



# Let's Go Shopping With Polly



**"Old Timey" Braids and Straws**  
 According to Millinery Authority,  
**LORENCE PAXTON SMITH** at  
 Goldstein-Chapman's Salon of  
 Chapeaux Charmant declares  
 that these "old timey" braids and  
 straws are back to stay. Hurray—  
 say we—for could anything be more  
 ravishing, more satisfying, more un-  
 deniably becoming than a great trans-  
 parency in greenish gold covered atop  
 in greenish blue with a twisted band  
 of blue velvet holding under its art-  
 fully tied bow a great rosey-rose?  
 Horsehair, bangkoks, leghorns, old-  
 timey—new-timey, a rather intri-  
 cately linked stylefulness.

**Are You Going to Meet Him Tonight?**  
 I MPORTANT question, very—the  
 answer, of course, being, "yes."  
 Imperative, then, that Miss Busi-  
 ness Woman take advantage of the  
 original "clean-up and makeup serv-  
 ice" given at the Stacey Beauty Shop,  
 201 Aquila Court, J.A. 4622. If you are  
 going out to dinner or just to the  
 theater, or if you feel the need of a  
 freshening up treatment after a try-  
 ing day's work, special appointments  
 will be made for shampoo, facial, hair-  
 cut, wave or manicure.

The new swagger bags have that  
 conveniently widespread "gate top"  
 and may be chosen in either blue or  
 red patent with arm straps of the  
 same and cunning fittings in their  
 silken interiors, \$4.95.

Sighed Siren 1:

"I love him, but it's blondes he loves,  
 My private Valentino;  
 Oh me, Oh my, why wasn't I  
 Created, an albino?"

Sighed Siren 2:

"Men won't believe how bad I am;  
 Of girls they make two classes;  
 The blonde and fair; and those whose hair  
 Is black as demi-tasses."

Sighed Siren 3:

"I shouldn't care if my hair were fair  
 Or black—or green as a parrot;  
 Why couldn't my head be something but red?  
 I feel like a walking carrot"

Sighed Siren 4:

Merely remarked, when she saw her hair  
 Was drab, where it once had glinted;  
 "It's lost its pep; I'd better step  
 Right out and have it tinted."

THREE OF THE SIRENS SIGHED.—And all four were sketched by John Held, Jr., in a winter issue of The Beautician.

## Service and Satisfaction Sacrificed to Create Fictitious "Bargains" in "Plunder Merchandising"—Buy Quality Trademarked Merchandise From Dealers Who Buy Only the Best.

THE John Henrikson Jewel Shop, Sixteenth and Capitol, always abreast of the times in merchandising policies, is much interested in the exploit-  
 ing of "plunder merchandising" which has wrought havoc with many business organizations. "Plunder merchandising" is buying on the part of the  
 merchant of stock not in accord with the highest ideals of selling quality. It is the poisonous growth of illegitimate competition between unscrup-  
 ulous "dollar chasers" who have little or no respect for public good and good will. There is nothing on the market which may safely be bought from  
 a "plunder merchant." If you buy a watch, you buy a timepiece which should prove reliable for years to come. Henrikson's feature the Gruen in  
 watches for both men and women. A 15-jewel Gruen in the new thin model is offered in this standard of quality watch at \$25—a 17-jewel for \$30 and  
 \$35 with the pretty fancy dial that makes this such a smart watch for a man's gift. Daintily wrought in every detail are the Gruen wrist watches  
 for girls who value the timekeeping qualities of this decorative ornament—a lovely gift at \$25.

## Interestingly Varied the Easter Sunday Menu Which Offers Fresh Strawberry Shortcake, Filet of Mignon With Fresh Mushroom Sauce, Easter Lamb, Roast New Turkey, and Fried Milk-Fed Chicken

PAULS Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney offers an interestingly varied menu for Easter Sunday with serv-  
 ice from 12:30 to 9 in the evening. Springtime delicacies delightful  
 to contemplate decide in favor of a family dinner at the Metropolitan; meats  
 rarely fine with new potatoes, asparagus young and tender, strawberries  
 on the top of shortcake for which Paul's pastry chef is known, green apple  
 pie, date pudding with whipped cream, frozen Nesselrode pudding and cake.  
 A deliciously prepared dinner no matter what the menu choice.



Of an unvariable charm are the  
 scarfs for every costume.

You'd Like to Have a Dainty  
 Luncheon Boxed—The Previous  
 Day's Pastries at Half Price—  
 Mother B's Orange Marmalade—  
 Home Baked Nut Bread.

