

Let's Shopping with Polly



Not that I may be understood;—
Who understands the stream that slips
With endless music on its lips
Through the still wood.

Who listens when the night winds blow
Through those high harps the poplars string?
And the low song the rushes sing
Does any know?

And where the waves with milky hands
Touch the curved viol of the shore,
And the old chords break evermore,
Who understands?

But should the ritual be dumb
And the long invocation cease?—
Still let us breathe of that far peace
That may not come.

THE IDLE SINGER, By Anne Goodwin Winslow, in Literary Digest.

From France Come Articles of Artistry to Delight Milady's Sense of Beauty on Easter Morning

THE art studios of sunny France have sent their very loveliest achievements to the C. B. Brown Jewel Shop, 220 South 16th street, gift offerings to Lady Fair, on Easter morning, 1923. Peculiarly composed, the layers of cloisonne enamel, layer upon layer of infinitely shaded color which as a finished product is the exquisitely shaped variety powder compact of blue decorated in Dresden flowers, \$12. The faconette, finely wrought to hold the essence of thousands of flowers has chosen a black enameling with white paneling as background for exquisite blossoms, \$15. A black lipstick holder to match is \$12. Powder compact of generous dimensions, \$20. French blue and antique rose enameling adorn the lids of compacts of sterling plated in gold, marvels of beauty, \$10 each. Gifts of such striking loveliness gold mesh bags, vanities, cigaret cases, achievements of consummate artistry.



Silken Neckpieces of Fine Peltries Take the Place of Heavy Fur Coats Placed in Storage

WHEN you place your beautiful fur coats and wraps in storage this year you'll find that there's an inestimable advantage in having them stored with Aulabaugh, furrier, Nineteenth and Farnam. If your fur needs expert attention, this experienced collector of peltries will render skilled services. To replace the heavy somberness of the winter wraps are offered daintily fashioned neckpieces, foxes, natural toned browns and the creamy beige or platinum gray and the exquisitely fine sable, marten, squirrel and mink. A wondrous showing, moderate in price, unquestionably fine in quality. Aulabaugh fur store.

Specialty Shop Presents to Appreciative Spring Shopper a Varied Panorama of Exquisite New Models

McGUIRE'S Dress Shoppe, mezzanine floor, Paxton block, Sixteenth and Farnam, is a fairyland of springtime loveliness since the inspirations of far-distant designers have taken form before our enchanted eyes! Wondrously fashioned models for Omaha's fashion followers! Dresses for all occasions which in some way contrive to embody into the best of the foremost designers of the day. Sport coats which Miss McGuire describes with enthusiasm as "100 per cent camel's hair," and we may be sure that they are an examination of silky surfaces. Coats which are unique in cut and trim, innovations in trimming in the way of leather inserts—coats moreover priced "with admirable restraint" from \$35 to \$50. Fur collared wraps, too, in Gerona and Marvella, softly becoming, and the new and stunning three and two-piece suits, popularly—in order named. If one is very, very wise, the color note of her handbag emphasizes the outstanding design and color of her costume. An assemblage of new models which invite your viewing.

Gift Shop Offers Hand Wrought Bridge Lamps at Surprisingly Low Prices.

VERY lovely indeed are the hand-wrought bridge lamp standards which are shaded by gloriously warm tinted parchment banded in gold braid. Of really fine effect, they're surprisingly low in price, but \$7.50! Some of the people to whom I've whispered the bit of shop gossip have ordered not one, but several of these charming lamp standards with shades to match, a very smart effect in your living room, as well as a noticeable comfort note added to the occupants therein whether or not they're "bridgers." Send check payable to Shultz Bros., Edison Shop, 421 S. 16th street if unable to visit the shop in person. A gift shop of charms, suggestions in lamps of all kinds and sizes, pottery and rare Italian glassware, bits of silver, brass and bronze, handmade handkerchiefs—a delightful place in which to browse about in search of the original in prizes for the next meeting of your card club.

Announcing Additional Members to Competent Staff of Operators in Beauty Shop.

