

### When You Entertain Madam, Mademoiselle, Monsieur, Engage the New Private Dining Room of Antique Gray Decoration

**PAUL CHRISTIANSEN** has added an exquisitely decorated private dining room to the large floor space of the Metropolitan Dining Room, Hotel Keen, 18th and Harney. Beautiful in decoration, appointments and seating arrangement, it is a room that bids fair to become a most popular place in which to entertain one's pet club, madam, mademoiselle, monsieur! The walls are soft antique gray, the thick carpeting gray and flame, the drapes a soft and harmonizing tint. For information concerning the entertaining of club, business organization or fraternal gathering, call Jackson 3808.

Boucle Knit the Mandarin coat which combines in charming way navy, gray and brown. Delightful bit of wearing apparel for the older woman.

**Mademoiselle Bride-to-Be Selects Her Preferred Silver Design—Fond Friends Assemble the Services.**  
**THE C. E. Brown Jewel Shop**, 220 South Sixteenth street, has let me into a secret invaluable—'tis this—when Mademoiselle Bride has set the day on which the wedding ceremony is to take place she trips into Brown's, selects the silver design of her preference, Brown's make a record of this preference, together with the various service pieces as selected by the bride's friends and relatives. This is a permanent record in the Omaha jewel shop—a tremendous assistance in assembling the exquisite silver service which shall grace the festive board of the new home— an assurance to the little bride that her silver gifts will be well worth while. A suggestion.

### New Beauty Shop Introduces Miss Elizabeth—and Miss Carmen—Omaha and New York

**MAISON LORENZO**, new shop of beauty culture, Fifth and Dodge, Walnut 8914, introduces to Omaha fashion folk Miss Elizabeth of Omaha, and Miss Carmen, New York. Miss Elizabeth is well known to many Omaha women as a specialist in marcel waving and permanent waving and electrolysis. Miss Carmen's accomplishments include hair dyeing and marcel waving. Lorenzo, proprietor, needs no introduction to Polly readers, for he has demonstrated his skill to many of them, and his work is indeed a revelation.

Imported squares and oblongs in subdued or gorgeously colored tapestries are offered at low as \$1.25 in one of our big stores.

**Marigold Crepes Satisfy Milady's Conscious Craving for a Combination of Lovely Fabric with Exquisite Color.**

**THOMPSON-HAZEN'S SHIR SHOP**, 218 South 16th street, offers to Milady who shops for her wardrobe, Marigold crepe, an achievement in finely woven silk fabric lovely in the season's new colorings, unusually adaptable to the season's stylings. Chinese Reds, Louise Philippe and Coolie Blue, Tanbark, Lariat, and Mandalay Brown, Pelican Gray, black and white, a lovely collection of colors, 36 inches wide, they're priced at \$1.95.

### Shoes for Spring Arrive in Time to Grace Dainty Feet at St. Valentine's Merrymaking Events

**DELIGHTFUL** the shoe fashions that have been designed for spring and summer wear—styles that arrive in advance of St. Valentine's Day merrymaking. Burbon & Company, Sixteenth, between Farnam and Douglas, McCrory Bldg., are displaying trig little models in satin and suede and alluring combinations of vari-colored fabrics that promise much in the way of smartness. Excellent quality, they're priced modestly indeed, \$4.35 to \$7.85.

### Interesting Collection of Exquisitries in Art and Gift Shop

**THE LOWEN ART AND GIFT SHOP**, 4707 South 25th street, is a delightful find to one who appreciates an assemblage of beauty. Pictures, large and small, frames of every imaginable kind, gifts of glass, silver, pottery, linen, silk and lace, 'tis a shop to elicit enraptured exclamations of approval. Milady plans the bridge party—'tis then she hurries to this pretty little shop for the extra cream and sugar set, the unique talies and table numbers, the original in prizes to award the lucky players. One might suggest the purchase of a set of individual ash trays in vivid colorings—a dainty "last look" mirror. Or, perchance the approaching function is a gift shower for the bride-to-be, there never could be lovelier linen giftware than the seeker of gifts will find at Lowen's. At this time of the year when every room in our homes calls for a bit of new color and life, a distinctive touch, one welcomes the treasure trove which is gathered together here.

