life,"  
"If a man die—then shall he live again?"  
Lo, all the earth with loveliness is rife,  
Hope's torch lights up the winding ways of men.  
The dawn is on the hills—the night has fled—  
"Let not your hearts be troubled," Jesus said.  
—MIRACLE, By Grace Noll Crowell.*



## Members of the Junior League Model These Two Stunning Creations---Vivid Brown Coat With High Standing Collar Banded in Baby Beaver Above Lavishly Gold Threaded Motif---Ensemble of Navy Blue Wool Coat Swankily Severe Over Quaintly Blue Blocked White Crepe Frock Blue Yarn Embroidered the Vestee of White Organdie Interestingly 'Broidered and Crystal Buttoned

LA BOSCHINI'S, INC., Hotel Fontenelle, 18th and Douglas, dressed two Junior League models for the Style Revue at the Athletic Club the other noon. A dainty little person appeared lovely indeed in the vivid brown coat with alien fur, Baby Beaver, in narrow banding at the coat collar and sleeve ends above intricately worked in heavy gold threads. Tall and stately as a former queen of Ak-Sar-Ben should be was the wearer of a navy blue ensemble, severely tailored wool coat over white crepe frock of quaint blue blocked design, the side pleats on either side held in place by decorative blue yarn embroidery. An interesting style feature of this frock is the white organdie vestee crystal buttoned. La Boschini's little street frocks are of decided interest this spring, dashing affairs of broidered and buttoned crepe at \$55. And of what a charmfulness the amazingly full and fluttering chiffon frocks of flower coloring that are apt to perch a French flower in precarious position at the shoulder line. Always known for swagger coat selections, La Boschini's spring coats are of extraordinary loveliness. Demurely tailored are the coats of navy, black and tan with invisible stripes and blockings. Everything for every woman at La Boschini's this season. "It's quite, quite true.

## "Givotorsky" Signs Hand Painted Doris Reid Dress--Black Coated Costume of Chenella Satin Lines Coat in White Moire--Gray Georgette Weights Skirt in Cutout Border of Cretonne Appliqued in Gilt

M. GAVOY, INC., Aquila court, have just received a charming group of Doris Reid models. "Givotorsky" signs his name along the border of the fringed shawl, hand-painted to match a quilt frock—the design, softly merging, discolor purple and rose shadowed hollyhocks of a newness truly charming. Following the new mode is a beige and Flamingo costume, all georgette, the coat lined in the big figured crepe that lends such smartness to the dress. Silver dyed Fitch makes of the black satin and kasha coat a marvel of loveliness. Alluring indeed, the separate satin scarf centered in Silver Fitch. Champagne kasha, the costume that matches its faille lining to a frock of the same, the decoration hand-forgotten bands. Quite the loveliest of the new two-piece sports frocks is one of rare Titian georgette banded in gilded kid—the coat of georgette, trimly tailored.

## "Not the Least Advantage of Cadillac Ownership Is the Consciousness of Having a Fine Motor Car---This Feeling Constantly Renewed in the Sense of Security Born of Its Performance, the Luxury of Its Comfort and Appointments and in the Matchless Grace of Its Distinctive Lines."

NOT the least advantage of Cadillac ownership is the consciousness of having a fine motor car. This feeling is constantly renewed in the sense of security born of its performance, in the luxury of its comfort and appointments, and in the matchless grace of its distinctive lines.

As a result, the Cadillac has naturally attracted to itself a most discriminating clientele. Among those motorists who habitually seek the ultimate degree of refinement in their possessions, it long ago won recognition as a motor car of unusual worth and distinction.

With the addition of the new custom built bodies to a line already superior in point of excellence, there is offered that last degree of refined elegance which has usually been associated only with costly foreign cars or the product of individual custom body builders. These beautiful bodies are designed for those who desire exclusiveness without needless expense or depreciation. They are mounted on the tried and proved V-63 chassis, and an inspection will show that in these new Cadillac coachmakers' craft has found its supreme achievement. The J. H. Hansen Cadillac Co., 25th and Farnam, presents two interesting cars for spring. The Cadillac Custom Imperial fulfills every requirement of the most exacting social occasions. Designed primarily as a chauffeur-driven car, it is readily converted for personal use by lowering the glass partition. Of exquisite decorative detail, this is a car of 138-inch wheelbase. The Cadillac Custom Coupe for two is in pleasing proportions in harmonious color effects and its interior appointments are an achievement of Cadillac designers and craftsmen. It may be had with extra seats within the deck or the space may be reserved for luggage.