THE Wright-David Beauty Shop, main floor, Fair Block, Seventh and Douglas, AT. 4323, announces that they have added as their new marceller, Miss Zeida Binkley, well known to Omaha followers of the beauty cult, and that Miss Stella Thomas is now assisting Lucille Lemon in manicuring. News!

Months of Spring Bring Into Existence Lavishly Decorated Fabrics.

THE Ideal Button & Pleating Co., third floor Brown block, Sixteenth and Douglas, have not been so busy for years, positively everything in Fair Fashion's possession must carry decorative stitches by expert operators of the embroidery machine, from neck to hem, of coat frock, outer wrap, cape, trottier suit, to say nothing of the new shell turbans and the Egyptian chapeaux! Broader, pleating, buttons, in every available space, a startling advantage taken of smoothly lustrous stretches of materials. Lovely!

Easter Essentially a Time When Every Piece of Apparel Must Be Brightly Clean

DRESHER BROS., 524 and Farnam, AT. 6345, have the scientific cleaning facilities which are a requisite of the up-to-date clean establishment. Furthermore, they are well-known for their judgment of the proper methods for every fabric, a knowledge of fabrics gained through years of tailoring experience. But two weeks in which to place in readiness every piece of your spring wardrobe.

When Fairy Light Footsteps of Dame Mode Trip the Paths of Spring Fashions.

SHE wears the new low-heeled pumps and combination oxford and pump. Lovely indeed, as shown in the windows at the Shoe Market, 320 South 16th St., fashioned of suede in the new light shades of spring, trimmed with leathers of contrasting coloring. Of equal smartness the black with patent trim, all at prices ranging from \$3 to \$7.50. Dainty dress slippers for wear with the elaborately fashioned frocks of the new style season are shown in dished strap effects, as well as in the high-throated colonial models patent kids, taking the lead at prices from \$6 to \$8.50.

A Rosary Gift Best Selection for Easter Sunday

OF finest workmanship the rosaries shown at the Richter Jewel Shop, 1622 Harney, amber, sapphires, pearl and amethyst combine with infinitely fine beads and links of sterling silver to make these exquisite. Ranging in price from \$2.50 to \$12 many of them are encased in lockets of gold and silver to be worn round the neck on ribbon or chain.

Easter Cards—For Everyone, Young and Old.

IN the stationery and book department at the Brandeis Stores, main floor, is to be found an unusually wide assortment of greeting cards for young and old. Infinitely appealing Easter greetings suitable for everyone of your acquaintances.

Flapper Bags of Cretonne Prove Upon Investigation to Be General Utility Bags Suspended from Coy Little Painted Heads, \$2.65.

Silken skirted is the "Flapper" at \$3.50.

Marvelous Wraps Moderate in Prices Voluminous in Expansive Widths of Materials Used in Their Fashioning.

MARVELOUS, most marvelous are the wraps shown by Edward Reynolds, 1613 Farnam, formerly of Eldredge-Reynolds. Perhaps the most striking style feature of these new wraps is their exceeding width, often achieved by the new circular flare from the elbows down. Marcella and Gerona fabrics deep piled and velvety in softness, have been used in fashioning these enveloping wraps. Monkey fur, genuine fox in its alluring colorings, and caracul in its artfully achieved shades and untrimmed Gerona cloth wraps range in price from \$45 to \$65. The wrap at the first price quoted untrimmed by fur, but wholly desirable, the latter price quoted and those at \$65 fur trimmed, luxuriously so.

Suits Appropriate for Easter Smartness.

FOR the Easter Style promenade, nothing could be smarter than the suit models displayed at Lamonds, 17th and Farnam. Two-piece and three-piece navy blue suit models, finely tailored with decorative style touches in the way of embroidered tracteries, exquisite blouse colorings, suits of sports tendencies, camel's hair and novelty fabrics. Suits of many stylings and priceings, all highly desirable.

Day by Day in Every Way, They Grow Better and Better.

