Store of Individual Shops Presents Styleful Messages of Spring and Summer

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

This smart big shop will be and Juvenile Clothing and Furnishings. This smart big shop will be in the hands of Mr. M. B. Rubin, a man who has had much experience in the outfitting of boys. He promises to "suit" the boys of from 2 to 18 years, from underwear to overcoat. Tell your boys that and they'll at once call in person, for it's the kind of a joke to appeal to the youngsters. Mr. Rubin has at his disposal buying facilities that make it possible for him to sell quality merchandise for a bit above cost—"your first visit will convince you," to quote the manager, who assures personal attention to be given to the smallest purchase. Merchandise at the prices you can afford to pay.

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

charming showing of sports chapeaux for all-around wear. There's a Charming snowing of sports chapeaux by hat for every feminine type in the exposition of spring leveliness—that for every feminine type in the exposition of spring leveliness smart pulldown model for the Sweet Young Thing, this with a dainty bit idery or a clever whorl of of ribbon; for the S. Y. T's mother is a wide-brimmed hat to pull down close around in manner most becoming. Models from \$5.95 up.

Smart Shoe Models for the Festivities Mandarin Dress a Feature.

Attendant on St. Patrick's Day. THOMPSON-BELDEN'S Shoe Department, main floor, suggest the following as smart footwear for the festivities attendant on St. Patrick's Day: A Spanish heeled black satin pump, suede trimmed round the top, with two-button crossing straps of suede, \$10; most unusual, a gray suede sandal, exquisitely bound round to and extra with the following as smart footwear forces of heavy crepe, its slip-over blouse cunningly embroidered in a truly Chinese motif, the skirt on inderbodice to be worn separately if desired, for its splendid pleating promises much of service. Another partment, main floor, suggest ly bound round top and strap with fine ribbon, a tiny band of leather up the front from the round toe, this of lizard skin, in gray, to match the pump—this a medium flat heeled model, \$9; cut very high, with a rubber insert in the front to insure. It desired, for its splendid pleating promises much of service. Another Mandarin model of black satin has the Chinese collar with heavy yarn embroidery in bamboo shade, the decorative figures outlined in crystal model, \$9; cut very high, with a rubber insert in the front to insure rubber insert in the front to insure alligator trim which follows down on for a cook book containing Mrs.

T AMOND'S, 17th and Farnam

perfect fit, is a patent with gray A local shop is now taking orders the body of the pump and round the Allen's recipes and menus. This pubtop to fasten by a tiny buckle at the lished by Doubleday and Page promside, \$11. Three shoes for three dif- ises a popularity as great as the book ferent and distinct uses-all of them on etiquette by Emily Post, which is

lightful appreciation, exquisitely

A BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas streets, ever resourceful, has discovered a dress that has as its central motif of decora tion a high design which seems to have been taken in toto from a Chinese vase. Graceful imagery applied on trailing applique of an odd rose gold

color. Strikingly lovely is a black crepe frock ending its flower embroidered beauty in two wide rippled tiers. Tailored exquisitely, the La Boschin tailleur frocks, Mexican charmeen, is a slipover model, its high-standing collar banded in navy crepe, the same crepe in its gilet opening buttoned by shiny ball buttons of silver. An applied front panel just below the knees is solidly box pleated, while there's noted a charming absence of front belting. Chie! Putty colored charmeen is effective indeed in long Mandarin coat with streamer ties slipped through slot on the shoulder—each

weighted with a marcasite ornament studded with brilliants. Monkey fur, black and white, with wide central striping of red brown, is the collaring

