

Fascinating, Quite, the New Silver Designs Which Are Offered This Spring Gift Season

THE JOHN HENRICKSON JEWEL SHOP, Sixteenth and Capitol, has an unusually lovely gift showing of silver for the beginning of the spring gift season.

Fresh Homer Squabs—Spring Chickens—Succulent Spring Lamb Assure Success of Easter Dinner

MRS. COOKE of the Tiffin Dining Room at the Wellington Inn, 1519 Farnam, Atlantic 5601, is planning a splendid holiday, Easter, dinner.

Pretty Little Coats for Spring Wear Show Preference for Summer Furs

LAMOND'S, Seventeenth and Farnam, have an excellent presentation of pretty little coats for spring wear.

Men, Get Your Panama Hats Ready for Summer Wear

FRESHER BROS., Twenty-second and Farnam, have issued a first warning to men to get ready their panama hats.

Let's Go Shopping with Polly

They found Him in the solitary place, The lonely place where He had gone to pray. They sought Him wistfully—and told Him thus: "Behold all men seek after Thee today."

Pressed by a piteous throng that sought release— Each from his own great grief. Thus passed His days And He went His way to Calvary.

Easter Greetings on This Joyous Day

EASTER SUNDAY—may the spring sunshine find every one of my friends at peace with a joyous happiness peculiar to the day.

Mirror Sale Begins Monday---\$9.75---Marvelous Sale Price on Art Mirrors Selling at Regular Prices to \$24.50---Heavy Silken Cords

THE BRANDEIS Picture department, sixth floor, will have a one-week's mirror sale beginning Monday—mirrors sale priced at \$9.75 which formerly sold as high as \$24.50.

In Time for Spring Decorating Season Furniture Store Enlarges Floor Space---Rearranges Stock of Odd Pieces and Period Suites for Every Room in the Home

CORTE-CORZINE-DOAN, furniture dealers, Twenty-fourth and Farnam, have enlarged their floor space a third more straight back with the attendant rearranging of stock which makes this a most interesting place for the selection of odd furniture pieces and period suites for every room of the home.

Exclusive Dundee Beauty Shop Gives Distinguished Clientele "A Little of Everything" With Great Success

MAISON LORENZO, Fiftieth and Dodge, Walnut 8014, is meeting with a huge success for as Lorenzo whimsically remarks "we give them a little of everything" and when one is talking of the varied accomplishments of those whose time and talents are devoted to the making beautiful of Lady Fair the saying of "a little of everything" is indeed inclusive.

Little Silver Made for Chubby Hands Makes Each Mealtime a Pleasure---Jewel Shop Announces Baby Week

THE C. B. BROWN JEWEL SHOP, 220 South Sixteenth street, are co-operating with the Gorham Silver company and have announced that this week is Baby Week.

Simple frocks of English tweed and cheviot are made by almost every house. Many of these little frocks have straight jackets to wear with them.

Satin is much used. It is often tailored carefully and immaculately, as if it were a wool fabric. It is used for the ensemble, too, with a printed crepe skirt under a coat of satin.

Store of Specialty Shops Makes Big Purchase of Coats, Suits and Dresses in Dame Mode's Most Clever Conceptions---A Sale Feature

GOLDSTEIN-CHAPMAN'S STORE of specialty shops, Sixteenth and Farnam streets, has made a big purchase of suits, coats and dresses which they're placing on sale at \$18.75.

BOYS SHOP OFFERS COATS IN MATERIALS PLAIN AND MIXED STYLES AFTER "REGULAR FELLOWS" COAT MODELS.

THE GOLDSTEIN-CHAPMAN BOYS' SHOP on the second floor has amazingly attractive coats for boys from 2 to 8 years.

Children's Own Shop Offers Much of Interest to Smart Wee Persons.

THE Children's Shop, Aquila Court, Sixteenth and Howard, offers much of interest to the small person of smart inclinations.

Lady David Ribbon Gifts Created for Spring Wedding Trousseau and Gift Occasions.

LADY DAVID is now established in the Hamilton Hat Shop, second floor Aquila Court, where one may view the exquisite ribbon and lace finished in time for the spring wedding trousseau and gift occasions.

The silhouette for evening remains straight. The evening gown has much of the movement of the daytime frock.

Well-Known Beauty Shop Announces Evenings for Special Appointments.

THE Delft Beauty Shop, second floor City National Bank Bldg., Sixteenth and Harney, Jackson 1795, announces that beginning this week they will be open until 8 by appointment on Wednesday and Friday evenings.

Umbrellas Recovered and Repaired to Look Like New.

THE Western Umbrella Company, Eighteenth and Harney, has a service unequalled in the repairing and recovering of umbrellas.