**Fine Furniture Specially Priced in Remodeling Sale.**  
**BRANDT'S** fine furniture is all offered at special prices during the remodeling sale now in progress. Finely constructed, artistically finished furniture pieces, tables, chairs, upholstered period benches, cabinets, unique and beautiful odd pieces are offered as low as \$10 and \$11. Lamps, shades, vases, mirrors and pictures, all show price tags greatly reduced. Impressive period suites for living, dining and bed rooms are remarkably reduced. Hand painted pieces, tables, chairs and benches are a delight to interior decorators. A sale you'll enjoy.

**Black chiffon panels, flat in back and full in front, hang from a bodice embroidered with spangles and colored silks. A new idea.**

**Had Seen This Week Showed Prediction for Picoted and Pleated Frills.**

**THE Ideal Button & Pleating company**, 3d floor Brown Block, 16th and Douglas Sts., had just finished the exquisite little blue hat frills the day I slipped into the busy workroom. A hat whose brim, slightly wider in front than back, was entirely covered by frills accented pleated and picoted in silver thread. Chic!

**POLLY THE SHOPPER CONDUCTS A FREE SHOPPING SERVICE FOR ALL BEE READERS**  
 WRITE TO THE BEE SHOPPING DEPARTMENT FOR A SHOPPING TOUR ESPECIALLY FOR YOUR INDIVIDUAL NEEDS. EVERYTHING BOUGHT WILL BE SENT C. O. D. APPROVAL OR TO BE PAID FOR UPON DELIVERY. RETURNED FOR EXCHANGE OR REFUND IF NOT ENTIRELY SATISFACTORY. SKETCHES, DESCRIPTIONS, PRICES AND SAMPLES WILL BE SENT UPON REQUEST.  
 ADDRESS  
**POLLY THE SHOPPER OMAHA BEE, OMAHA, NEB.**

# Let's Shopping with Polly

*Oh, Carolyn has purple 'een,  
 And Ruth can dance with grace;  
 Marie has curls of russet sheen,  
 Paulette a classic face.  
 Bettina's lips can lure and coax,  
 Elaine has charm of line;  
 But Nancy laughs at all my jokes,  
 She is my valentine!*

*Irene has ankles wondrous trim,  
 Matilda rolls in wealth,  
 Louise is statuesque of limb,  
 Eugenia glows with health;  
 Suzanne can swim and fly and walk,  
 Priscilla's pies are fine;  
 But Nancy likes to hear me talk—  
 She is my valentine!*

Qualified—Corinne Rockwell Swain.

## Indulgence in Winter Sports for the Past Several Years. Responsible for Fascinating New Sports Toggery

**GIVE** greater freedom to the arms of the winter sport enthusiasts the designers of sports clothes evolved the fullness for coat should be caught under rounded yokes for a greater uniformity of fullness. That is the evolution of the fascinating new coats shown this spring. Almost shapeless are they, so great the fullness in the shoulders. Chinese-red in a deep, furry nap, the collar as Chinese as its coloring, is one of the new full three-quarter coats, the same ivory link buttons fastening the cuffs as those seen on the collar. Heavy chain stitching in white silk is another distinguishing style note of spring, this stitching often seen on coats to form their only decoration.

## Exquisite Rose Petal Shade Substituted for Red by Artist Creator of Favors and Decorations

**MRS. ROWE**, artist, creator of St. Valentine's Day party favors and decorations, who has moved her Pomegranate Shop from the Gardner Block to the second floor of Burgess-Nash, has made a delightful substitute of rose petal pink for the customary red. An appealing innovation. Gay little creatures of frolicsome effectiveness take form under Mrs. Rowe's skilled fingers, lovely favors. Petal-filled hearts form exquisite table center. Suggestions for decorations, favors, menus and entertainment are graciously given here.