Lets & Shopping with Bolly

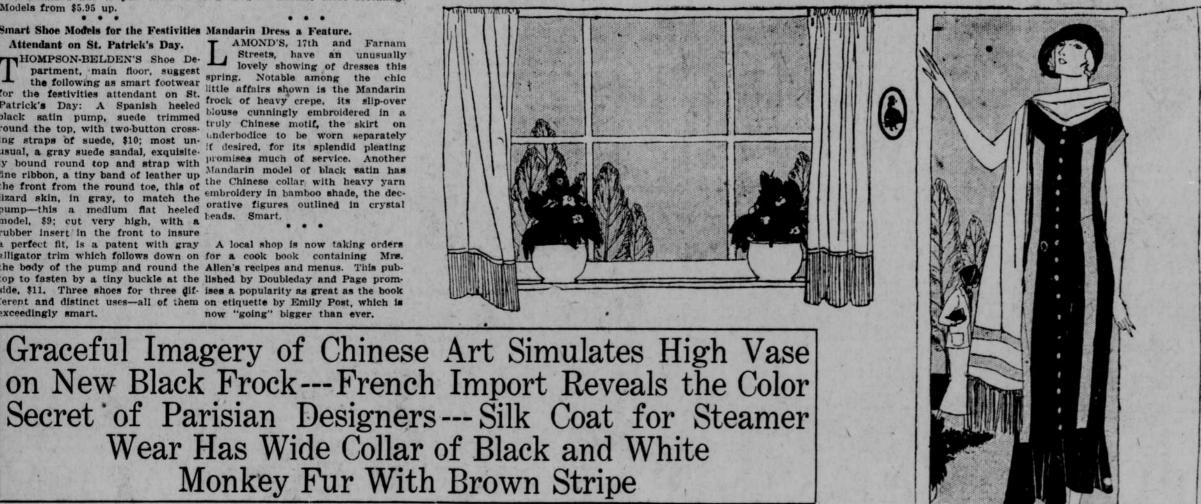
Sleep, baby, sleep!
Our cottage vale is deep; The little lamb is on the green, With snowy fleece so soft and clean. Sleep, baby, sleep!

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

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

HE shops offer much of interest to the St. Patrick's Day hostess—gay green streamers, for decorations, striking inthe place called and the culcular favors, gifts that flaunt the popular green, invitations that started out as prettily decorated greeting cards, tally cards vividly decorated with cords and tassels of green silk, seals and cut-out ornaments for tables and games, little green candles of glittering crystals, tiny and candles alike as to coloring of green of various sizings. An interesting array.

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. Among others OLDSTEIN-CHAPMAN'S Millinery Shop, third floor, has an altogether THE shops offer much of interest to the St. Patrick's Day hostess—gay green streamers, for decorations, striking little place cards and nut cakes of dainty delectability and candles alike as to coloring of green of various sizings. An interesting array,



of a heavy silk top coat for steamer wear, this with wide-striped flannel lining in gray and black and white. Swagger! A dream dress for evening wear is a black lace model veiled in black georgette with a tint of the peach crepe foundation showing through, a foundation dress of exquisiteness whose skirt edge is finished in chiffon scallops. Dull tapestry blue is the moire ribbon low caught in the front of the bodice under a Rhinestone ornament. Green of the green peculiar to glacial water is an allover pleated georgette dinner dress shoulder finished in deep ecru net, its wide sash girdle finished in the La Boschin Shop, and that means a world of smartness, madam!

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

Blood Stones and Aquamarine March Birthstones Shown in Jewel Shop Window

N THE north show window of the C. B. Brown Jewel Shop, 220 South March birthstones, the bloodstone and the aquamarine. The bloodstone is a dark brownish stone with a glittering vein of gold running through it— The Wee Person's Apparel Should this for your information—for most, it seems, have had a quite different. Have the Finest of Stitchery With conception of this stone that marks the children of March. The aqua. Exquisite Trailings of Embroidery. marine is also a puzzle to many-it is a stone which cuts to excellent advantage and is truly beautiful in its pure white light.

"Non-Lacing" Corset Models for Permanent Wave Now an Absolute the infant and for small persons.

Spring Costume Foundation.

Necessity Since Madam Finds the from 2 to 6 years old. Conwaye THE corset department at Hayden

orders-a service satisfactory, indeed. appointment. And Miss Peterson, head of the department, assures me that they are A cloissonne cigaret box and indi- prices to fit every purse.

Cost So Small.

. . .

making a bid for new customers this vidual ash trays to match in Chinese spring, with entire confidence of the green which very pleasingly verges English cut creased vamp exfords Binner models proving utterly delight- upon "Kelley," might with great pro- in either brown or black grained ful to their purchasers. Corsets in priety be used as prizes at the St. leather; unusually good values, \$3.98. Patrick day party.

