

### Store of Specialty Shops Announces Stock in Readiness for Easter Shoppers A Place to Find the New

**G**OLDSTEIN-CHAPMAN'S Costume Shop announces entire readiness for the eager Easter shopper and especially do they wish to call attention to coats, suits and dresses in three price groups, \$15.50, \$24.50 and \$34.50. In the showing Lady Fair will find values of true significance.

**R**ECENT EXTRA NEW YORK BUYING TRIP ASSURES MADAM STYLE FOLLOWER ABSOLUTELY LAST WORD CHAPEAU FOR EASTER PROMENADE.

**F**LORENCE PAXTON-EMITH of the Goldstein-Chapman Hat Shop, third floor, has just returned from an extra pre-Easter buying trip to New York, assurance to Madam Style Follower that her Easter chapeau is absolutely the last word. Marvelous creations offered in price range from \$1 to \$35.

**F**OR FIRST COMMUNION EXQUISITE LITTLE WHITE SUITS OF SILKY FINISH POPLIN, FOLLOWS NORFOLK BELTED STYLES, OLIVER TWIST AND BALKAN STYLES.

**T**HE Boys' Shop, second floor, Goldstein-Chapman, have lovely little white suits of silky finish poplin for first communion. Pretty styles are offered in little Norfolk belted coat styles, the ever charming Oliver Twist and Balkan models. In sizes, 3 to 10 years, they're priced at \$2.98 and \$4.95.

**C**ORSET SHOP SUGGESTS THE IDEA OF CORSET FITTING BY MAIL BY MEANS OF MEASURE BLANKS AND ILLUSTRATED FOLDERS.

**T**HE Goldstein-Chapman Corset Shop, second floor, Paxton Block, 16th and Farnam, have an unusually complete line of spring corset models and suggest corset fitting by mail by means of measurements and splendidly illustrated folders. A lovely line of these well-known corsets is shown: Modarts, Styliah Stouts, Thomson's Glove Fitting, Dolce. Also the Dorothy Hickman brassieres, so delightful in styling.

**V**IVIDLY TINTED ROBES MAKE LOVELY EASTER GIFTS—THE NEW PUFF EDGE MODELS SO BECOMING TO LADY FAIR FOR BOUDOIR WEAR. THE PLAIN LITTLE SATIN PULLMAN ROBE FINISHED IN GEORGETTE FOR DAININESS.

**G**OLDSTEIN-CHAPMAN'S Shop of Intimate Wear on the main floor presents wholly adorable new robes, gift suggestions for the Easter-tide. Two-toned satin, cerise and blue, orchid and blue or blue and cerise are exquisite gift offerings, their price, \$27.50. Generously full, they've the new puff edge with French daintiness in every line. Long straight lines has a black satin robe with coral band on sleeves and down the front, \$25. Delightfully Chinese is a gold and flame with bit of bright blue for contrast, this a truly regal robe, \$35. On very plain, straight lines are the little brocaded affairs of dainty orchid, flame, black, blue and purple, these with georgette edges for daintiness, \$15 and \$22.50. Tea coats with whorls of lace and exquisite flowers are delightful gift suggestions, \$25.

**G**RAY ALLIGATOR TRIM ON BLACK SATIN SANDAL—BROWN ALLIGATOR ON LEATHER OF THE SAME SHADE PROMISE MUCH OF EASTER STYLEFULNESS.

**G**OLDSTEIN-CHAPMAN'S Shoe shop, main floor, announce the arrival of two new sandals for Easter stylefulness; a chic little black satin with quaint cut-out banding of gray alligator across the instep under a narrow buckled strap of the same leather. Cut on the same lines is a brown leather with a brown alligator trim and heel. Unusual these, and most moderately priced, \$5.85.

### Easter Dinner Plans Made in Big Downtown Dining Room---Dinner Hours Continuous From 12 O'Clock Noon Till 9 at Night

**T**HE Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, Jackson 3508, are making plans for your entertainment on Easter day. First and foremost they're planning to have dinner from 12 o'clock noon until 9 o'clock at night. Everything that the spring market can supply to make an Easter dinner a success will be served at the Metropolitan on Sunday—and you're all invited to come and bring your families and friends. Dinner served at \$1.50 a plate.

There's a very pretty new beaded chain in lacy design which is most effective worn with the little light frocks of the new season. These take five bunches of beads at 10c a bunch to make, and are finished with two big Venetian glass beads at 10c each. It takes two spools of silk twist at 6c a spool, and you can make them yourself in one of the Omaha art shops or hire them made for \$2 in addition to the materials.

