

Handmade Flowers Decorative Note of New Hats

FLORENCE PAXTON-SMITH, Goldstein-Chapman's Millinery Shop, third floor, presents for madam's instant approval flower-trimmed hats from Weyman, California. Hand-made hats of interesting coloring. Handwoven bangloos, extraordinary, quite so, take place of prominence in the spring hat showing.

BOYS SHOP ANNOUNCES HUNDREDS OF NEW HATS AND CAPS. OLDSTEIN-CHAPMAN'S Boys' Shop, second floor, have just received hundreds of hats and caps at prices very low, \$1, \$1.50 and \$2. Excellent in quality, they're smart to wear with suits found in this shop—suits tailored "just like dad's."

COSTUME SHOP OFFERS MANY MODELS OF SPRING STYLEFULNESS TO THE DISCRIMINATING PERSON. OLDSTEIN-CHAPMAN'S Costume Shop, third floor, offers much of loveliness in models for spring wear. If you're in search of a coat you'll find quite adorable the medic collared coats with their touches of summer fur round the edge, fur dyed to match the coat fabric.

SPRING HERSELF MIGHT STEP INTO THESE NEW SHOE MODELS. SPRING'S favored shade, gray, the color which one hears described as "jackrabbit gray," has been chosen for the two new shoe models shown in the Goldstein-Chapman Shoe Shop on the main floor. Spanish heeled is the fascinating stage vamp suede of softest gray with its vamp and ankle cut out in the most approved manner under a tiny strap which buttons on one side.

"La Clarice," Omaha's New Hat Shop, Opens This Week.

LARICE, Omaha's new hat shop, opened this week at Twenty-fourth and Farnam streets, under the management of Miss Ada Knox, who has many friends in Omaha's style circle.

Enlarged Booth Space—Augmented Force of Operators—Soft Water Installation—Interesting New Features of Well-Known Beauty Shop.

THERE'S no denying the fact that many of the women of the continent stand high in the art of making most of the artistic aids to beauty. If madam has the blessing of the petit nose—it is her heritage of loveliness to make a background against which this dainty bit of beauty may be silhouetted—a cleverly fashioned transformation coiffure.



Let's Go Shopping with Polly

God—Thou hast made the world so beautiful, A flock of birds on pinions fleet and strong, Then—though it were not yet enough to soar— Gave to them song.

God—Thou hast made the world so beautiful, A bower of June with roses gay in bloom,

Then—though it were not yet enough to grow— Gave them perfume.

God—Thou hast made the world so beautiful, A million beings, soul their priceless gem, Then—though it were not yet enough to live— Gave Love to them.

GIFTS—By Theodocia Pearce.

Concerning Coats for Girls and Boys of a Styleful Turn

THE Children's Shop, Aquila Court, Sixteenth and Howard, has an unusually extensive showing of coats for the youthful style leaders—excellently tailored wraps of finest quality offered at prices wholly irresistible.

Topless Corsets for Wear With Dame Mode's Newest Stylings.

THE Hattie Putnam Barclay Corset Shop, 1637-33 City National Bank building, Sixteenth and Harney streets, presents to Omaha fashion followers the newest models in topless corsets, lovely for wear with the ultra voguish frock of effortless lines, the exquisite little semi-formal frock for afternoon and evening.

Imported beaded handbags in envelope and pouch style are emblems of the spring color chart, \$7.50 and up.

When the Hair is Bobbed the Hat Drops Low on the Neck—That's Why the Front of the Hat is "Bull's Up."

ELLE HATCH'S Millinery Shop, Nineteenth and Farnam, shows hats for every type of coiffure this spring—and there's a noticeable charm about the hats for wear with the season's "bob"—for this hat is built up in the front. Sometimes it is ribbon that forms the height as in a little black dome shaped crown with many bands of looped moire ribbon across and fit—sometimes it is a banking of flowers with a row of leaves primly outlining the vivid colors, each flower and leaf splashed with gold.