SPEAKING of the Ground Gripper Shoe models for men, women and children, which greet the spring season in the new location of the Ground Gripper Shoe store, 1815 Farnam, Wellington Inn Bldg. Here one may make selection of excellently styled shoes, which fit the natural lines of the foot, quickly correcting foot troubles without the smallest sacrifice of smartness. If unable to call for a fitting, send for illustrated booklet showing the new season's models.

One of Omaha's smartest shops is featuring a top coat of mannish tailoring, silk lined throughout, for \$25.

Special Prices on Cordova and Bosca Reed.

THE art department of the A. Hospe company, 1513 Douglas, announce a special pricing of their extraordinarily fine showing of Cordova and Bosca Reed handbags—a choice line makes possible the unusually low prices quoted which range from \$6 to \$25. For your information Polly may say that she has it on good authority that leather goods will be higher soon.

Spring Emerges From Portals Widely Flung.

IT'S spring once more in the Burgess-Nash store and every floor is alive with suggestions for the beautiful apparel to be selected by women wise in rare styling and quality of materials. Sheerly lovely laces, lengths and lengths of them to fashion entire gowns or to be shirred in un-even trappings suggested by the artful fashion designer. Dresses, suits and wraps, footwear of fanciful smartness, chapeaux of chic suitability to which to shop for the entire spring wardrobe.

Camel's hair suits, \$45 and \$49.50, are ribbon-bound and tied, the ribbons forming smart color contrast.

Charming Chapeaux Models "Forty-Eight Hours From New York—Ten Days From Paris."

ONE may think it almost impossible but service, effort and organization of the Herzberg Millinery department, 1519 Douglas, make it a fact. The Herzberg polloy, "the latest style at the lowest price," assures chapeaux to fit milady's preference and purse. Your Easter bonnet is ready at Herzberg's Millinery department, 1519 Douglas.

Corsets for the Big Woman.

THE Barclay Corsets made to order and fitted by Hattie Putnam, corsetier, in her shop on the 16th floor of the City National Bank building, Sixteenth and Harney, offer an assurance of smart lines and comfort to the big woman. Brassieres, important adjunct to the correct setting receive due attention from this fitter. Phone AT. 7049 for home fittings.

Quaintly Decorated Easter Novelties for Gift and Party Purposes.

MATTHEW'S Book Store, 1620 Harney, offer the seeker for the unusual in gifts for children, quaintly gilded boxes in which one will find a shell-like decorated egg of generous proportions to be filled with candies if one wishes. These at 75 cents each. All of the gift novelties shown are of old-world appeal, unusual Easter cards and table decorations for Easter in wide array.

Myrior embroidered a cloth of gold gown with great futuristic designs in red, green, violet and black, in the new flamboyant oriental feeling affected by Paris.

Tweed O'Wool Jersey Suits in Artful Mergings of Color Offered at Reduced Prices

THE Wilcox Clothes Shop, 17th and Harney, have priced the Jersey Tweed O'Wool suits, which have won instant popularity among the judges of good clothing at the low price of \$18.50. With a dainty little hand-stitched blouse they provide the ultimate in smartness of line and enduring quality of fabric. Write for illustrated folders on Wilcox Clothes for Women.

Over the shoulders of a mauve and silver lame gown, Poiret flings a square of the fabric.

Swagger the Swing of Suits for Men Distinguished in Style the Suits for Women in New Tailor Shop.

KNELTER, 1912 Farnam, offers very radically reduced prices on finely tailored suits for men and women in his new shop. Fabrics of fine weave, newest style models, all low in price.

Platinum Mounted Diamond Engagement Rings Offered by Art Jeweler at Amazingly Moderate Price.

ALBERT EDHOLM, art jeweler, in his shop on the second floor of the City National Bank Bldg., 16th and Harney, announces that lovers of beautiful jewels may now possess a platinum mounted engagement solitaire for the surprising low price of \$85. Exquisitely wrought platinum is the dainty mounting which holds a rarely brilliant diamond. An Edholm special! This art connoisseur offers a wondrous selection of engagement rings in his new shop—a showing ranging in price from \$25 to \$5,000.

