

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. Hand-woven 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 Medici collared coats with their touches of summer fur round the edge, fur dyed to match the coat fabric. Sports togs which Milady finds youthfully becoming are arriving in this shop daily, suits, frocks of swaggy styling. A delightful showing!

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. There's a perpendicular strap on the front of this pump, a style feature becoming to most feet. This model of exceeding dressiness is \$7.50. Of the same gray is a Flapper heeled model with a tiny line of gray kid ornamenting its vamp and outlining the ankle opening, a pump of smartness, \$6.85. For spring stylefulness, Milady Fashion chooses jackrabbit gray!

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

LA CLARICE, 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. A shop of exquisite chapeaux which opens at 12 noon and stays open until 9 o'clock in the evening, enabling the business woman to choose her hat with time left to enjoy the picture show. A showing of lovely colored hats, \$5 up.

Tiny pleated and frilled pieces to be worn as maids' caps are shown in an Omaha shop, these of crisp white with black ribbons, 50 cents.

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

THE Delft Beauty Shop, second floor City National Bank building, Sixteenth and Harney, JA. 1798, is making many interesting changes. For your convenience, madame! The enlarged staff of Marcel makes it possible for one to get even a last minute appointment. Excellent.



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.

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. A resume and analysis of the business done during the past six months has led the firm to the conclusion that during the year 1924 they will be able to increase the sales by at least 33 1-3 per cent. This will be possible by a promotion of the volume of business done an assurance of maintaining low price quotations. In a position to enter the furniture and rug markets securing the lowest possible prices, this firm is discounting all bills and operating with a low overhead expense, vital reasons why one is able to find such excellent values in this store where every member of the firm takes a hand in serving the customer within its gates. "We will certainly appreciate inspection on your shopping tour," your invitation to view the newly arranged showrooms.

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 \$49.50, \$59 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 ashes 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. Intriguing!

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 Wear With the Tailored Suit.

THE Heitman 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 styles in hats for wear with milady's tailored suit—models of softened crown and brim lines. Chic, charming. You'll adore the Heitman 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. For wear with the tallie there is an extensive style exhibit—dear little close-fitting models which assure an alluring becomingness. Black, as usual, leads fashion and the black hats show trig little ornamentations of ribbon with at all times a glint of metal in buckles large and small. Navy and red is one of the prettiest of the new color combinations in the tailored chapeau white yellow, black and white, green and sand, and plain green in the fascinating new spring shade are perhaps the most stunning, though many find the Chinese blue of vast becomingness. Whatever one's preference she is sure to find just what she would like to wear in this style showing. Prices are most suited to our purses too, a range in quotations from \$5 to \$15 for these fascinating creations.

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. Square in effect is the mounting of platinum at \$85, which glitters with many small cut diamonds, this to hold a diamond which is to be chosen from among the loose stones in the Henriksen selection. A large diamond solitaire with three square cut sapphires on each side is a find at \$90. Mounted in a square of white gold and platinum is the diamond ring at \$150 which has two little sapphires on either side. Most unusual—truly lovely is a lace backing of platinum pierced with infinite artistry which holds the three large diamonds in a ring at \$175. Nine large diamonds in a similar mounting of platinum background make a ring at \$200. For the little finger is a basket mounting of intricate fashioning, this holding 10 good sized stones, in its platinum loveliness, \$200. A conventional solitaire set in platinum is \$210, a perfect diamond. Sapphire corners of unusual beauty finish in fitting manner the diamond in square mounting, \$295. Then there's a Henriksen engagement ring special at \$55—a well worth while buy. Diamonds for every lover of beautiful stones in this showing, rings offered at prices irresistibly low in pricing.

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

IF 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. A shop which does excellent work in remodeling feathers, furs and marabou.

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

Chinese Slippers Especially Priced.

THE Saily Importing company, Aquila Court building, Sixteenth and Howard streets offer exquisitely embroidered Chinese slippers at special prices. Black, orchid and rose coral, their all-over traceries are artistically effective, \$3 a pair.

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—excellent tailored wraps of finest quality offered at prices wholly irresistible. For Miss One, Two and Three-Year-Old are charming broadcloth coat models in tan, green, copen and rose ranging in price from \$10.50 to \$15. If one is a bit older, say anywhere between two and six years, she may choose similar coats ranging in price from \$15.50 to \$15. For the "Almost-Grown-Up" girl or the dainty person from six to 14 years are smart stylings from \$10 to \$25. In the boys' coats are mannish tailors in tweeds, coverts, polo cloths and serges offered at a price range between \$8.75 and \$25. A shop for everyone who has boys and girls; get acquainted.

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 "rotteur" of faultless lines, the exquisite little semi-formal frock for afternoon and evening. Most moderate in price, these models, \$3.50 up.

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 Up."

BELLE 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 front—but sometimes it is a banking of flowers with a row of leaves primly outlining the vivid colors, each flower and leaf splashed with gold!

Cut on the mandarin lines is a heavy tan crepe blouse with a solid massing of tiny tucks across the front where the slipover is achieved by a deep gilet opening buttoned by crepe linked wooden buttons under a big collar of the new masculine cut with cuffs to match. \$7.50.

East Wind—A New Red Shade—Dragon—A Fascinating Yellow Green Mah Jong—New Yellow Tan.

