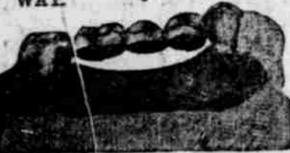


# Regular Dentistry

Dentists of the old school call themselves regulars—they are regular to their meals—regular to office—regular to attend conventions and societies—they have regular prices and straighten irregular teeth. To replace the missing teeth they make regular half teeth which is a regular face compared with Dr. Todd's full porcelain.



THE OLD WAY



THE NEW WAY

DR. TODD, 403 Brandeis Bldg.

\$45

## Announcement Extraordinary

On account of the lateness of the Spring Season the Woolen Houses have notified me to dispose of their stocks at greatly reduced prices. Beginning the First of April, I will reduce prices on everything in the way of Coats, Suits and Skirts.

The materials consist of the latest Bedford, Whipcords, White Serges, Scotch Tweeds and Mannish effects in all shades and colors.

It will be to your advantage to call and inspect these materials as I will make a specialty of making a \$45.00 Suit with a guarantee for perfect fit and workmanship. I would advise you to call at your earliest convenience.

Sam Kneeter, Ladies' Tailor

Make Special Note of the Address.

Over Milton Darling's

1811 FARNAM ST. PHONE DOUG. 3742.



\$3.50 to \$5.00

Queen Quality SHOE

"Queen Quality" shoes have Prestige. What is Prestige? Many years of continuous advertising over a million dollars spent on memorizing two words—a huge wave of public favor—a mighty volume of appreciation—absolute certainty—guaranteed security—KNOWN WORTH.

Is not this what you require in shoes?

Hayden Bros.

## HANAN SHOES

Spring 1912

DRESS would be a simple problem if in choosing your gowns and hats, you had a name to guide you that stood for fit, fashion and quality, as you have in the name Hanan in choosing your shoes.

We are now displaying the spring models for 1912.

MEN'S \$5.50—\$6.00—\$7.00  
WOMEN'S \$5.00—\$5.50—\$6.00

Drexel

1419 Farnam St.

## Notice to Alamito Patrons

Our Early Delivery Starts Saturday

Cream Before Breakfast

Doug. 411 A-4411

## "SODOASIS"

Under our 16th and Dodge St. store, where located is the fountain of youth. The best of light lunches, ice creams and sodas are awaiting your selection.

Sherman & McConnell Drug Co.

16th and Dodge Sts.

## EASTER STYLES IN JEWELRY

Marked Revival of Ancient Forms and Colorings.

### LOOK BACKWARD FOR ART GEMS

Egyptian, Greek and Roman Designs Become Models for Jewelers of Today—Antique Cameos.

The latest style in jewels shows a decided trend toward the revival of the antique forms and colorings that all the arts and crafts have so widely advocated this year. The ancient masterpieces of the jeweler's art from the Egyptian, Greek and Roman epochs, the much-bejeweled work of the renaissance and cameos from the time of the first empire will serve as models for the art-jewelers of today, the designs of some of the newest pieces being remarkable adaptations of renowned period styles.

The most marked feature, and one that is noticed on the great majority of ornaments for personal adornment, is the predominance of the hanging and fringe-like forms. Whole jewels will be composed of these, dainty little dangling objects, while pieces of more solid jewelry will have tasseled decorations suspended from the lower edge.

Earrings, must, most particularly, resemble fringes or tassels, to be correct for Easter wear. These jewels, always fascinating, are now made more bewitching than ever by the scintillating lights from the swinging gems, for the more easily they move with the changing position of the wearer's head the more attractive they become.

When selecting a pair of earrings from among the quantities of magnificent jewels now to be seen in the leading shops, judge of the pendant's right to recognition as a fashionable model by its propensity for swinging. Hold the earrings up in your fingers, by the top part, watching the tiny joints to see if they pivot and swing without a hitch, for if they do you are assured of a most captivating jewel and one that is to be the height of fashion this coming season.

A jewel must be up-to-date, nowadays, to be worn by the best dressers, for a jewel of a year ago will mar this season's most fashionable costume. To have the whole effect spoiled by the use of an out-of-date piece of jewelry is unnecessary, when attention to this detail will enhance the beauty of the simplest gown, and an already handsome costume, worn with carefully chosen jewels, will be surprisingly beautiful.

