

Let's Go Shopping With Polly

Four Corset Specialists in Attendance at Newly Enlarged and Decorated Corset and Brassiere Salon in Big Downtown Store--an Assurance of Styleful Silhouette Molding

HERZBERG'S now have four skilled corsetieres in attendance upon Milady Fashion who visits the exquisitely decorated and enlarged salon on the mazzanine floor of the store, 1519 Douglas. Here it is possible to find the ultra-modish models featured in every big city of America--style molders individualized by the intelligent fitters at all times in attendance. An experience wholly pleasant awaits the shopper in this pretty place.

Unusually Successful Are the Hair Dyeing Results Achieved at This Beauty Shop. THE Schadel Beauty shop, 1522 Douglas, J.A. 2870, has attained a reputation of excellence in the hair dyeing done in their shop. Every "head" is indeed a work of art, discreetly colored, a renewing of the natural hair beauty of the person in the chair. A suggestion for Easter beautifying.

French Cotton Crepes Fashion's "Last Word" Fashionably Speaking. THE SILK SHOP, 1517 Douglas, suggests for the fashioning of the new summer frock loveliness that pretty new French cotton crepe, in an alluring variation of colors, the soft surface of the crepe, broken by dainty stripes and dropstitches, this fabric of importation is a true \$1.50 value, and may be bought for 95c. News to note!

One Week Before Easter Sounds Shopping Call to Hundreds of Omaha Women--Shops in Readiness for Big Crowds Throughout Week

NEVER have the shops been filled with more enticing creations--for this is a season of those delightfully becoming fur softnesses round the neckline, the richly sumptuous fabrics in both silk and wool, a flattering grace of line and silhouette. Spring and Easter, 1925. Anticipating a very large shopping crowd throughout this week preceding Easter, many Omaha stores have arranged for an extra sales force. At your service, madam, madam, shopping.

A Special Purchase of Diamond Rings Suggests Easter Gifting at Prices Phenomenally Low

THE John Henrickson Jewel Shop, 16th and Capitol, have made a special purchase of diamond rings which they've priced phenomenally low. Exquisitely mounted in Dame Mode's smartest designs of the season--intricacies of pierced work that assure marvelous beauty to the stone mounted therein. Of perfection unquestioned are the diamonds in this purchase, each stone weighing one-half carat, the rings are offered at a special price of \$150. Of moderate pricing, too, are the bairpins shown to the buyer of the Easter Jewel gift--exquisitely in white gold and platinum.

Hairdresser Artist of Omaha Shop in Fashionable West Farnam District Announces Reduction in Price for Permanent Waving--"An Easter Special"

LORENZO, artist hairdresser, whose consummate skill was gained in establishments of note on the continent, conducts a smart shop at 109 North 50th Street, the Maison Lorenzo, Walnut 8014, and here it is that one may enjoy the finer points of beautifying. Hair dyeing--oh, but madame, Lorenzo is a past master in that art. You should experience his skill! A specialist, too, in permanent waving, he offers as an Easter special a permanent wave of the entire head for \$25. Joanne Kent, well-known marcel waver in Omaha beauty shop circles, has but recently joined the Maison Lorenzo staff. Interesting.

Home From Market Milliner An-Send Flowers Out of Town by Tele-Shop. Graph Service From New Flower Shop.

MISS FLANAGAN of the Aquilla Court, Second Floor Hat Shoppe is home from the market and is glad to assure her clientele that among the black and colored trans- not only take care of your Omaha parent hat models she will be able to flower gift orders for Easter, but will to "hint" everyone. Fashion's latest telegraph your gift out of town as style note.

Omaha Millinery Company Opens Great Showroom for Retail Selling of Styleful Chapeaux at Fourteenth and Farnam

THE Masterson Millinery company, long established and well-known millinery house of Omaha, have opened a smartly spacious showroom for hat selling in the former location of the Eldridge Importing company, Fourteenth and Farnam. Designed and made in the Masterson work-rooms are hundreds of lovely new models, while there is in addition many chic pattern hats from eastern houses. There's a representation of every known and charming new hat modeling at a price range from \$3.50 to \$10. Interesting.