### The Easter Chapeau of Assured Becomingness If Selection Is Made From This Showing of Versatile Stylefulness

**B**ELLE HATCH'S Millinery Shop, 19th and Farnam, offers much to interest madam et madamoiselle in search of becomingness in her Easter chapeau. Whether she feels an urge for blue, that rarely lovely new French green, the rust color of adorable effectiveness, a chic little black or Parisian inspiration or a flower hat of true loveliness, she is sure to be delighted with a Belle Hatch selection. Prices most moderate.

### Special Facials Featured in New Beauty Shop Promise Dainty Skin Texture

**M**RS. MACK'S Beauty Shoppe, 277 Aquila Court, 16th and Howard, Atlantic 9166, has a special facial pack which is an assurance of satin skin texture, for it involves a thorough cleaning of the face pores with a most effective feeding of the tissues. Marie Coffee, a well-known marcor, will be found in this new shop. Interesting! And it is interesting to note that the Franco-American toilet requisites are carried in their entirety here.

### April, Month of Diamonds, Offers Many Suggestions for Gift Offerings

**A**PRIL, month of diamonds, is especially delightful as a time in which to make birthday gift offering or the Easter gift. The C. B. Brown Jewel Shop, 220 South Sixteenth street, presents a rare assemblage of diamond gift jewelry. Perhaps the most interesting are the rings in the newest mounting conceptions in 15-karat white gold which are grouped for easy selection at the following prices: \$17.50, \$22.50, \$27.50, \$35, \$40, \$50, \$75, \$100 and \$135. The graduation diamond ring solitaire is certain of delighted appreciation from the girlish recipient. Many of the daintily executed mountings are especially suited to girlish loveliness. Let your April gift be a diamond gift.

### Mail Order Hose Special Price Plan Just Before Easter Madam Considers the Finding of Many Dainty Gifts.

**T**HE KARGES HOSIERY COMPANY, Sixteenth and Farnam, have a special price to mail order customers—the \$1.85 special hose featured in this shop will be sent to mail order customers for \$1.55. A finely woven hose, this "Karges Special" a delicately fine chiffon which may be ordered in all colors. Most opportune just before Easter, this special is it not?

### OMAHA STORES PREPARE FOR LAST MINUTE EASTER SHOPPERS.

There are always some of us who wait until the last minute to make definite selection of our stylishness. These dilatory ones will find the stores in readiness to facilitate last minute selections—models grouped in price groups—a massing of certain desired style types and colors.

**S**HOP EARLY. ADDRESS POLLY THE SHOPPER, OMAHA BEE, OMAHA, NEB. IF YOU'D TAKE ADVANTAGE OF THE BEE'S FREE SHOPPING SERVICE.

# Let's Go Shopping with Polly

*Sky where the white clouds stand in prayer,  
Luminous, lucent Easter sky!  
Easter fields with their vivid flare  
Of wind-tossed blossoms that die  
Only to blossom again some day!  
Make us remember we're that way,  
Brave little blossoms, sweet and gay!  
Make us remember we shall, too,  
Know, as you know the sun and dew*

*Over again—know all the sweet  
Of being alive again, and meet  
As you meet the friendly blossoms near,  
Those who to us were near and dear.  
Sky, with your Easter white and blue,  
Teach us, like you, to pray!  
Blossoms of Easter, make us, too,  
As brave as you and as gay!*

Easter, by Mary Carolyn Davies



### Millinery Designer of Note Comes to Omaha to Open Shop of Individual Chapeau Models Rarely Beautiful

**T**HE Hamilton Shop, Aquila Court, Sixteenth and Howard, is quite the most interesting departure in shops seen for many a season—for its decorations have been planned and carried out in each lovely detail by Miss Hamilton, who is a designer of note, having been responsible for many millinery modes launched in past years. Hamilton chapeaus will be to Omaha fashion followers a revelation of exquisite creative achievement and there's a fascination in viewing the different models on exhibition—they're all so different and so differently intended, each intended for the suiting of a certain and distinct personality, from the gay insouciance of the little sports models to the stately significance of sweeping-brimmed matron's hat. Just a few notes jotted down during my own very enjoyable viewing of the models in a salon of French green, gray and black, with dashing draped background of orange hung from wrought iron grilles. Impressive!