SCHEFF delectable goodies one finds  
 at the Gertrude Shoppe, north-  
 west corner Sixteenth and Far-  
 nam, J.A. 3000. Cakes, big and small,  
 lavishly mixed with everything that's  
 good; tasteful sandwiches, salads—  
 everything that a hungry man or  
 woman would enjoy, is to be found  
 here. Phone before 10 in the morn-  
 ing and they'll box a luncheon for  
 you. Have you tried Mother B's  
 orange marmalade, 45c a jar, or a  
 loaf of that nut bread, 50c? A sug-  
 gestion—all of the previous day's  
 pastries are just one-half price.

Free Facials Given on Tuesday and  
 Wednesday—Soft Water Works  
 Wonders on Skin and Scalp.

THE Delft Beauty shop, 235 City  
 National Bank building, Six-  
 teenth and Harney, J.A. 1795,  
 announce that free facials will be  
 given on Tuesday and Wednesday, in-  
 troducing that marvelous cream, "Mc-  
 Beath's Osmotic." This is the shop  
 of soft water, so fine for skin and  
 scalp.

The Permanent Waving Season Is at  
 Hand—Ask About the "Eugene  
 Method"—Inecto Hair Dye.

THE Le Bijou Beauty Shop, 267  
 South Eighteenth street, AT.  
 0291, will tell you all about the  
 "Eugene method" of permanent wav-  
 ing which is proving such a great  
 success among a clientele extensive  
 indeed. For the spring hair dye—  
 Inecto—an absolutely harmless  
 dye," to quote one of the dyers of  
 this shop.

Gray of clouds—gray of platinum—  
 gray of your sweetheart's eyes, are  
 the new large pearls strung with al-  
 ternating small ones and a bit of  
 white gold for the clasping thereof—  
 choker length, \$10.

Five shades of that new and charm-  
 ing color, "old coral," are used in a  
 "feia hat model with georgette fac-  
 ing under a brim that is slightly wider  
 at the sides.

Experts in Hair Dyeing Accomplish  
 Wonders in Beautifying—No Need  
 to Regret the Graying Coiffure,  
 the Unbecoming "Streaks" of Gray.

AT the Schadel Beauty Shop,  
 1522 Douglas, J.A. 2870, there  
 are experts in the art of hair  
 dyeing who may be depended upon  
 to restore the bright and lovely beau-  
 ty of dulling and gray hair. Dye it—  
 rather have it dyed. You'll be en-  
 tirely satisfied with the work of these  
 specialists.

There's a fashion tendency that  
 turns the black lining of a light coat  
 to greet spring sunshine.

English Broadcloth in Pretty Stripes  
 That Copy the Silks in Color, Width  
 and Combinations of Narrow and  
 Wide Lines.

THE Silk Shop, 1517 Douglas, has  
 a splendid selection of those  
 stunning English broadcloths in  
 exquisite colorings, achieved by a  
 copying of the fascinating tub silks.  
 Absolutely "tubfast" these gorgeous  
 colors, in broadcloths of 36-inch width,  
 at 75c a yard.

On Easter Morning it Is Well to Give  
 a Wee Thought to the Keeping  
 Beautiful of the Pretty New Easter  
 Apparel.

DRESHER Brothers, Twenty-sec-  
 ond and Farnam, AT. 0245, will  
 keep your Easter apparel lovely  
 and clean for you. It would be well  
 to start this very spring season on  
 the acquirement of that Dresher  
 cleaning habit. A satisfaction.



## All 'Round the Town You'll Find No Lovelier Baby Frocks and Decorative Petticoats Than Those of Fine French Designing

THE Sady Importing Company, Aquila Court, have a truly marvelous ex-  
 hibition of just how lovely baby frocks and petticoats of the Gertrude  
 type can be when they're French designed. Hand embroidered, of a  
 stitchery infinitely fine on tucks, double collar and diminutive cuffs is a  
 frock at \$3 in sizes from infants to two years. Quaint fancy scallops finish the  
 skirt edge, neck and sleeves on another frock with an exquisite embroidery  
 by way of decoration. At \$5 there's a frock fine as any frock could be, a  
 patchwork oval the center of interest in its "bordered" decoration. Hand  
 patchwork is the interesting thing about another at \$3.50. Gertrude petti-  
 coats, those that button on the shoulder are accented and scalloped and em-  
 broidered and range from \$1.75 to \$3. Silken coats and satin quilts for the  
 crib or cab suggest lovely gifts for baby, the prices moderate.

## Really French and Handmade Are Frocks of Delicate Coloring at \$35---Wide Bands of Color at "Beginning" and "Ending" of Frock With Delicious Decoration Appliqued Flowers in Ribbened Organdies--- Heavy Faille Frock Striped in Sapphire Surprisingly Priced at \$25.