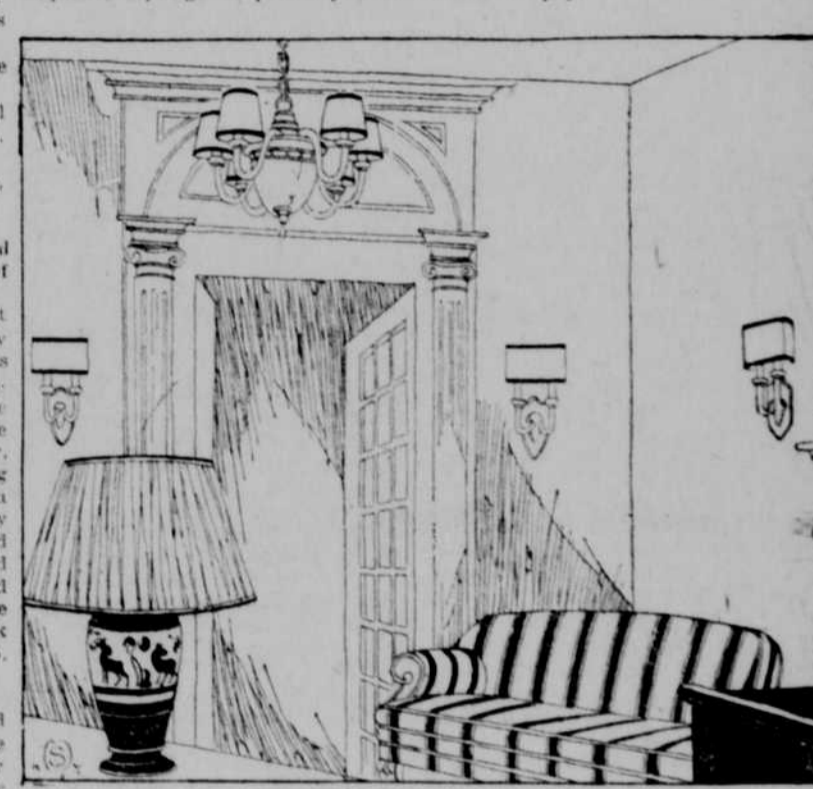
Buttermilk Starting Feed for Baby There's a Fascination in the Color Chicks. Hat En Masse.

THE C. A. Ranney Seed company, 1304 Farnam street, is ready to render excellent service in the way of furnishing food and experi- enced instructions for the raising of baby chicks. "Conkey's Buttermilk Starting Feed contains just what the pretty little baby chicks need to com- bat the four enemies that want to kill baby chicks--cold, drafts, damp- ness and improper feeding. Seed for the Conkey booklet, which out- lines results to be attained by the use of Conkey's Buttermilk Starting Feed, Growing Mash and Laying Mash, is a wired rose cup with curving Mash, luncheon plate.

THE BELLE HATCH Millinery Shop, Nineteenth and Farnam, presents the color hat in all of the fascination gained by color models en masse. In that pleasing soft and hand-woven braid is an ombre shaded crown ornamentation of spirally winding bands of rose and pink geor- gette with a circling of painted gold leaves on the crown back ground. Sweet!

Rose Granite Pillar Inspiration for Silk Drapes in New Millinery Show Window on Sixteenth Street--Black and White Hat and Scarf Set of Marvelous Becomingness Among Models Exhibited

IN THE new show window of the Strong-Warner Millinery shop, 215 South Sixteenth street, the rose granite pillar in the center of the win- dow has been the motif of color, inspiring the fringed rose silk drapes. Stunning new models of millinery are those introduced by Mrs. Wilson style expert, who presides in this shop. Worthy of serious consideration by the smart young matron is a black crepe hat and scarf with stunning hand crocheted flower-decoration, big morning glories of white wool. There's a large showing of lovely new models in this prettily decorated hat shop, exquisite stylings at prices you can afford to pay.