## Families Get Together in Downtown Dining Room; Buy a Family Ticket and Save Dollars Daily

PAUL'S METROPOLITAN DINING ROOM, Hotel Keen, 15th and Harney, extends a pleasing hospitality to family groups dining in jolly sociability that is a part of the pleasure of early spring. Too early for the parting of the ways that summer vacationing brings it is an excellent time to really get together and Paul's ticket plan saves many dollars on daily dining. Delectable dishes are to be found on the spring menus now.

**For the Easter Style Show What Could Be More Lovely Than a New Ring Mounting in White Gold or Platinum—New Beauty For Your Diamonds.**

THE Reese Jewelry Store, Sixteenth and Harney, have a very extensive showing of moderately priced ring mountings in white gold and platinum, new beauty for the old diamonds. Just the touch desired for the dainty Easter costume! If you do not find in their showing the piece required for the mounting of your stones—the Reese jewel artists will make to order the type of jewel piece you have in mind.

**"Eau-Sublime" Hair Dye Par Excellence Achieves Results of Amazing Beauty.**

"EAU-SUBLIME" the hair dye which is used with such beautiful results in the Sanitary Hair Dressing shop, 310 Paxton block, JA. 4671, may be ordered by mail for use in your own home. New! You can also send in your hair combing to have switches or small hair pieces made up. A lovely transformation to cover the whole head was finished the other day—a marvel for make to order the type of jewel piece you have in mind.

## Quality Accountable for the "Comeback" of Five Customers in One Afternoon

LOUISE HEITMAN of the Heitman Hat Shop, Athletic Club Bldg., 15th and Douglas, took not a little pleasure the other afternoon in the fact that five of her ladies were "comeback" customers because of "Quality" that much desired point in favor of the spring and summer chapeaux. Quality of fabric, silks, ribbons, straws and braids assures longer smartness for the hat, no fading nor slouchy losing of shape when the maker of a hat has considered the quality of this product, no following loss of smartness for the buyer of the product. You will find much of interest at Heitman's this spring.

**When You Plan Your Easter Sunday Special Formula Preparations Introduced in This Shop During Week, Dinner Be Sure That the Dairy Products Are Perfectly Pasteurized by Approved Modern Methods.**

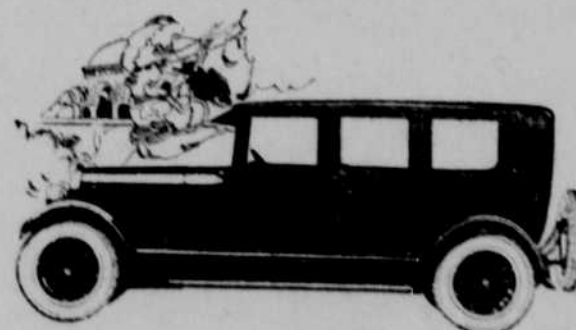
THE DREYFOLD Beauty Shop, 544 World-Herald building, Fifteenth and Farnam, AT. 5943, announces free facials during demonstration week for the Special Formula for the Easter dinner per-mula Preparations. Exquisite perfectly pasteurized products that also assure deliciousness of the foods served. A satisfaction. Order without fail—the obligation today for delivery on Easter Day—incurred in any way. The demonstration is given by way of education in the products.

THE Alamito Dairy, 26th and Leavenworth, JA. 2585, will further announce free facials during demonstration week for the Special Formula for the Easter dinner per-mula Preparations. Exquisite perfectly pasteurized products that also assure deliciousness of the foods served. A satisfaction. Order without fail—the obligation today for delivery on Easter Day—incurred in any way. The demonstration is given by way of education in the products.



## The Gracious Lure That Is Truly Feminine Is Embodied in the Lingerie Frock of Lace Voile and Fine Embroideries Over Foundation Frock of Chiffon of the Stuff That Fashions Dreams ---The Very Full and Petal Scalloped Chiffon Color Frocks

LOVELY faces an naturelle or dyed in hue to match the color tone of the voile or net of the lingerie frock they adorn are but a part of the charm of the new dresses stealthily stolen from crisp tissue wrappings in their individual boxes in the Marybelle Shoppe, Aquila Court. A coral chiffon is lace centered and bordered—all coral. Macramé lace that is cut in design by acid is the individual decoration of a beige georgette with long and graceful tunic. Lavain green is the voile frock, straight and slim with gorgeous bandings of cutout embroideries and widely scalloped flit, this all Lavain green, with narrow streamers of green moire ribbon. An amber chiffon uses the medium of tiny tucks in effective manner over its shimmering body—lovely. Rainbow ribbon sash is the tantalizing touch of color on a square meshed lace frock with all-over embroidered design in silken threads—this over chiffon foundation.



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