Sweaters from Austria-Hungary, hand made, \$16.50. Unusually wrought are these vividly colored yarn achievements. Blue with white and gray figures 'pon it is shell scalloped round the edge in white silk. A heavy white wool has wide belt banding, collar, cuffs in big wheel flowers of scarlet, unique.

Artfully Designed Tailleurs Make Milady's Grace a Marked Asset.

PROCOPIO BROS., main floor Douglas, are delighting in the tailoring of stirring tailleurs for the woman who appreciates the benefits of grace to be gained by the tailor of skill. You'll enjoy the lovely dresses which Procopio will design for your particular type. Tailoring and dress-making of distinction.

Misty Gray Gloves of Suede From French Makers to Decide the Stylefulness of Spring Costume

THOMPSON-BELDEN'S have achieved a victory in the interest of ultra smartness for they've made it possible for Milady Mode to buy the desired shade of "mist" gray suede gloves in 12 and 16-button length, finely fashioned by French makers, finely stitched plique seams, \$4.95 a pair. Little frocks of heavy crepe follow all the stylish charm of noted designers and carry price tags which we are glad to read, \$25 and \$35. In any shade, Thompson-Belden Special hose, \$1.95. Interesting Easter news!

The Particular Kind of Simplicity Which Society Favors at Present Demands Careful Consideration of Coiffures.

THE ones who suggest and achieve a becoming and "workable" coiffure must be indeed clever, for there is much to be considered. First the utter simplicity of the modern exquisites commonly called "clothes," second the very tiny, tiny chapeaux sans brim, sans trim, following the contour of the coiffure. Recent small dinners and parties which gathered together a chosen few of the more cleverly dressed women of Omaha, disclosed quantity becoming coiffures which had been planned for the wearing of rarely beautiful earrings. What would you! Milady would do well to study the correct coiffure, the becomingly up-to-the-minute hair dress. May I suggest a consultation with Roberts & Franks, authorities on questions pertaining to the beauty achievements of fair woman—appointments to be made in either one of their three shops, the Black and White Room, Burgess-Nash, the Salon de Beauté, Hotel Pontenelle, or the Blackstone Beauty Shop.

Of Course You Observed the Outlining of Decorative Design Motifs in Heads of Contrasting Color

EVERYONE of the most striking models shown in spring style shows this week used the original method of emphasizing either color or design by a following on Paisley crepe or Egyptian print in bands of varied hues. Work done excellently at The Mode, fourth floor, Paxton block, 16th and Farnam.

For Easter the Jewel Gift

THE Reese Jewel Shop, 16th and Harney, have arranged a goodly number of gift offerings for the Easter season. In 18 karat solid white gold mountings with the gleam of dark blue sapphires to give color contrast are diamonds of 1.5-karat which Mr. Woodes, manager of the Reese shop, assures me are "perfect" rings to fulfill your fondest wishes in regard to the gift for "her." A delightful showing of the new "shorter" earrings in all colors is priced from \$4.50 to \$7. Chief!

The Mirror Event of the Season From Standpoint of Beauty and Price.

BRANDEIS picture department, sixth floor, is placing on sale a wonderful display of mirrors from S. Franklin company, Chicago, makers of art mirrors of exquisite shaping, coloring and quality glass, very unusual types at prices ranging from \$7.95 to \$25. Appropriate for placing over mantel oravenport are the extra long mirrors of 45 and 50-inch length with polychrome colorings on the quaint carvings which decorate the lengths of glass. Uniquely shaped in the shield, approved by the wise interior decorator, in the round topped squares of innumerable uses in room decoration, it is an offering long to be remembered for its unusual values.

Desert or salad plates of glass may be selected to match flower bowl or china. In amethyst, amber, green, etc., they're \$3e each.

Selection of Easter Cards Lovely as Those Shown at Holiday Season.

AT the W. E. Dailey Stationery Shop, 315 South 15th street, there is a very lovely showing of Easter cards as beautiful as those shown at Christmas time, which proved so very delightful to the holiday shopper. A complete stock of Crane's correspondence papers, just unpacked, make lovely gifts for Easter.