Real Wool Tapestry Impressively Effective Covers Cushions of Chair Specially Priced for Easter Week Buying--Governor Winthrop Desk Has Authentic Reproductions of Decorative Detail--Empire Sofa of Finely Selected Mahogany a Beauty Revelation

THE Skans Furniture store, Twentieth and Farnam streets, offers much of interest to the Easter week shoppers. Of beautiful walnut is a chair big and comfy in form and fashioning the reversible cushion in seat and the high back covered by a decorative wool tapestry most lovely. This, an English Coxwell chair, is offered at the special price of \$70 and if one buys a wide, low stool of matching materials the price is \$30 or \$100 for the two pieces. A Governor Winthrop desk, solid mahogany, full size and authentic reproduced from the original that has serpentine front, antique metal pulls ball and claw feet and secret drawers is \$35. And there's a fascinating grace about the Empire sofa, low and deep, upholstered in taupe and rose mohair, hand carved spread wing and claw feet, a "find" at \$185.

Anna Q. Nilson, movie star, has received as a gift from a Norwegian watchmaker, a platinum ring, which when unannounced, revealed a set of lip rouge to be used with discretion while peeping into the mirror on the back of the finger ring watch. Unique!

Exquisitely Tinted Easter Greeting Cards Having All of the Personal Appeal of a Letter Found in One Shop

J. NABSTEDT'S STUDIO SHOP, 5th Floor Brown Block, 16th and Douglas, presents wholly diverting new Easter greeting cards. Exquisite in color is decorated stationery with greetings that carry all of the charm of a personal letter. A tiny decorated card with an engraved greeting is but 5c. Specialized greetings to mother, husband, wife, sister, etc., are 5c, 10c, 15c and 25c. As elaborate as one's tastes demand may be the card selected at Nabstedt's. Truly exquisite, the poetized fold- ers at \$1.

Easter Potted Plants Five and Six Kinds in One Pot With Generous Growing Ferns \$2.50 to \$5.

THE Petersen Bros. Flower Shop, 1714 Farnam, Ja. 1046, are clever originators of holiday flower presentations and this Easter they've arranged wholly individual massings of plants in one pot rich rose, flaming magenta, white that is mountain daisy or Easter lily with background of luxurious growing ferns, the whole gift ornamented in crepe paper and offered at \$2.50 to \$5.

An Absolute Necessity Is the Cleaning of Dainty Apparel for the Festival of Easter.

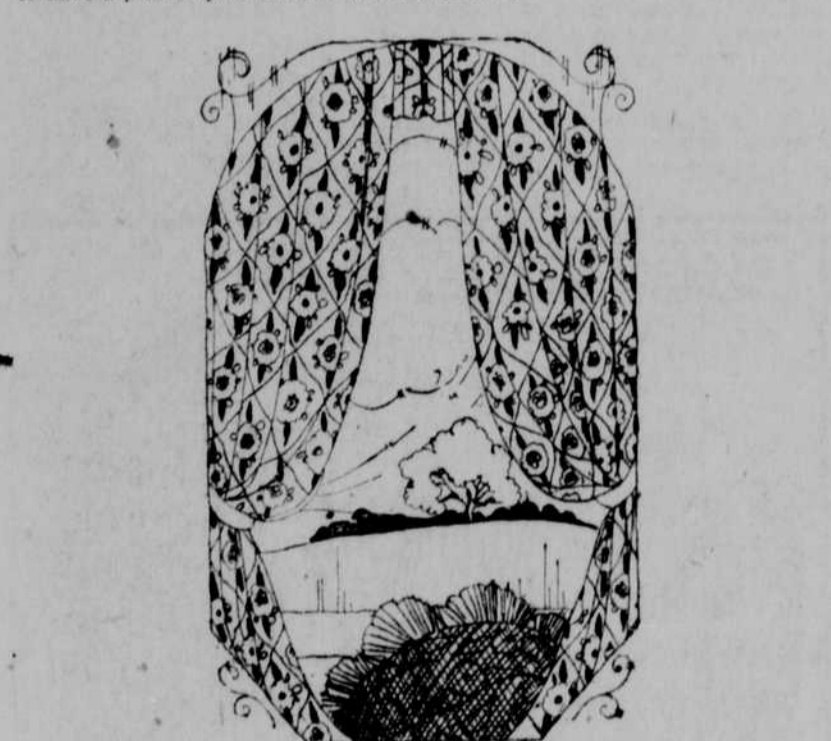
DRESHER BROS., 224 and Farnam, A.P. 0345, have processes of cleaning the light apparel of Easter time that have proved entire- ly successful. An assurance of longer service is yours when you use Dresher's cleaning ways.