Say More About the Frock Arrivals in a Smart Shop? M and Farnam, presents early spring frock arrivals from France. Hand-drawn and embroidered in the sheerest of voiles, crepes and shimmering silks, their range of color is marvelous, faint pink, rich peach, del-

French and Hand-Made---Need One

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

icate mauve and vivid coral—with a glint of green by way of contrast, they're alltogether exquisite. The prices, \$19.50 to \$45.

of his absolute requirements to the seeker of feminine beauty and charm: 'If brunette, stay a brunette, nothing is to be gained in charm, much to be lost if madam insists upon being a 'near blonde'-if a blonde, be satisfied, nothing could be lovelier than madam or madamoiselle when she cultivates the latent charm which is hers if she emphasizes her type." Mr. Roberts is not a "surface" adviser, rather does he think that beauty is somewhat more than skin deep, perhaps, and almost certainly as deep as the brain is deep-in other words all things are possible to the one who devotes the proper amount of thought to the process of developing beauty. Consult this specialist in regard to the care of skin and scalp-you'll find his suggestions invaluable. Let him suggest a mode of coiffure-building suited to your type. Marvelous his resourcefulness.

Beauty Shop Will Wave You in Ways Aquila Court Beauty Shop Opens.

1795, have added another marceller the utter comfort of visitors with to their staff which assures even the every modern appliance known to the last minute "caller" an appointment beauty art. "Margaret" extends a before the unexpected luncheon or cordial invitation to visit the new dinner engagement. An assurance of Aquila Court Beauty Shop! There

of Becoming Intrigue and Subtle MARGARET LE BRUN, well charm.

MARGARET LE BRUN, well known for her excellent marcelling, facials and manicuring. THE Delft Beauty Shop, second has moved her beauty shop to 254 floor City National Bank build- Aquila Court, 16th and Howard. The ing, Sixteenth and Harney, JA. new shop is spaciously arranged for service during the St. Patrick day has been no change in phone numbers, it is still Atlantic 4029.

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. There's a wondrous number of exquisitries to be found at Ye Handye Krafte Shoppe, 635 Securities building, Sixteenth and Farnam streets, among them luncheon sets for the bridge table, combinings of crepe in exquisite quality, each corner a contrasting one to be joined to the body of the luncheon square or napkin by novel decoration stitched thereon. Lovely colors in stamped linen towels, \$1.50 and \$1.75 each, big sizes, have dainty strips of crossbarred dimity in blue and white and pink and white. Pillow cases in good quality cotton stamped for embroidery in designs unusually decorative, are \$1.75. The artists in this shop will arrange beautiful monograms and initials on your linens or stamp original designs on any handwork you happen to have. Get their ideas for lenten sewing.

Howard street, Aquila Court, have wholly adorable clothes for dresses, gertrudes and bonnets are Bros. presents for Milady FashIn's approval the Binner Non18th Street, AT, 6991, is "book- loveliest bits of dainty apparel to be lacing Corset model. Lovely! Light 18th Street, AT. 6991, is "book- loveliest bits of dainty apparel to be ing" many appointments for the found absolutely "right" in every line boned, it has a wide inset of elastic, permanent waves which they're giv. of chubby proportions, a revelation of an assurance of graceful comfort, ing for \$15 for one half of madam's fine handwork. To give you an idea Especial attention is given in this de-bair, \$25 if the whole head is curled. of the very low prices, the dresses partment to all out-of-town except partment to all out-of-town corset Have you made your St. Patrick day goods, unquestionably fine in quality, are shown in this shop in complete layettes. Merchandise of quality at

"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" to millinery art which are being shown in our "Rotogravure Sheet" tolay. In the Metropolitan exposition of spring models, the "Fiskhats" are guests on the festive occasion—the menus to be served in the course of the afternoon or evening. Even now she has many orders in—an opportunity notably different, embodiments of that chic and dash which the heart fem to pass on her warning—consultations should be made early for most satisfactory originality. A table centerpiece seen this week was a gold-strung inine demands of her first spring chapeau. Especially smart are the hats in harp, almost buried in loose shamrock stems and leaves cunningly created of green crepe paper. Place cards and nut cups, these separate and attached a large case, a display of gray and navy, and gray and silver creations; are most appropriate for the tiny figures which decorate them are boys and girls from the Emerald isle in native dress. Interesting. Bridge tally infinitely lovely as the silken pussy willow buds, essentially a spring style cards have decorations of the same kind—quaint figures of former days. High and tapering green candles, little potted plants of paper mounted on