Let the skilled needlewoman embroider a distinctive monogram on the hand-made handkerchiefs for the men of your family. Hand-drawn threads in any color or design, with monogram, \$1.75.

Rest Facials and Scalp Treatments Go Far as Contributing Factors to Spring Loveliness.

MARY BALLARD, beauty specialist, in her residence shop, 4215 Davenport, Walnut 2157, has made a special price of \$4.00 for an iodine scalp treatment, shampoo and rest facial. Marvelous in effects of beauty.

Much of the Beauty in Dresses of New Season Depends Upon the Exquisite Ornaments and Lace Decorations

HAYDEN Bros. are very proud to call the attention of Lady Fair to the assemblage of fine ornaments to hold draped lengths of soft silks, cabochons, beaded plaques, buckles of metal and semi-precious stones, which are shown in the lace department on the main floor. Laces in every width and coloring for decorating of milady's gowns of fashionable mode correctness exquisite in quality are offered at prices moderate indeed. The success of the spring costume often hinges upon—well—yes, a buckle!

One of the gifted persons who make such lovely hand embroidered handkerchiefs has made a 9-piece luncheon set, lunch cloth, four napkins, four duffles, \$20.

SHOPPING SUGGESTIONS

POLLY The Shopper shops free of charge for all readers of The Omaha Bee upon request.

Send stamped envelope with orders for samples.

A deposit of \$2 is required on all C. O. D. purchases, the balance, cash on delivery.

Make the shopping a bit more easy by giving careful measurements, accurate descriptions and information places one wants to wear garment, etc.

A kodak picture is essential in a hat selection.

ADDRESS: POLLY THE SHOPPER, THE OMAHA BEE, OMAHA, NEB.



The Forecast of Spring Fashions

There is a decidedly oriental suggestion about small turbans if they're draped with a long, gay printed scarf.

For sports wear the costume of brown tricot, knitted with motifs in yellow, red, and beige. The blouse, or rather a compromise between a jacket and a sweater, is to be worn with or without a yellow leather string girdle.

A thick roll forms the collar and hip band of a brown tricot jacket.

A black moire vanity bag that is also a purse has a bracelet strap set with glittering rhinestones.

"But Yes, Madam, Original French Models..." Creations From Famous French Chapeau Maker in Omaha Store

MADAM'S winsome loveliness will be charmingly accented by the original French chapeau models on display in the Nebraska Clothing Company's millinery department. And yet—one is apt to hesitate, for there are irresistible hats whose flowers of unquestioned French origin bid one stop to admire—the secret from Mr. Frank himself is that a French woman of New York went to France and bought her hat materials, bringing them back to America for construction. Voilà! The fine touch of the French chapeau maker! The price, unbelievably low. A new section has been added to the shop in which may be found smartly styled popular-priced hats—very excellent values at \$5 and \$7.50.

Jewel Shop in Readiness for Easter Gift Shopper, Suggest Many Delightful Offerings.

THE Honrickson Jewel Shop, 16th and Capitol, suggests many rarely lovely Easter gift offerings—in a shop background newly decorated, one views in leisurely manner the finest ring mountings for diamonds, new or old, beads of indestructible beauty, with distinctive clasps of white gold or platinum, watches of unique cover shapings. A jewel gift showing moderately priced, exquisitely selected.

Cabochons, Buckles, Ornaments, in Beaded Intricacies Add to Charm of Spring Models

EVEN more important than the fabrics to be selected are the buckles and beaded ornaments that hold in place the graceful draperies demanded by the modishness of spring. If your decision has been made in favor of keeping the costume all black, you'll find quite to your liking a cut jet cabochon six inches in length and four inches wide for \$2.50. Matching in jet detail is a smaller square with long jet fringe, \$2.50. A delicate ring for use on a clifton or georgette dinner dress, \$4. If you'd desire a choice of line makes possible the unusually low prices quoted which range from \$6 to \$25. For your information Polly may say that she has it on good authority that leather goods will be higher soon.

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