An Announcement of Interest to Buyers of Furniture and Rugs

CORTE-CORZINE-DOAN, successors to Corte-Aldous-Hunt furniture dealers, Twenty-fourth and Farnam, have an interesting announcement to make to buyers of furniture and rugs. That they may be in a better position to supply the furniture and rug needs of their patrons they are increasing their display space one-third.

Spring's Newest and Loveliest Creations a Revelation of Beauty—An Amazing Display of Moderate Prices

THOMPSON-BELDEN'S new frock arrivals are a smart exposition of the season's loveliest creations with price tags that are amazingly low. One reads such prices as \$45.50, \$48 and \$75 on such models as the following: Black satin cut on tailored lines, the tiny cap sleeves furnished by extended shoulder line—down the front wide creamy frills edged in dark ecru lace on either side of big pearl buttons sewed on by gold threads; an ashen of roses satin frock with its front apron extending to the hem with wide collar and cuffs of double organdie embroidered in gold metallic traceries.

Tailored Dresses the Last Word in Spring Fashions.

KNETTER, tailor, second floor 1916 Farnam street, is making up exquisite little tailored dresses at prices surprisingly low. Reduced prices are quoted on all dresses, coats and suits in this tailoring shop this season. News!

Sheerly exquisite are the new voile undies now shown in the shops—nightgowns of this popular material are shown in white and colors, each with a dainty bit of embroidery, \$2.95.

Effectively Softened Chapeaux for Spring Wear With the Tailored Suit.

THE Helman Hat Shop, Athletic club building, Eighteenth and Douglas, has a showing lovely indeed—hats arriving with the first showings of hyacinths and tulips in the florists' windows. Distinctive stylings in hats for wear with milady's tailored suit—models of softened crown and brim lines. Chic, charming. You'll adore the Helman spring selections. See them!

Beauty Shop Owner Leaves for New York to Attend Convention of National Hair Dressers Association.

RUDIE B. KRANZ of the Le Bijou Beauty Shop, 207 South Eighteenth street, left Omaha Saturday night for New York city, where she will attend the convention of the National Hair Dressers association during the coming week. Upon her return she will be glad to advise her customers in regard to the new and lovely possibilities in hair dressing. Much time will be spent by Miss Prudie in the Nestle Shop for the new points on permanent waving. A suggestion.



Milady's Chapeaux for Spring and Summer Assume a Beauty That Is Bewitchingly Becoming

MISS SHANAHAN'S Millinery Salon in the Julius Orkin Store, 1512 Douglas Street, is a most interesting place now that spring days have come—and the models which Miss Shanahan has selected for your greater loveliness, Madam Shopper are indeed intriguing.

Diamonds to Carry Messages of Love Are Mounted in Exquisite Ways to Give a Touch Unusual

THE John Henriksen Jewel Shop, Sixteenth and Capitol, offers extraordinary "buys" in diamonds, exquisite versions of the jeweler's cunning when it comes to the mounting of diamonds.

Hats Relocked After the Newest Crown and Brim Version of Spring Stylefulness.

ONE takes advantage of the work to be done at the Kruger Hat Shop, 303 Barker block, Fifteenth and Farnam, her hat brim and crown will be quite the last word in stylefulness.

Chinese Slippers Especially Priced.

THE Saily Importing company, Aquila Court building, Sixteenth and Howard streets offer exquisitely embroidered Chinese slippers at special prices.

East Wind—A New Red Shade—Dragon—A Fascinating Yellow Green Mah Jong—New Yellow Tan. OSHIERY shadings grow daily more lovely and in the hosiery department at Hayden Bros. they've an unusually extensive range of colors which they're offering at a "Spring Special" price, \$1.95.

New little finger rings of amethyst have tiny diamonds inset in platinum, \$37.50 and \$50, the amethysts quaintly shaped for beauty.

One can fashion her own new scarf of figured georgette, adding a plain colored border with pleated edge.