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

added to the Metropolitan Millinery Shop of the Nebraska Clothing Company, 15th and Farnam. Exquisite background is the creamy ivory

Q UOTING Mrs. Matthews of the Matthews Book and Stationery store, 1620 Harney, relative to

"Tiffany Script Is Just as Good Form Every Week There is a New Stock as the Modified Roman." of Lovely Handwork Shown in Exof Lovely Handwork Shown in Exchange Gift Shop.

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

glant shamrock of cardboard, there are many things to be bought from stock, while there's no limit to the ingenuity of Mrs. Rowe if she is given

Many Hostesses Welcome Suggestion "St. Patrick's Day

in the Morning," Proceeding to Plan Affairs of

Decided Jollity---Undeniably Novel

cessful decorations for tables to grace the club dining room, streamers, it ght shieldings and floorway archings for large and barren-appearang school gym-

nasiums, schools and churches. If one is really wise she will also consult Mrs. Rowe for suggestions as to amusements to be offered to the

ARTMAN'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 for the long silken fringes which finish the edges of their shades embody all the colorings of their polychrome bases. Each lamp has some predominating color, gold, blue, rose, according to madam's preference. There's an especial thoughtfulness in the gift of a lamp to the bride of this year or the bride of many years ago, for there is no piece furniture in the home which has more influence of sentiment than a lamp whose light falls softly night after night, bringing remembrance of the giver to give a glow to the heart as well. Make your wedding and anniversary gift this year a lamp. For the home decorator there is much in decorative possibilities in a lamp properly placed near the elbow table of the big, comfy armchair, where the light will fall properly on the music at the plane or near a favorite painting or photograph, Much of individuality in home decorating may be accomplished by lamps and many of them in the living rooms of the home.

Matthews Book and Stationery

Matthews Book and Stationery

Milady of Fashion Delights in Her New Importing Shop Offers Interest. Hats Reblocked—Furs, Marabou and

store, 1620 Harney, relative to

ond floor, Bushman block, Six
Tailored Smartness of Spring 1924. ing "Things Beautiful" to Visitors.

Feathers "Rebeautified."

HE KRUGER HAT SHOP 303 KNEETER, tailor, second floor, THE Saidy Importing Co., in the THE KRUGER HAT SHOP, 303 1916 Farnam, is making the I new Aquila Court, 16th and I Barker block, Fifteenth and Farmost stunning new "tailoreds" I Howard, offer exquisitries in I nam, does lovely work on the old

will be adorable next to the heavy Baby Irish lace round the collar. And known that there is a decided differ- house frocks are found here in an imaginable. It is a joy to watch the faces, silks, semi-precious jewels and hat, reblocking it to a new smartness. just the coats for "reglar fellers" are the tailored-like-dad's top coats of ence in the prices of the two types— array most interesting—creations of shaping of the new fabrics into swag- gift novelties from every land. Laces, tweed sports Clannels and homespuns, each with its hat or cap to match. the Tiffany script is \$1.35 a line—the women through many states who en- ger suits to fit different types or the Foint Venise, embroidered filets and marabou. Closed at 2 on Saturdays. Roman type which is chosen if one ter their sewing for an annual fee to irresistibly becoming topcoats, the Baby Irish in edgings and insertions must needs be "ultra ultra" is \$3.50 be sold at a small commission from three-piece suits which are proving are most attractive for the Lenten

They also "rebeautify" furs, feathers

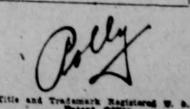
Impossible. Quite; for the only method of procedure is a C. O. D. OMAHA, NERRASKA

MERCHANDISE ON APPROVAL

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

shipment in case check or money order does not accompany order.

POLLY THE SHOPPER.