Many felts in gloriously gay hues—swagger affairs for the motorist, the golf enthusiast. Unusual models from Hyland these! Especially smart in line are the brightly banded and scarfed Sybels, the hats which come down well on the neck of the one whose hair is bobbed, this due to an unusually long oval headsize. An adaptation from Lucile is a wide brimmed hat covered on brim top by soft, dull moire, the front brim caught in the center by chopped feathers their blue delicately touched by gold paint. From Maria Guy, the navy blue, its line achieved by means of dull blue corded ribbon. Flower hats of distinguished grace, feather hats of charm, these in vivid colors as well as conservative tailored coloring and line, and the infinitely lovely little Ascher ribbon hats for wear with tub silk frocks which promise such a vogue for early summer. A shop to supply the fashion demand of a fashion season at home or abroad with models of moderate prices—\$12 to \$22.50.

### Swagger New Coat of Silken Weave, the Inside of the Collar Furred for Summer Smartness---A White Dress for the Junior League Frolic Glitters With Rhinestones Which Hold in Place the Tiny Ostrich Frond Clusters of Flared Side Drapes---A Chic Little White Sailor Has a Pencil Roll Round Its Crepe-Bound Edge With Flame and White Scarf to Match Its Banding

**T**HERE'S a treat in store to the visitor to the La Roschin store, Hotel Fontenelle, Eighteenth and Douglas, for there's much new in the way of swagger smartness in this haunt of fashion, and there are offered foibles of the ultra-modish to gratify whims and fancies of the most luxuriously inclined. Lovely new coats are arriving daily, unusual in stylish details such as summer ermine on the inside of the collar of a silken wrap model—a distinction you'll agree! Graciously exquisite is chiffon when it fashions such dresses as a white with artful decorative motif interpreted in terms of brilliant and pearls with a faint fluttering of ostrich fronds across the surfaces of flared side panels, or a heavenly blue model with intricately folded side panels, each edged in four-inch ostrich thread to match, this a bit reminiscent of the far eastern magnificence. Then there are those seventy-five new hat models—these typically La Roschin selections—each a marvel of tailored simplicity, each a triumph of becomingness. And—the prices on these trig little hats—made a note from a lovely little bankok, just \$10. Almost unbelievably low—is it not?



### Easter Flowers in Exquisite Profusion at Omaha Flower Shop

**T**O APPRECIATE fully the very marvelous beauty of the Hess & Swoboda Flower Shop's Easter flower show it is necessary to view them at the shop, 1805 Farnam. An unusually wonderful assemblage of lilies, hydrangeas, roses, gladioli, that pretty flowering shrub whose branches are laden by blossoms of purest gold; bulbous plants of all kinds whose loveliness seems particularly appropriate for the Easter flower gifting purposes, and baskets and corsages arranged as the artists of this great shop know so well how to do them, and cut flowers of all descriptions. Out of the city customers should place their orders as early as possible. Being members of the Florist's Telegraph association this shop is able to fill orders on short notice in all parts of the United States and Canada.

### Appointments Made Even Now for the Permanent Wave---Don't Wait Until Hot Weather to Have Work Done

**M**ANY Omaha women are even now making appointments for their permanent waves—some of them for immediate consummation of the work, others to wait until just before leaving for beach and mountain resorts. Mr. Roberts of the Black and White Room, Burgess-Nash is a past master of the art of permanent waving and indeed counts among his patrons, many who have had not only one but several waves, each time returning to Omaha and Mr. Roberts for the repetition of the delightfully permanent by the Roberts' method. Two waves seen in the shop this week were as a perfect example of the art, these in price range from \$12.50 to \$17.50. Clear and lovely chiffon hosiery at \$1.69—"these without flaw of any kind" to quote a little girl who is conversant with the stock. And surely one's gay Easter ensemble will be incomplete without a swagger stick, quite the newest costume note, these in color to harmonize with suit, hat, shoes and gloves, \$1.75.

### When One Prepares for Easter Promenade---She Selects a Tailored Waistcoat---Hosiery of Finest Texture With a Swagger Walking Stick That She May Be "Different"

**T**HOMPSON-BELDEN'S contribute much of smartness to madam's Easter costume. Here it is that she makes selection of a trigly tailored little waistcoat for superlative style becomingness of the tailor. In white or ecru linen, pique or organdie, she chooses a rounded Peter Pan or V-shape neckline—these in price range from \$12.50 to \$17.50. Clear and lovely chiffon hosiery at \$1.69—"these without flaw of any kind" to quote a little girl who is conversant with the stock. And surely one's gay Easter ensemble will be incomplete without a swagger stick, quite the newest costume note, these in color to harmonize with suit, hat, shoes and gloves, \$1.75.