HOSIERY 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. Lovely indeed are: East wind, the new shade of red which has in it much of orange; dragon, the new and unusually pleasing shade of yellowish green; mah jong, a Chinese yellowish tint mixed with our own American tan always a spring color; freckle, suggestive of that peculiarly sunny brown spot which besprinkles the youthful nose; dawn, Belgique, jact-rabbit, and airdale are others worthy of mention.



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 trotteur of black pin tucks, 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. Another touch of absolute Parisian smartness is a black pearl buckle which fastens the coat of black. To wear with this one might suggest the new black pearl choker. Too, a chic "tiroon" chapeau of fine milan straw, an under-arm envelope bag of moire with petit point ornamentation. Lovely lace and chiffon semi-formal frocks are the new note in fashion, these with brilliant buttons showing to advantage over foundations of bisque and pink. For the unusual in smartness, L. Boschin's new coats are striped in two and three shades, tile, Mexican and brown, startling contrast to a collar of unusual fur. You'll love the costume novelties arriving daily in the La Boschin Shop. Crystals, dull and lovely, these in bob and hat pin set to match. The new in bags, beads, pins, bracelets, earrings, handkerchiefs, the touch that makes madam a bit different from her sister.

"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. Foreign made are the exquisite transformations displayed in the Black and White Room at Burgess-Nash, for Mr. Roberts well understands the transcending loveliness which Milady achieves when her face is framed in hair of fine texture, brilliant sheen, true coloring. "A woman I know" has become beautiful since she has adopted the lovely new coiffure—a fineness, an exquisiteness truly natural, I assure you. So delightful this soft waving of hair under her new chapeau of two-toned fallie—a banking of hand-made flowers high on one side. If madam desires to be beautifully coiffed—the transformation.

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

THE Ideal Button & 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 embellished 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. And when I say brick on brick it means that it is brick colored braid upon the finest charmeen or crepe surfaces of the same shade, or tile braid upon the fabric of the same name. When you plan a little frock to be worn under a long coat in the new suit arrangement—join the contrasting material for the upper part of the dress to the skirt by a decorative bit of braiding. If it's a sports frock you've planned, let its shoulder yoke be plain with an intricately wrought corsage of embroidery on the entire left side of the blouse with an all over pleating of both blouse and skirt. This with the extremely short sleeves, the smartly rolling collar and trim little belt spells style of the 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. When you'd have your party an entire success. Call Jackson 3508, the Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney.

Omaha Flower Show Prizes Awarded to Artists in Local Shop

H. 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. Mrs. Rose Anderson, also of Hess & Swoboda staff, won the prize for the arranging of the \$5 corsage. Daffodils, flaunting cups of sunshine were the color motif of the big centerpiece for the dining room arrangement by the Hess & Swoboda staff. Great white snap dragons and purple lupine and a rarely lovely little flower of gold were also used in this centerpiece. Towering palms used throughout the Flower Show carried Hess & Swoboda cards—evidence of the cleverness of these well-known flower growers. At all seasons of the year one is delighted with the exotic showing of rare plant growth in the Hess & Swoboda Shop—a metropolitan shop indeed one decides after a viewing of the extensive showing of blossoms and potted plants.

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. These without glass. Values remarkable indeed and much appreciated at the time of the year when we are arranging new and lovely decorative schemes.

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. Lovely whether in light or dark shades, the price but 65c a yard, making a saving large enough to pay for the lace and crisp ribbons which make these frocks so lovely.

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. Many ions of small size do away with the painful pulling which has been a feature of the permanent wave formerly—and there's a multitude of tiny lights which give a warning of just how many minutes the current has been turned on, an assurance of perfect safety to Milady's hair—no danger of there being too much heat with resultant damage to hair texture or follicle. Make an early appointment for your next wave on the new machine at the Maison Lorenzo. You'll be most delighted with the natural wave it will give you. Lorenzo Lorenzo permanent waves are guaranteed to give satisfaction.

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. There is the charm of the unusual in the quaint cuttings of the stone of mystic green fire, the charm that is most desirable in the engagement ring, symbol of love unutterable. Wedding rings to be worn with these solitaire diamonds, emerald mounted, emeralds diamond mounted, are bands of alternating diamonds and emeralds. Lovely!

POLLY WILL CHOOSE THE PATTERNS FOR SUIT, DRESS AND COAT. FOR THE NEW SPRING WARDROBE

SENDING ONE OF THE NEW BOOKS WHICH CONTAIN DETAILED INSTRUCTIONS ON THE FASHIONING OF EACH GOWN PICTURED.

At Your Service Address

POLLY THE SHOPPER Omaha Bee Omaha, Neb.

Lenten Season Affords Excellent Time to "Catch Up" on One's Reading.

THE Book and Gift Shop, second floor Bushman block, Sixteenth and Douglas, has a group of book shelves filled with the books which you have long intended to read—the time has come, for with the cessation of social obligations, due to the lenten season, one has available hours to be devoted to leisurely reading. Books to be rented for 5 cents a day. This is the exchange shop of which you have heard me speak.

One of the clever corsetieres made a corset of black satin, the garter bows, black and rose for contrast. Lovely for evening wear

Spring Weather Is Assured by First Day of Spring

N O 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. But, do not express surprise, surely one is conversant with the peculiarities of the climate of this fair state which changes over night from the coolness of early spring into the balmy days of the new season, often changing in a few hours to a blinding heat which sends Lady Fair home to slip into the ravishing little French dress which she has bought in preparation for just such a weather emergency. Words of warning, ladies mine.

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