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

ADE on the lines that the grownups find so smart on their foet, are the footwear models for spring and summer wear by the little people of the M family circle—quality shoes at a very little above cost in every case—these the lovely shoes shown at the Kinney Family Shoe Store, Sixteenth and Capitol. Patent of softest texture is the infants' soft sole slipper with a vertical strap up the front joining the ankle strap, 59c, in sizes 1 to 4: "First Step" Roman sandals are a most attractive piece of footwear, with its high backing and three straps, in sizes 1 to 5, it is \$1.62. One and two-strap anklet styles in patent with combination trims of dull kid in black or gray, range in size from 4 to 8 and in price from \$1 to \$2.29. Then there are those swagger little exfords, stubby, sturdy, very smart indeed, in log cabin, its blucher cut emphasized by a strip of natural elk—or if one wishes, a more excided contrast there is a blucher exford of patent with the same contrasting elk banding, \$2.29. Hose for the kiddles may be had in black or brown, & fine grade mercerized liste, three pairs for \$1. Exceptional values,

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

It Is the Wedding and Anniversary Suits in a Wide Range of Diversity

Season-A Time When Appealing of Stylings from Boyish Tailleur to Noveltles Are Selected as Gifts. a Diverting Three-Piece Model.

RETTY novelty gifts of all kinds T AMOND'S Shop, 17th and Far-

and Capitol, especially appropriate tailored suits for spring wear which and appealing gift offerings for the range in styling from the severely

wedding anniversary season now at man-tailored little short-coated mode

Seth Thomas clock in any size for person to the more mature woman.

display is of exceptional interest, both navy blue with a bit of tan running

as to the plated ware shown and the through its figures. The coat is very

fine sterling offered. And if it's a long, Mandarin style, its bit of fullgolden wedding which fills your gift ness at the shoulders gathered upon

horizon, they have vases, flower a yoke. Style note irresistible is a bowls, sugar and creamer sets, cups double fold of the georgette between and saucers, pieces of every kind of the two layers of twill that form the gold. Unique.

New "Shield Bib" Yokes Prove

Popular New Style Suggestion

on several of the new "shield bib yokes," those new applied yokes which reach almost to the waistline, front or back or both, and which must needs

be all-over braided or embroidered. A suggestion.

HE Ideal Button & Pleating company, third floor, Brown block, Sixteenth and Douglas, have lovely things in the making for Milady's spring wardrobe. This week they did the embroidering and braiding

This is the store to furnish a for the small and youthfully slender

ome at any price one wishes to Altogether charming is a three-piece

This is an excellent gift selec- suit of Poiret twill, the figured tion. Then, too, the Henrickson silver georgette a rich Chinese red and

point to the chickles and bunnies—and these small persons have visited wood and soft gray marble for display of hats in beautiful assortment ranging in price from \$3 to \$5.75. New: for the selection of the most "swaggery" togs to be found in this very "swaggery" new shop. Didn't have to spend much money, either, for there were represented in this shop the inexpensive smart things (suits from \$1.45 up), as well as the very, very stunning sets of finest obtainable fabric and workmanship. To match, is an Oliver Twist for brother, this in rose linen, with a little pantie frock for sister in the same material. If one had linen, with a little pantie frock for sister in the same material. If one had store, 1620 Harney, relative to ond floor, Bushman block, Sixwished for silk there was an adorable outfit of pongee with a trimming of the important choosing of the bride's teenth and Douglas, is a place pongee in the new Mexican shade; hats to match, a shirred little hat model for invitations and card.s And in case most interesting now that the season sis," a tailored "turn up" brim for brother. A regular storybook style is Lady Bride-to-Be does not find her- for assembling trousseau "pretties" is a suit of white linen for the sturdy little male creature whose ruddy cheeks self fully informed, be it hereby at hand. Undies, aprons and little "Oh, Boy, you just ought to see the Baby Boys' Own Shop!"

Lenten Menus Prepared in Downtown Dining Room Prove of Unusual Ap-

D AUL CHRISTIANSEN'S Metropolitan Dining room, Hotel Keen, Eighteenth and Harney, have prepared a delightfully varied Lenten menu. It is possible to get here on days of abstinence the richly ned dishes of the sason-deectable substitutes for meat. Richly nourishing soups, delicious vegetable and fish salads, pastries and pud-dings, sea food luncheon and dinner menus. The Metropolitan Dining Room will feed you during Lent,