

Store of Individual Shops Presents Styleful Messages of Spring and Summer

GOLDSTEIN-CHAPMAN'S Store of Individual Shops, Sixteenth and Farnam streets, has added another shop of interest, the Shop of Boys' and Juvenile Clothing and Furnishings.

PANAMAS, BANGKOKS AND LEGHORNS PROVE INTERESTING IN THEIR GUISSE OF STYLEFUL SPORTS CHAPEAUX.

GOLDSTEIN-CHAPMAN'S Millinery Shop, third floor, has an altogether charming showing of sports chapeaux for all-around wear.

Smart Shoe Models for the Festivities Mandarin Dress a Feature.

AMOND'S, 17th and Farnam Streets, have an unusually lovely showing of dresses this spring. Notable among the chic little affairs shown is the Mandarin frock of heavy crepe.

Let's Go Shopping with Polly

Sleep, baby, sleep! Our cottage vale is deep; The little lamb is on the green, With snowy fleece so soft and clean.

Sleep, baby, sleep! Thy rest shall angels keep, While on the grass the lamb shall feed, And never suffer want or need.

St. Patrick's Day Hostesses Plan Gay Parties as a Break in the Serious Path of the Lenten Season

THE shops offer much of interest to the St. Patrick's Day hostess—gay green streamers, for decorations, striking little place cards and nut cup favors, gifts that flaunt the popular green.



Spring style showings reveal lovely new hat models of softening influence—a departure from the familiar severity of the cloche.

Graceful Imagery of Chinese Art Simulates High Vase on New Black Frock—French Import Reveals the Color Secret of Parisian Designers—Silk Coat for Steamer Wear Has Wide Collar of Black and White Monkey Fur With Brown Stripe

LA BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas streets, ever resourceful, has discovered a dress that has as its central motif of decoration a high design which seems to have been taken in toto from a Chinese vase.

It Is the Wedding and Anniversary Suits in a Wide Range of Diversity Season—A Time When Appealing of Stylings from Boyish Tailleur to Novelties Are Selected as Gifts.

PRETTY novelty gifts of all kinds are offered at the John Henrickson Jewel Shop, Sixteenth and Capitol, especially appropriate offerings for the range in styling from the severely wedding anniversary season now at man-tailored little short-coated model hand.

New "Shield Bib" Yokes Prove Popular New Style Suggestion

THE Ideal Button & Pleating company, third floor, Brown block, Sixteenth and Douglas, have lovely things in the making for Milady's spring wardrobe.



"Baby Boy's Own Shop" Added to Babyland With Suits and Dresses for Baby Sister for Good Measure

IT'S spring, for evidence of that the small people in the picture might point to the chicks and bunnies—and these small people have visited the Baby Boy's Own Shop in Babyland at Herzberg's, 1519 Douglas street.

Lenten Menus Prepared in Downtown Dining Room Prove of Unusual Appeal.

PAUL CHRISTIANSEN'S Metropolitan Dining room, Hotel Keen, Eighteenth and Harney, have prepared a delightfully varied Lenten menu.



"Style Headquarters" Plans Exposition of Famous Hats in Spring Revue

THE Metropolitan Millinery Shop in the Nebraska Clothing Store, 15th and Farnam, has for some time featured "Fiskhats," exquisite creations of millinery art which are being shown in our "Rotogravure Sheet" today.

Ivory and Marble Combine to Make Lovely the Background for a Spring Showing of Milady's Chapeaux

A DOWNSTAIRS store of exquisite ivory and terrazzo marble has been added to the Metropolitan Millinery Shop of the Nebraska Clothing Company, 15th and Farnam.

"Tiffany Script Is Just as Good Form as the Modified Roman."

COUPLING Mrs. Matthews of the Matthews Book and Stationery store, 1629 Harney, relative to the important choosing of the bride's invitations and cards.

"Family Shoe Store" Offers Finely Made Shoes for the Little People of the Family Circle

MADE on the lines that the grownups find so smart on their feet, are the footwear models for spring and summer wear by the little people of the family circle—quality shoes at a very little above cost in every case.

French and Hand-Made---Need One Say More About the Frock Arrivals in a Smart Shop?

M'GUIRE'S Dress Shoppe, mezzanine floor, Paxton block, Sixteenth and Farnam, presents early spring frock arrivals from France, hand-drawn and embroidered in the sheers of voiles, crepes and shimmering silks.

If a Brunette, Don't Try to Be Blonde---If Blonde, Be Satisfied---Words of Wisdom From Beauty Authority Who Knows

M. R. ROBERTS, authority on questions regarding beauty and the cultivating of latent charm, dispenses much lore concerning Milady's charm in the Black and White Room at Burgess-Nash.

Beauty Shop Will Have You in Ways of Becoming Intrigue and Subtle Charm.

THE Delft Beauty Shop, second floor City National Bank building, Sixteenth and Harney, J.A. 1795, have added another marvellous to their staff which assures even the last minute "caller" an appointment before the unexpected luncheon or dinner engagement.

Crepe Bridge Luncheon Sets Use Jade and Olive Rose and Pink French and Navy Blue Orange and Primrose---A Lenten Sewing Season Suggestion

NOW that we're in our lenten season it is with exceeding interest that we turn to lovely suggestions for dainty handwork.

Blood Stones and Aquamarine March Birthstones Shown in Jewel Shop Window

IN THE north show window of the C. B. Brown Jewel Shop, 226 South Sixteenth street, there is a unique display of jewelry which holds the March birthstones, the bloodstone and the aquamarine.

"Non-Lacing" Corset Models for Permanent Wave Now an Absolute Necessity Since Madam Finds the Cost No Small.

THE corset department at Hayden Bros. presents for Milady Fashion's approval the Binner Non-lacing Corset model. Lovely! Light boned, it has a wide inset of elastic, an assurance of graceful comfort.

The Wee Person's Apparel Should Have the Finest of Stitchery With Exquisite Trailings of Embroidery.

THE CHILDREN'S SHOP, 1609 Howard street, Aquila Court, have wholly adorable clothes for the infant and for small persons from 2 to 6 years old.

Many Hostesses Welcome Suggestion "St. Patrick's Day in the Morning," Proceeding to Plan Affairs of Decided Jollity---Undeniably Novel

MRS. ROWE in the Pomegranate Shop, 2d floor, Burgess-Nash Store, is a decorator most resourceful and is an absolute genius in planning successful decorations for tables to grace the club dining room, streamers, light shields and doorway archings for large and barren-appearing school gymnasiums, schools and churches.

Long Silken Fringes of Bridge Lamps Embody All the Shades of Their Polychrome Bases

HARTMAN'S Furniture Store, 413 South Sixteenth Street, have placed on sale a group of bridge lamps, \$25 values for \$14.75. Lovely little lamps are these proving an exquisite color touch to the room in which they're placed.

Hats Rebobbed—Furs, Marabou and Feathers "Rebeautified."

THE KRUGER HAT SHOP, 303 Barker block, Fifteenth and Farnam, does lovely work on the old hat, rebobbing it to a new smartness.

THE QUESTION OF MERCHANDISE ON APPROVAL.

There are still many patrons of Polly the Shopper who write for merchandise to be sent out on approval. Not only one but several garments.

POLLY THE SHOPPER, OMAHA BEE, OMAHA, NEBRASKA.



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