## Sophistication Is Keynote of Milady's Charmful Costume Elimination of Useless Ornamentation

**THE** whole atmosphere of costuming at the moment is certainly sophistication and the elimination of the useless ornament," to quote Mr. Robert Siegman of the Black and White Room, Burgess-Nash, "a sophistication, attained by wisely superintended grooming of skin and hair." When the transition from winter to spring leaves the skin in an uncertain state of mudiness, the texture roughened by changeable temperatures and winds, the scalp irritated, hair follicles impoverished, Milady will do well to consult this beauty specialist with regard to her ravaged loveliness—the results attained beyond madam's fondest hopes.

**Floral Valentines of Beauty to Win the Approval of the Old Saint Himself.**

**THE JOHN BATH Flower Shop**, 15th and Farnam, is a glorious place in which to make selection of the floral valentine—exquisite blossoms arranged with subtle effectiveness, careless grace, experienced skill which characterizes the florist of ability. "Rosemary for remembrance, my true love" it may not be, but if you make selection of the floral valentine at Bath's I'm sure it will be no less lovely than the fair Ophelia's loveliest collection.

**"Little girls grow And Add-a-Peals too, So here's a Valentine Just right for you."**

**IF** you'd like to send a valentine to a girl, large or small, there's a wealth of significance in the little verse that's lettered upon the lace-trimmed valentine in the John Henriksen Jewel Shop window, 16th and Capitol. Caught in the lace in an exquisite group of pearls on a delicately linked little gold chain, real pearls, which start the Add-a-Pearls necklace. A lovely gift to a girl, large or small.

**"If You're Anticipating a Permanent Wave for Summer—Talk It Over Before You Have Your Hair Bobbed."**

**WISE** words from Miss Prudie in the Le Bijou Beauty Shop, 207 South Eighteenth St., who well knows the advantage of doing the different steps in beauty culture in their correct sequence. A permanent waved bob—what a satisfaction! It might be well to have it done before the St. Valentine's day dinner dance.

## Lovely Party Decorations and Favors for the St. Valentine Affairs—Exquisitely Decorated Books of Poems and Lyrics

**THE Matthews' Book Store**, 1620 Harney, has an unusually extensive showing of valentines for every imaginable purpose this year, the whimsical little affairs with a touch of humor, the truly comic valentines and the old fashioned lace paper booklets with hoop-skirted lady in silhouette. If one would bestow a more dignified bit of sentiment there are suggested books of poems and lyrics decorated in true gift fashion:

- "The Years at the Spring," an anthology of recent poetry compiled by L. D. O. Matters, illustrated by Harry Clarke.
  - "Love Poems of Three Centuries, 1600-1900."
  - "Friendship's Fragrant Fragrances."
  - "The Story of My Heart," Richard Jeffries.
  - "Friendship."
  - "Poems of the Heart."
  - "Borrowings," a compilation of helpful and beautiful thoughts by Elizabeth Gordon.
  - Or if one prefers there are lovely new books which, by association, may be a gift to be treasured by the chosen "valentine."
  - "My Garden of Memory," Kate Douglas Wiggin.
  - "Colorado, the Queen Jewel of the Rockies."
  - "The Golden Treasury of Songs and Lyrics," illustrated by Maxfield Parrish.
- The last two are unusually well decorated and illustrated.

**Hats Cleaned and Reblocked, Fur Marabou and Feathers Remade.**

**THE Kruger Hat Shop**, Fifteenth and Farnam streets, third floor Barker block, does excellent work in cleaning and reblocking milady's old chapeaux. Their refreshing of furs, marabou and feathers is also well worth while. This shop is closed at 2 on Saturdays.

**Flannel frocks continue to hold the center of fashion's stage—Goldstein-Chapman's Kiddie Shop offers finely tailored models to fit any small woman, sizes 26 to 38, regular \$32.50 values for \$17.95. A find!**

## Tappe's Models Demonstrate Charm of Big Chapeaux—Ferie Heller Uses Lace for the Dinner Hat—Bruck-Weiss Monograms Hat and Scarf Set

**FLORENCE PAXTON-SMITH**, Goldstein-Chapman's has assembled charming hats for the new season. Truly interesting are the Tappe models—shoulder-touching affairs fascinate by happy fabric combinations, plique under tailored satin, glazed leghorns with weighted brims that carry to advantage hand-tinted gauze blossoms, the chic model with lace inset in Ferie Heller's creation, brim and dashing touch of feathers. Chapeaux of intriguing size. Among the smaller models are two lovely Bruck-Weiss models, one in tanbark braid with combination Mandalay brown by means of monograms on both hat and matching scarf, the other Chinese red braid with novel trim. Chapeaux in an assemblage to fascinate.