### Jade Gold Tile and Gray Band Loose Sleeves and Hem of Spring Coat Model---The Collar Finished by Ermine Roll

**L**AMOND'S, Seventeenth and Farnam, present wholly charming new coat models—a decidedly pretty trimming favored by one is a hand-dyed ermine which nicely harmonizes with the tile and gold of the multi-tinted band. Tan charmer is a wrap with wide braided design of navy blue, the braiding extending below the hem in clever way, covering the high or low collar and extending down upon the body of the coat. Lovely. A clever showing of dress coats from \$49.50 to \$59.50.

Rosaries are gifts of especial significance at Easter time—a lovely gift when enclosed in dainty little box of gold or silver. A local gift shop has made a feature of them this spring and they're offered in a price range of from \$5 to \$50.

### Hy-Tex Brick Favored by Architects and Home Builders, Who Demand Artistic Effects in Addition to Longevity of Material

**H**Y-TEX BRICK is the choice today of architects and home builders who are alike in their demand that building materials present an artistic appearance as well as an embodiment of longevity of construction. Now is the time to select the brick for your new home—Hy-Tex to be sure and the best possible place to make the selection is from the beautiful display in the Hydraulic Press Brick company's showrooms on the main floor of the Woodmen of the World building, Fourteenth and Farnam. Surely not difficult to find something eminently suited to the type of home you're planning for it is your privilege to make selection from more than 300 color combinations and textures. In the exhibit room you will find salesmen who will be glad to help you on your brick problems, estimating comparative costs on various types of construction. If unable to call, a postal card request will bring to you one of the new books which contain half tone and color plates of Hy-Tex brick.

### With Easter Starts the Entertaining of Spring and Summer---Preparations for the Festive Wedding Events

**T**HE Brandeis Wall Paper department, fifth floor, offer much of interest to the spring and summer hostess for their wall coverings are particularly adapted to the changing of inside decorating so desirable to the planner of many functions. Especially interesting are the following price offerings: bedroom papers, 11c a roll; dining room papers, 17c a roll; papers for living room and halls, 24c a roll. These in exquisite new decorative conceptions represent worth-while wall coverings. Make I make your selections?

### Season of Wedding and Anniversary Gift Occasions Draws Near---Suggestions

**T**HE John Henrickson Jewel Shop, 16th and Capitol, offers much of interest as the season of wedding and anniversary gift occasions draws near. In this store will be found an unusually large assemblage of Seth Thomas clocks, sterling service pieces in both quality plate and sterling, watches and diamond presentations of worthy value. This store has a service especially planned for those who are unable to visit the store—a service which involves the sending of illustrated books, even the making of merchandise for selection, upon presentation of bank references. The Henrickson stock is very fine—the values well worth while.

Slave bracelets are quite the newest note in jewel whims—and they're offered in white gold and silver and so lovely are they that some more luxuriously inclined persons have even had them made up in platinum. The silver linked chains of charm are \$2.50, those in white gold are \$25.

### Airedale, Gray and Black Suede Chosen Favorites for Spring Footwear

**T**HE Kinney Shoe Store, Sixteenth and Capitol, are featuring for Easter footwear the chosen suede in Airedale, gray and black in fancy straps and ties in both medium and high heels at the very low price of \$4.98. Chiffon hose to match, all shades are \$1.50 a pair.

**C**oats and Suits for Easter Wear Embody Much Style Cleverness With Surprisingly Low Prices.

**H**AYDEN BROS., Sixteenth and Farnam, have an unusually pretty line of coats in distinctive styles, embodiments of lovely new lines and trimming details which proclaim their newness. Coats which are intended for both sports and dress wear and are priced from \$19.75 to \$39.50. Hairline stripes in soft serges and flannels and Poirot twills in the season's popular colorings are the suits in boyish type stylings which are priced for immediate buying, \$19.75 to \$49.50.

The bouffant gown is still made by some houses that always make picturesque gowns, but it is the individual exception, not the mode.

Call the Cleaners Today—Last Warning Before Easter.

**T**HERE'S a certain satisfaction in having one's wardrobe in clean, ready readiness for Easter donning of light colored tailleur, gloves, dainty wrap, scarf and veil. Dresser Bros., Twenty-second and Farnam, have issued the last warning before Easter—call them up tomorrow for early delivery of cleaned wardrobe loveliness before Easter.

The circular flounce or clever plaits are often used for flounces across the lower part of the skirt front.



*Polly*