Take to your modiste some particularly attractive jewels that are to be in vogue this spring, and see what a wonderful creation she will evolve for you, for jewels are an inspiration to a true artist. Or give to your favorite jeweler some material from your new gown, with a description and its color scheme, and have him suggest the most appropriate gems and style of setting for your jewels. Great satisfaction will be the result, in their case, and never the disappointment that is experienced when jewels you adore and gowns you admire do not agree.

**Ancient Egyptian Design.**  
For wear with the new dark-colored taffetas there can be found nothing quite so charming as the jewels of ancient Egyptian design now in vogue. With a taffeta suit or frock of deep blue, a long chain with links of enameled lotus flowers, would be appropriate for wear in the morning. For afternoon, with a more elaborate gown of taffeta, a set of necklaces and earrings to match, in red, green and blue, the colors the clever Egyptians knew so well how to combine, would be just the right jewelry to wear. Jewels are shown, maintained in design and coloring after the masterpieces from Egypt. An oval-shaped pendant is formed of a dark shade of oxidized silver and cloisonne enamel work. The color of some larger pieces of enamel is a deep, rich blue, and smaller enamels in the border are in shades of green.

A lotus flower pendant is most effective when worn on a necklace formed of enameled lotus buds in color to match the pendant. Four small petals are of white, with petals at either side of a golden yellow, and three large petals of very dark red. The background and walls of metal dividing the enamels are fine gold, giving a glow of warm color to this handsome piece.

Some novel rings are formed of chryso-prase and malachite, set in rings of gold. One is a signet ring, with a chryso-prase engraved in Egyptian hieroglyphics and signs and globe, so often found in the decoration of ancient Egyptian ornaments. The sides of the ring are enameled in colors to blend with the vivid green-stone.

A second ring is of polished malachite in the form of a scarab. A scarf-pin has also been seen, with a scarab carved in onyx, and mounted in a frame of gold. The Sphinx head scarf-pin is formed of jade, and the other pin is an engraved cornelian; a dull red stone that is of the agates most favored this spring.

### Gold Work After Greek Models.

The daintiest and most charming jewelry imaginable is the fine gold work made after Grecian models. It typifies the most perfect form of fringed jewelry, and lends the style in this mode. Necklaces of gold beads and bugs are most appropriate for a debutante, and, for afternoon wear, with a white frock, what could look more fresh and enchanting? A necklace, with a pendant set with an ivory cameo, is a beautiful example of Greek jewelry in the same style of workmanship. The delicately carved cameo is surrounded with pearls and gold wire filigree. The fringe and necklaces are set with large pearls of remarkable luster. The Greeks were great admirers of pearls, and used them to the best advantage with their marvelous gold jewelry.

Two earrings of gold filigree are both of quaint and intricate design. The work on these pieces is exceptionally fine, the gold wire used in forming them being very minute. To a brunette the color of this gold filigree jewelry is especially becoming.

For semi-dress occasion or informal wear the rough-cut gems look well. Semi-precious stones, mounted in square-shaped frames, make some of the admired jewels that are worn at teas and afternoon concerts this spring. The Romans formed wonderful jewelry with heavy gold and rough-cut stones, and it is their work that the modern designers are using as models for jewels in this much-favored type. One bracelet is of plaques of gold set with lapidular, worn with a necklace to match. This set is very effective.

For the evening, when the beautiful colors of some of the most exquisite gems are lost in the artificial light, diamonds reign supreme. The lavish use to which these brilliant gems were put during the reign of Louis XVI has been one of the strongest recommendations for the use

of jewelry of that period as models for the artistic jewelry makers of today. The gorgeous jewels encrusted with diamonds, which have been so popular through this gay winter, will still hold favor for evening wear this spring. Diamonds and pearls combined, and set in platinum, will be found in any article for personal adornment, from the large hair ornaments to the smallest brooch. Some earrings are of this combination, and are particularly appropriate for wear at formal afternoon affairs or for full dress in the evening.