"Dress Up Week" for the Boys and Girls.

THE Children's Shop, Aquila Court, is having "Dress Up Week" for this, the last week before Easter Sunday. Lovely new frocks and coats for the dainty little girls, smartly tailored suits and top coats for the boys. Everything for the kiddies will be found in this shop at prices moderately low.

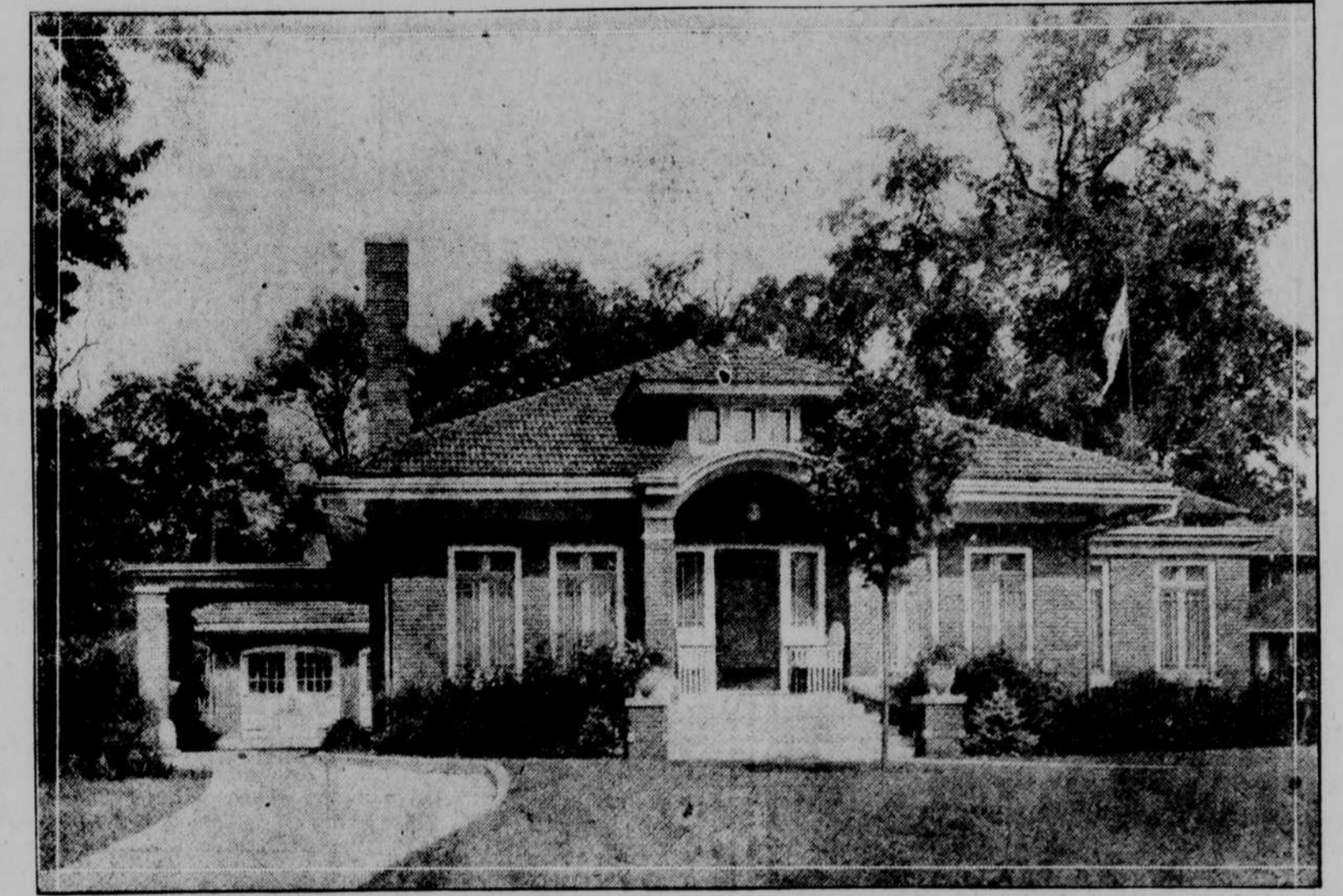
The Little Two-Piece Sports Frock Calls for Skilled Pleating Work--Printed Crepes Are More Lovely When Flaunting the Pleated Panels

REVIVAL of pleated styles makes the Ideal Button and Pleating com- pany, third floor Brown block, Sixteenth and Douglas streets, a very busy place this spring. The smart little two-piece sports frocks owe much of their smartness to their pleated skirts, the printed crepes are sure to have a pleated panel or two at front or sides.