Demurely Veiled, the Little Hat of Knit Braid for Wear With Georgette Mantle Costume--- Tulip Yellow, the Hat Whose Drape of Georgette and Satin Is Printed in a Riotous Mass of Red and Yellow Blossoms---Envelope of Pin Seal a Vivid Chinese Red With Banding of Gold Braid--- Coats of Black Have Heavy Cordings---Bands of Tucks

LA BOSCHINI, Hotel Fontanelle, Eighteenth and Douglas, presents to Omaha fashion folk the inimitable, the irresistible, the georgette mantle costume. Straight of line is the little frock, cluster tucked at intervals embroidered between tuck clusters in threads of flame and silver.

Spring Time Logical House Furnishing Season--- Big Omaha Store Announces Departments to Take Care of Appearances of Lawn and Porch as Well as Every Room of the House

BRANDEIS STORES have declared this a week of home furnishing and the heads of different departments have put forth unusually great efforts in displaying the necessary implements and furniture pieces for the cleaning up and refurbishing of the lawn, porch and house.

Ribbon Trimmed Chapeau for Youthfulness; Little Scarfed Models for Milady's Golf Game; Gracious Dinner Hats of Transparency

THE HAMILTON SHOP, 2d floor Aquila Court, Sixteenth and Howard, the wonderfully decorated new hat shop which has quite taken Omaha's fair ones by storm is showing absolutely beautiful millinery creations.

Made in France—by hand—the wondrous new "brodered net" carries robes and caps for the baby's head when it sprightly lifts to the spring sunshine.

Compo Creations in Fruits and Flowers Make Lovely Wedding and Graduation Gifts.

THE Book and Gift Shoppe, second floor Bushman block, Sixteenth and Douglas, are featuring for the spring wedding and graduation gift season the new Compo fruits and flowers on big rose candlesticks, trays, vases and comports.

Fur Chokers for Early Spring Wear Are unusually Lovely in Petry Selection.

HAYDEN BROS., Sixteenth and Dodge, have an unusually extensive selection of fur chokers, stone marten, Baum marten, minks, platinum and pointed foxes, a world of becomingness for wear with the suit, sports frock, dainty afternoon dress and wrap.

The tube or bellless evening gown, with movement below the knees, is important.

Enlarged Mending Staff Makes it Easy to Get Appointments.

THE Le Bijou Beauty Shop, 207 South Eighteenth street, AT 3763, now has three expert mending waiters in addition to the talented "Prude," owner of the shop.

The tunic blouse, a long straight plaited or tucked blouse in white satin, printed crepe, or plain bright colored crepe worn over tailored suits of wool and satin, is another smart version of the tunic frock.

Hats Reblocked, Furs, Feathers and Marabou Remade.

THE Kruger Hat Shop, 303 Barker block, Fifteenth and Farnam, does excellent work in reclaiming to beauty the old hat, reblocking it to a fresh loveliness.

There's a Laugh and a Lilt in the Music and Words of the New Foxtrot Songs

THE A. HOPPE COMPANY, 1113 Douglas, have every one of the prettiest new foxtrot hits and there's a laugh and a lilt in the words and music of these.

Delicacies of Springtime Season Offered on Easter Holiday Dinner Menus in Downtown Dining Room

THE METROPOLITAN dining room, Hotel Keon, Eighteenth and Harney, has planned a most delightful menu for Easter dinner—all of the delectable vegetables and fruits for which we have waited so eagerly throughout the winter months.

Permanent Waving Worries Now at an End for Months to Come

THE permanent waves given by the three Irene Gray Beauty Shops, Herzberg Beauty Shop, 1519 Douglas, AT 3763, the Marinello Licensed Beauty Shop, 166 Brandeis Theater Bldg., JA 3460, and the Gray Beauty Shop, Athletic Club Bldg., Seventeenth and Douglas, AT 4127, save wave worry for months to come.

To Avoid Moth Damage—Scientific Cleaning

M. THOMAS of the Pantorium, Sixteenth and Jones, is an expert on the avoidance of moth damage and his advice at this stage of the season's progress is "To avoid moth damage to rugs, draperies, curtains, upholstery and clothing, clean them before summer storage."



Summer Apparel DISPLAYED IN SHOPS Decidedly Different Is the Merchandise Ready for After-Easter Display. We have Issued Forth from the Winter and Spring Season to Midsummer Loveliness. Little Frocks Choose Their Accompanying Smartness With a Thought to Color Suitability. THE OMAHA BEE OFFERS TO ALL READERS A FREE SHOPPING SERVICE. Address Polly the Shopper Omaha Bee, Omaha, Neb.

Chinese mosaic work handkerchiefs, rose design, 25 cents each, make lovely gifts. THE Book Peddler, a Shop in Which to Find a Rare old Book or Two. THE BOOK PEDDLER is a tiny shop opened on Nineteenth and Harney by Mrs. Walter Hixenbaugh, jr., who has long been the delighted collector of unusual books, etchings, engravings, photographs and letters. For a small sum one may pick up really rare treasures in this shop. Visit it at least once a month—you'll soon accumulate a valuable collection of the unusual. Title and Trademark Registered U. S. Patent Office.