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Flared Box Coats Cover Little Plaid Frocks of Imported Smartness --- Semi-Formal Frocks of Lace and Chiffon Trail Their Loveliness Over Bisque and Pink Foundations --- Tile and Pan Green Stripes Make Smart Color Scheme of New Sports Coats

L. BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, presents imported suits for all round smartness, merging plaided frocks in tan, rose, blue and brown with widely flared box coats of brown. Precious! Of a richness not seen in many a day is a dashing little trowser of black pin tucked crepe, coat style lined in finest georgette, this worn over a lustrous white fulgarante under frock (this to be worn separate if desired) buttoned down the front in black and white novelty buttons straight from gay Paris.

"A Woman I Know" Wears One of the Most Exquisitely Created New Transformation Coiffures-- Continental Beauty Suggestion

THERE'S no denying the fact that many of the women of the continent stand high in the art of making most of the artistic aids to beauty. If madam has the blessing of the petit nose—it is her heritage of loveliness to make a background against which this dainty bit of beauty may be silhouetted—a cleverly fashioned transformation coiffure.

New Braiding Decorative Motifs Prove Unique Among Embellishments for Spring and Summer Wear "Brick on Brick" --- "Tile on Tile"

THE Ideal Buttons & Pleating Company, third floor, Brown Block, Sixteenth and Douglas, offers quite the newest in decorative possibilities—the braided frock, suit and hat. Dame Fashion has decreed that Milady's spring and summer wardrobe must be embroidered and braided—brick on brick, tile on tile, sounds quite like a building episode does it not, but these are two of the most fascinating colors for the new season.

Now That the Spring Decorating Season Has Begun in the Home-- Entertain Downtown

THE spring decorating season is "on," one of the reasons why the entertaining is done downtown. The Metropolitan Dining Room's new private dining room for exclusive entertaining is available at all hours, and in its artistically decorated interior one may see gay gatherings which would be sad affairs if given in the home now under the process of decoration.

Omaha Flower Show Prizes Awarded to Artists in Local Shop

HESS & SWOBODA'S Flower Shop, 1805 Farnam, was awarded two prizes in the contest of corsage making. Among those competing for the prize on the \$10 corsages Mrs. K. Grandjean was awarded first prize, an exquisitely decorated big hat box.

Hanging Wall Frames and Standard Frames Placed on Sale at Prices Amazingly Reduced.

THE Brandeis Stores Picture Department, sixth floor, have grouped hanging wall frames and standard frames at two prices—the hanging frames to size 10x14 are offered at 79c, the standard frames which were formerly priced from \$1.98 to \$2.98 at a sale price of \$1.

Normandy Voiles in Dots and Dotted Designs Trace a Charm Most Evident

THE Silk Shop, 1517 Douglas, has an unusually large showing of Normandy voiles in all of the season's loveliest new colors, these in plain dotted surfaces as well as intricate designs traced in the charming dots.

Beauty Shop in Exclusive Residence District Installs Permanent Waving Machine of Most Approved Perfection of Mechanism

MAISON LORENZO, Fifteenth and Dodge, phone Walnut 8014, the large new beauty shop in one of the most exclusive residence districts of Omaha, has installed a marvelous permanent waving machine of quite the most approved type.

Emeralds Prove the Ultimate in Engagement Rings

THE C. B. Brown Jewel Shop, 220 South Sixteenth Street, have assembled exquisite engagement rings which embody the rare loveliness of the emerald in their pierced platinum mountings which glew with the brilliance of cunningly mounted diamonds, calibre cut.

Section for Polly's Shop, featuring "Polly Will Choose the Patterns for Suit, Dress and Coat for the New Spring Wardrobe." It lists various items and prices, and includes the name Polly and the address Omaha, Neb.

Spring Weather Is Assured by First Day of Spring

N longer delay—madam, mademoiselle, for the first day of spring is passed and it is indeed time for the smart person to have assembled her stylish models for spring, summer and midsummer wear.

Section for Polly's Shop, featuring "A Shining Switch of Exquisite Quality Gives That Much-to-be-Desired Touch of Formality to Milady's Coiffure." It describes hair styling services and prices, and includes the name Polly and the address Omaha, Neb.