Much of Decorativeness in the Home Interior May Be Achieved by Discriminating Selection of Window Draperies--Silks, Grenadines, Lace Panels and Casement Cloths Suggested Treatments for the "Eyes of the Home"

HARTMAN'S drapery department is a gay and gorgeous place in which to revel for an hour or two planning the new window treatments for that home of yours. Exotic as anyone could wish--absolute transfor- mation for that summer interior--are the silks in 50-inch width at \$3.95 and \$4.25, with pretty fringes for their finishing at 25c to 65c a yard. Grenadines--a new fabric resembling voile--are very smart for curtaining the while cross bars a contrast to colors of brilliant effectiveness--these in 36- inch width at from \$5c to \$1.25. Lovely for hanging in the dining and living rooms are the lace panels at \$4.45 and \$4.95 each, with a three-inch fringe and ready for hanging. Figured casement cloths leave nothing in smartness to be desired for they are natural in coloring, an assurance of blending ar- tistically with everything, the 36-inch width at \$2.25 and the 50-inch width at \$2.60. Attractive.



The Use of Hy-Tex Brick, a Versatile Material With Its Multiplicity of Colors and Texture Bonds and Patterns, Appeals to Persons of the Most Divergent Tastes

SPRING, beautiful spring, most exquisite time of all the year, is an ideal time in which to plan the building of your own home. Visit the Hydraulic Press Brick Company's showroom in the Woodmen of the World Bldg., at 14th and Farnam. A viewing of the Hy-Tex brick in natural beauty of mar- mor color combination as the brick would appear in the walls of your home is proof conclusive that Hy-Tex brick appeals to persons of the most divergent tastes. Of basic importance in the building of a house are the considerations of economy, durability, safety, comfort and beauty.

Of these, economy is perhaps the chief, if it does not indeed practically cover all the others. You have a certain sum you can afford to put into a home and you wish to spend every dollar of it to the best advantage. Economy, however, means very much more than a saving in the first outlay. You may feel at the start that in building you have saved something on certain expenditures, but it would be poor economy to discover that it was at the expense of durability. You could not afford to build insecurely or of poor material, so that with the first change of weather your house would begin to run down. Your initial economy would look very pitiful when it was checked off by repairs of all kinds and the general cost of maintenance. You cannot afford to save on cheap material for it is dearest in the end. Nor would you very seriously regard it an economy to build of flimsy material that, in case of fire, would endanger your safety and that of your family at any time. If "safety first" means anything, it means safety in your home, where you seek to protect from harm the most sacred possessions of your life.

Then you could not consider it economical, if you found that the very purpose for which you build your house, comfort, protection against the elements, was defeated by the discomforts which your mistaken economy had been the cause of. Finally, when you come to think about it, you will find that beauty in the appearance of your house is also a matter of economy. The external appearance of a house indicates the character of the occupant. Ugly, dilapidated, run-down, a house tells the passerby what kind of a man lives within. Attractive, neat, kept-up, your house indicates your substantial standing in the community.

The decision--the new home shall be built of Hy-Tex. The approximate cost of building a home like the one pictured, of this well-known art brick, would be about \$8,000. Are you interested? Write for color prints of various Hy-Tex brick with pretty home booklet.

Easter Candies Inspire a Generous Gifting.

MISS HUNTER'S Candy Shop, Elks' Club building, Eighteenth and Dodge, is gayly resplendent with Easter candies. Bunnies individually boxed, 25c. Eleven varieties of chocolate covered Easter eggs come in a cardboard carton for 60c, or may be bought at 10c each. Tiny and brightly colored are candy chicks at 10c and 15c. Of particular excellence are the finely flav- ored small eggs at 50c a pound. Of course you've tried Mrs. Hunter's Victoria Toffee, chocolate and nut covered. Delicious!