**Make Appointments for Facials, Manicures and Waves Early This Week.**

**MARGARET GUNSTON** of the Dolt Beauty Shop, 2d floor, City National bank bldg., 16th and Harney, warns Milady Fair that she should make early appointments for work this week—St. Valentine's parties mean extra care given to one's coiffure. Is it not true? For appointments, J.A. 1755.

**Of warm gold is a small Chinese rug, to be thrown over the mahogany piano bench, \$8.50.**

## Furniture Reminiscent of Spanish and Early Italian Decorative Ensembles Included in Pieces Priced for 68th Anniversary Sale

**THE HARTMAN FURNITURE STORE**, 16th and Howard, has placed special prices on pieces that will carry out their declaration to make quite the most remarkable of all the sales to mark the successive anniversaries since the opening of the store. Fine in decorative detail and construction are the odd pieces reminiscent of the early Spanish and Italian decorative ensembles—the benches and cabinets demonstrating the cunning of the artists who took delight in making but one piece of furniture in a lifetime, but making that one a worthy commemoration of a life's handiwork. Tiny end tables for the reading chair or davenport, lamps, exquisite cut mirrors, combination bookcases for books and writing desks, 'tis a sale showing of exceeding merit.

Painted window shades with tasseled pulls of silk and colored beads repeat the dominant color note of your home's exterior.

**"More Valentine Novelties This Year Than Ever Before."**

**R. DAILEY** of the Dailey Stationery Shop, 313 South 15th street, says that there are more novelty valentines sold this year than ever before—these used in games at parties and as place cards to promote the jolly interchange of witticisms apropos the clever valentine found at the respective plates. Exquisitely decorated cards manufactured by the same people who have sent us pretty Christmas greeting cards via the Dailey shop prove appropriate conveyers of the finer sentiments prevalent on St. Valentine's day. Dailey cards are "just right" cards.

**Beautiful New "Bob" by a Twist Gives Triangle Effect.**

**THE F. M. Schadel & Co.**, 1527 Douglas, has a lovely new "bob," a massing of big, soft curls of fine textured hair, fifty of them, over before—these used in games at parties and as place cards to promote the jolly interchange of witticisms apropos the clever valentine found at the respective plates. Exquisitely decorated cards manufactured by the same people who have sent us pretty Christmas greeting cards via the Dailey shop prove appropriate conveyers of the finer sentiments prevalent on St. Valentine's day. Dailey cards are "just right" cards.

A charming short cape edged with grey fur hangs from the shoulders of milady's slender theater frock made of crepe roman in pale straw color.

## Hosiery Shades for Spring Fashion Wear Run a Gamut of Fascinating Color Names

**THOMPSON-BELDEN'S** special hose, \$1.95, "the hose for wear," is now being shown in all the new spring shades. Fascinating! French Nude, Dawn, Peach, Lariat, Sombrero, Cowboy, vary but little in shading. Tanbark, Alreide and Paquet are the varying tints of grayish-brown, lovely in combination with any tulle. If one has a fondness for gray in its prettiest color manifestation, there's Jackrabbit gray, a dainty shade particularly pleasing for wear with the spring costume. Silver and gold, black and white for which there is a standardized request, are also to be had in the Thompson-Belden special hose.

In brown and white elongated dot design on white, rose and white and navy and white the new bordered sports crepe of such delightful effectiveness when severely tailored. Impossible to sample, my dear readers, but if you'll trust me to select quite the smartest that the advanced season affords I'll be glad to send you a dress pattern, four yards at \$2.95 a yard. New!