OMAHA'S fairest have flocked to La Boschin's, Hotel Fontenelle, thirteenth and Douglas, this week, for it was rumored that real French  
 dresses of hand fashioning were being sold at \$35. And sure enough! Have seen them for myself and they're much, much lovelier than the  
 French frocks shown at prices much higher. White voile, hand hemstitched in countless rows is collared and widely banded round skirt edge in  
 vivid gold—vari-colored flowers holding the bands in place—flowers fashioned from narrow bandings of picoté organdies. Hand-embroidered the  
 stems and leaves of dull, soft green that delightfully finish the flower motif. A creation from France and but \$35! Heavy silk faille, white with wide  
 bands of sapphire is a stylishly tailored frock buttoned closely down the front by heavy white pearl buttons. Smart, quite so, and its price but \$25.  
 For that chic little all round frock is an all over box pleated frock, the loose chain stitching that holds the pleats in place loosened about 10 inches  
 from the hem edge. White organdie collars use the tan of the frock and a dainty green to cord the collar edge. There's a most interesting little  
 crepe frock, blonde for fashion coloring, its style details of the latest, a find at \$50. Of richly vivid colors are the Italian straw sports hats novel  
 decorative in their woven designs, \$15. Bangkoks velvet bound with nonchalantly placed flowers, ribbons and feathers comprise the La Boschin hat  
 collection. New!

## Springtime Is Graduation Time---Anniversary Time and June Bride Time--All Important Gifting Occasions--- Big Jewelry Sale Suggests Substantial Savings on Sterling Silver of Known Quality--- Tuesday Is "Diamond Day."

THE Louis A. Borsheim Jewel Shop, 504 South Sixteenth street, is having a jewel sale at a very interesting time of the year, the time when grad-  
 uation, wedding, and anniversary occasions are soon to take place. Everything in the store is reduced and you will find a remarkably large stock  
 from which to make selections. So very successful was the reception accorded the white gold wrist watches with sapphire stem tips that they have  
 managed to get a few more to sell at the same price, \$3.75. Special for this week—Monday selling only—are silver-plated bread trays with handles,  
 \$6.50 value at \$1.50. Sterling silver in well-known and loved designs is offered at 25 per cent off the original and standard price; an opportunity to  
 fill in your flat silver service in these designs. Watch Monday night's advertisement in The Bee—it will be a revelation in diamond values—for  
 Tuesday is diamond day. Interesting.

## "Specials" in Fancy Framed and Ven- etian Mirrors—Picture Cords of Fine Quality.

THE Brandeis picture department,  
 6th floor, have special prices on  
 mirrors this week. Attractively  
 framed or in that new Venetian ef-  
 fact without frame these exquisite  
 home decorations range in price from  
 \$3.95 to \$14.75. Picture cords from  
 which to hang the mirrors come in  
 colors to match drapes or rugs and  
 are priced at 98c and \$1.39 for the  
 single, \$1.49 for the double cords. A  
 suggestion—the small rooms may be  
 made more spacious by the clever use  
 of mirrors.

Widely Different the Two Hats Seen  
 in Smart Shop This Week.

MRS FLANAGAN of the second  
 floor Aquila Hat Shop presents  
 many and different types of  
 fashionable chapeaux. Newest of the  
 new a wide brimmed satin of black  
 white-faced, and for the chic tailoress  
 wear, a bangkok ribbon trimmed in  
 a warm tan and brown.

## Socks for the Youngsters Are Spe- cially Priced.

IF you are a very small person—  
 4 to 6 1/2—you'll take much de-  
 clusive shop which caters to the  
 light in wearing those new white silk  
 discriminating choicer of the costume  
 and wool socks at the Children's Shop  
 offers him "Peter Rabbit," a Volland  
 Aquila Court. Values of ordinary 7 1/2  
 edition—fascinating thing. pricing, they're offered at 59c.

## Monday After Easter Sunday Begins Big Sale Clearance at Exclusive Shop in Aquila Court---Coats, Ensembles, Frocks for Day and Evening Wear--- 'Tis a Buying Opportunity of Interest

CLEARING way for the arrival of early summer merchandise is the sale  
 at the Marjelle Shoppe, Aquila Court, beginning on Monday morning  
 after Easter. Those of you who bought at such a saving at the last  
 season clearance at the Marjelle shop will know the advantage of attend-  
 ing this event. Coats plain and fur trimmed, ensembles trimly tailored and  
 lavishly decorated, sports frocks and dresses for day and evening wear—  
 this is a sale of exceptional interest.