Reblock That Lovely Straw Hat for New Season Service.

ANY women have exquisitely woven straw hats, many of them imported, which but need to be reblocked to a new serviceabil- ity. The Kruger Hat Shop, 303 Bar- ber Block, 15th and Farnam, do all mountings, an entire stock of them are offered at one-half price. And there are lovely ivory, amber and tortoise shell sets for the dressing table at the same reduction. Mail orders during sale will be promptly filled.

Sterling Silver Reduced One-Fourth; William and Mary, Mary Sec., Chateau Thierry, Lansdowne, King Albert, Etruscan and Della Robbia Suggest Immediate Purchase; Sterling Silver Individual Pepper and Salt Shakers, \$2.50 for Set of Six; Startling Sale Values

THERE'S a really remarkable sale being held at the jewelry shop of Louis Borshelm, 504 South 16th Street. It is possible to fill in pieces of an established sterling design, to buy an entirely new service or to select quality plated ware of decided desirability. An Easter gift or two or three--indeed yes. There's a dear little 16-jewel, 25-year, white gold-case wrist watch with a dainty sapphire crown at \$8.75. Platinum and white gold ring mountings, an entire stock of them are offered at one-half price. And there are lovely ivory, amber and tortoise shell sets for the dressing table at the same reduction. Mail orders during sale will be promptly filled.

Dainty Shades in Cleverly Styled Fownes Gloves Promise Much of Smartness for Easter Morning.

AYDEN Bros. glove department present for your approval very cleverly styled Fownes gloves in fashion favored shades of the sea- son; each pair an achievement in the art of glove making. In tan, mode black and white is a flared fell pair, tiny pointed godets of contrasting shade inset in the flaring, \$4.75 a pair. Effective indeed are the softly finished suede gloves heavily stitched across the top with unique applique flowers of white on the cuffs, \$5. And there are quaint little gloves whose daintiness is emphasized by a silk lining in their tailored cuffs, \$5.25, these also of suede.

An umbrella parasol that seemed particularly fitting for my purchase this week was a navy silk of sturdy manufacture, the handle a wood, hand carved and colored, a "Polly" head if you please! In all colors these umbrella-parasols are \$12.50.

At Easter Time One Gives Thought to Such Diverting Fashion Possibilities as the Satin Ensemble--The Rarely Lovely Scarf of Soft Toned Fox--The Dainty Semi-Pump, Ribbon Tied, With Its Decided Suitability for Every Occasion

THOMPSON-BELDEN'S present for Easter fashion followers the new satin or georgette ensemble. Of a swagger swish are the lines of the black satin coat over white tunic frock metal embroidered--a soft poudre blue frock under very loose outer coat is the interesting feature of another ensemble. Then there is that charming chinchilla fur-weighted georgette coat over georgette dress of lace decoration. An amazing value at \$75. Very smart little printed crepe frocks at \$15. A coat showing to satisfy is the one at Thompson-Belden's--the luxuriously effective fur-trimmed model, the swank and plain tailored model.

As Princely in Beauty as Your Purse May Contrive Those Easter Pieces of Furry Loveliness--Dyed White Fox Scarfs--The Ensemble Chokers.

MISS SCHONBERG of Thompson-Belden's fur department has lovely furs in readiness for the Easter promenade. Great fluffy, white foxes have been dyed in the newest style colors, Ashes of Roses, Steel, Havana Brown and Amber, \$59.75. "In my opinion they're really worth twice as much. Silken scarf ended the ensemble chokers of entire becoming, \$19.75.

Semi-Pumps With Smart Little Colonial Tongues and the Pretty Wide Ribbon Tie That Pronounces Them Advance Season Modes Suggest Smart Easter Wear--Other Shoe Models for Day and Evening Wear.

M. FAIRMAN of Thompson-Belden's shoe department presents a delightful new model for Easter wear. A pump cut high at the sides with the pretty rounded toe, colonial tongue under wide ribbon tie and a covered box heel assure Easter morning chic. These in tan Naco, black kid, light brown kid, are a revelation in smartness, the price most moderate, \$9. Other stunning models for every fashion, day and evening wear, are priced from \$8 to \$10 and assure entire smartness and decided suitability to the occasion.

Polly
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