**Modern Fiction Rented by Day—Spring Quarterlies on Styles and Exchange of Handwork in this Needlework Disclose Designs for the New Season.**

**THE Book and Gift Shop**, 2d floor Bushman block, 16th and Douglas, is an excellent place to rent the new fiction books, \$5 a terling, one developing the styles in apparel for the new season, the other where one may enter her handwork, a presentation of embroidery designs any amount of it, upon the payment to make lovely milady's spring and of \$1. this to pay for the privilege summer wardrobe with suggestions of value in regard to house decoration. Invaluable quarterlies, as many women will agree, they're priced at 25c each. Send for the free McCall fashion leaflets just printed.

Circular capes are found on many of the late dress arrivals.

## Square Cut the Silver Colonial Slipper Buckles for Which the Modern Maid Declares a Fancy

**MADAMOISELLE MODERN MAID** declares herself in favor of the wide-cut square silver buckles on the Colonial slippers on sale at Kinney's Shoe Store, Sixteenth and Capitol. Low-heeled, smart indeed, they're priced modestly, \$2.95 for the patent and satin, \$4.95 for the gray suede. For more formal wear there's a new shoe model to delight—short-vamped satin pump with latticed cutout strap effect and the chic Spanish heels which add much to Milady's grace. Chiffon hosiery is offered to match any of the new spring shoe styles shown, \$1.95 a pair.

Following the hint of the Parisian designers, many of the coats have chosen leopard skin collars and cuffs. Striking when combined with tile or almond green.

## February Ideal Month for the Hospitably Inclined

**FEBRUARY** is an ideal month in which to pay off one's social obligations—for there are so many things to do in the way of decoration and entertainment at one's parties. St. Valentine's, Washington's and Lincoln's birthdays suggest much to the resourceful person. Pretty little cakes may be bought baked to order at the Petersen's bakeries, conveniently located to all parts of the city; the Petersen Bakery, Twenty-fourth and Ames; the Lake Bakery, Twenty-fourth, and Lake and the New Lefkateress, Eighteenth and Farnam. Cakes of cunning decoration, delectable richness.

Hand painted in gay English poses the blue muffin stand specially priced at \$14.

Ten, 12, 14 inches from the new spring grass, milady's smart tulle: this year!

Chinese beads of a heavenly blue—big, round and polished, in choker style, \$12.50.

One sees phonograph records and piano player rolls on sale for 14c. An amazing sale price!

Hand carved is a big ivory bracelet to be worn over the elbow, \$7.50. A Chinese production.

Just arrived from Paris are hand-made gowns and chemise models in matching sets, sale price, \$1.95.

Domestic pongee makes effective window treatments. A rich color and luster, it is priced at 48c a yard.

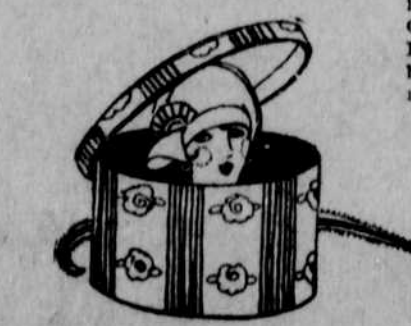
The bobbed coiffure to be quite, quite up to the minute, follows the contour of the head with a close, flat marcel. Clever!

Either very, very short, or choker style, or very, very long, lopped and looped, the colorful beaded strands Milady of Fashion affects.

**Letter From Omaha in New York Gives Resume of Smart Styles.**

**MISS Louise Heitman** of the Heitman Hat Shop, Athletic Club Bldg., 18th and Douglas Sts., writes from New York giving glimpses of smart stylishness delightful indeed to "stay-at-homes." From the hotels, clubs and theaters, this style expert gleams: That skirts are provokingly short (for few find the very short skirts becoming); that the big hats will finish milady's costume hats to a "large" degree; that many of the loveliest hats are shown with accompanying scarves and handbags; that the bizarre figures and colors of the new season extend to Milady's chapeaux as well as her frock.

Madras embroidery makes a lovely handkerchief for milady's smartest costume, one of the sale specialties is \$3c. An Armenian lace edged affair is the same price.



*Polly*  
 Trade and Trademark Registered U.S. Patent Office