## Chokers of Pearls in White and Color Also the Modish Colored Stones and Those Metallic Marvels in Filigree.

THE Reese Jewelry store, Six-  
 teenth and Harney, suggest for  
 early spring modishness the  
 new chokers of pearls in white and  
 pastel colorings, also the bright  
 stones and filigree metal in a price  
 range from \$2 up. Quite the fitting  
 finish for milady's spring costume.



Exquisite new bags mark the  
 spring style season.

## New Flower Shop Changes Name, "A Flower by Any Other Name Would Be as Sweet" and All of That.

THE Douglas Flower shop owned  
 by Miss June Rose has an ex-  
 ceptional change of name—it long  
 silver tassel sways with every  
 is now known as "Babe's Flower  
 Shop" and may be reached by phon-  
 ing JA. 6536. If you'd visit it  
 flower paneled interior 'tis at 205  
 South Fifteenth street.

Margaret Auglin in "Footloose" at  
 the Brandeis this week carried a fan  
 wa sensation. enthusiastically  
 stated the maker of the new bags.

## Ziegfeld Dinner Dance Mesh Bags Fashion's Latest Lovely Foible.

THE KROYER JEWEL SHOP,  
 main floor Aquila Court, intro-  
 duces to Omaha's elite the  
 Ziegfeld Dinner Dance Mesh Bag.  
 Very finely wrought are the tiny sil-  
 ver links of the bag, envelope folding  
 with the weight of a dainty black  
 by Miss June Rose has an ex-  
 ceptional change of name—it long  
 silver tassel sways with every  
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## Pretty Little Tub Silk Frock Has Panels Inserted in an Unex- pected Smartness of Effect

THE Ideal Button and Pleating company, third floor, Brown block, Six-  
 teenth and Douglas, had just finished a stunning little tub silk when  
 Polly peeped in. Of course you understand they only did the "mo-  
 important" part of the making of the frock—the pleating part which took  
 the form of panels in blouse and skirt.

## White Kid Hand Turned Pumps in Either High or Low Heel Appear at Just the Right Time of the Season—Confirmation—Spring Brides.

THE Penn Delphia Shoe shop,  
 Aquila Court, have lovely new  
 white kid pumps of hand  
 turned fineness in either high or low  
 heel. One model is that chic plain  
 opera model, the other has a tiny  
 buckle. Both shoes are the same  
 price, \$11.50.

## Quite in keeping with the season Easter those cunning little washable "lambskins" at one of the "kiddie places."

White lilac trees are truly wondrous  
 offerings of the Easter holiday sea-  
 son—exquisite always—for they may  
 be planted in one's own garden from  
 the decorative gift potting in which  
 they arrive.



An Artist in Engraving Speaks of  
 Wedding Properties.

H. NABSTEDT, artist engraver,  
 in his studio shop, fifth  
 floor, Brown Block, Sixteenth  
 and Douglas, has exquisite sugges-  
 tions for the spring bride, 1925. Prop-  
 erties of the wedding stationery  
 must needs be observed, fair lady,  
 consult Nabstedt.

## Lovely Little Frocks for Embroid- ering Come in the New Spring Package Goods---Sizes 2, 4 and 6

GOLDSTEIN-CHAPMAN'S Art Needlework Shop on the second floor  
 has a wonderfully interesting new showing of Artimo package goods  
 for embroidering. For the little girlie frocks, 2, 4 and 6 year sizes,  
 one might select either of the two pictured. Red dotted voile is number  
 2648 at \$2.25. With embroidery floss, D. M. C., for both dress and parties  
 this is most reasonable. A dainty note about this red "ensemble" is a white  
 collar and knee bands edged in narrow val lace. Lacy daisy stitches in  
 white form the flowers, black stems with blue down the center makes  
 a pretty color effect. Japanese crepe in coral is number 2642 at \$1.50. Blue  
 and black floss embroiders big flowers of quaintly Japanese shaping  
 charming.

## Rain or Shine, Your Chapeau Is Sure to Be Smartly Neat if You Engage the Services of Experts.

EXPERTS in the line of hat block-  
 ing, of course—experts in the  
 Kruger Hat Shop, 202 Parker  
 block, Fifteenth and Farnam. They'll  
 do your fur, feathers and manna-  
 work, too. Closed at 2 on Saturdays.

Carnes small, combs large, cut  
 upon pink coral or golden brown  
 shell, they're charmingly mounted in  
 pins of quaint beauty—all at half  
 price and less.



Trade Mark Patented and Registered in  
 U. S. Patent Office.