Throughout the spring the new fashion in drapery effects in gowns and the graceful fichu will hold sway, and in consequence the use of the old-fashioned shawl pin has been revived. New designs, of course, are provided for the wearer today, but they are in form essentially the same plus used by the Romans to fasten their togas, and they resemble the brooches our grandmothers wore on their cashmere shawls. The new patterns are circular, and decorated with gems or enamel, or they are formed entirely of gold or silver. One recently examined is of gold, one of silver filigree, and the third is made of platinum, set with pearls. They are especially designed for use on the new scarfs, and the open character of the metal work allows the soft material to show to wonderful advantage.

A motif in the new jewelry that has won instant recognition is the cameo. Most beautiful jewels, of all descriptions, are made to frame these delicate carvings. Rings, bracelets, pendants, earrings and necklaces are evolved with cameos as the central idea. Many soft stones are used on which to carve heads or figures, but the greatest number are made of ivory, crystal, shell and onyx.

Quantities of semi-precious stones are being used on the new jewelry. They give color and interest to the most unpretentious metal background, and it is their wondrous range of color that assures their being used by the artistic jewelry makers. The gates are especially popular; chalcidony and chryso-prase, onyx and cornelian leading the long list. Then come Mexican opals and oval matrix, siron, malachite, coral, topaz, turquoise, amethyst-quartz, pink and green tourmaline, and numerous other semi-precious stones, in a riot of color, with the pale delicate shades of moonstone, halitus shell and seed pearl affording a relief in the gorgeous array.

Not for years have jewels been so entirely captivating as they are this season, and now each individual taste can be easily satisfied, for the choice offered is as wide and as remarkably varied as the supply of artistic jewelry is unlimited.—New York Post.

## Corsets to Reach Lower Than Before, in Straight Lines

Corsets are much lower in the bust and longer on the hips than they have been. Some of the newest models not more than two inches above the waist line and reaching almost to the knees are shown in Omaha. And they have not less than eight hose supporters. These corsets are called toppers. Straight lines continue to predominate, although a faint suggestion of a curve at the waist is beginning to creep in.

There are some corsets with medium length hips for wear when playing golf or tennis or when taking any other strenuous exercise. There are also some open mesh summer corsets in both cotton and linen which are very light and cool, but which local firms do not buy in great quantities, as Omaha women do not like them as do eastern women.

For stout women there are brassieres of embroidery and set to wear with the low corsets. They reach the waist line and may serve as a corset cover.

## White Shoes to Be Worn Extensively During Summer

White shoes—high, low and pumps—will be worn more this summer than in any previous summer if the predictions of the local shoemakers are fulfilled. The buckskin and cravenette lead in white shoe materials. The most popular innovation in this season's shoes promises to be the colonial tongue, flaring and pointed, and the colonial buckle on low shoes. These colonial styles are in dull black, tan and patent leather as well as white.

A new thing about the pumps is the one-inch heel, which may or may not be popular, but will certainly be comfortable for street wear. The shoemakers say that there is a tendency toward longer vamps and narrower toes in women's shoes.

## Plain Stockings Are to Be in Style

Plain white, black and tan silk stockings worn to match the shoes are the best taste in hose, say the local hosters. There is a noticeable lack of fancy hose, the best being in plain colors.

## DANGERS OF FAT

NOW FAT AFFECTS THE STOMACH

STOMACH



The stomach is the seat of digestion, wherein the food is broken up into its nutritious elements that build and sustain our bodies. When the stomach ceases to change the fat producing elements of food, into muscle and sinew, there comes an excess of fat, where there should be firm, hard flesh. This excess fat collects in most undesirable places, impeding motion until movement becomes an exertion. The layers of fat check the stomach's natural movements for digestion of food—thus increasing the trouble. But so many people have found relief by the famous Marmola Prescription that there is hardly any necessity for obesity. And now that Marmola Prescription Tablets can be obtained there is even less excuse for too much fat. Dieting and exercise are rendered unnecessary by this new form of fat reduction. Marmola Prescription Tablets are sold by all druggists of the Marmola Co., 512 Farmers Bldg., Detroit, Mich., at 75c the case. They quickly and harmlessly reduce the overfat body at the rate of 10 to 15 lbs. a day, improve digestion, clear the complexion and promote bodily health.

# IT IS HIGH TIME

## to take advantage of the opportunities which our Great Sacrifice and Removal Sale

Offers. Our new store is nearing completion, and will be occupied some time during April. In the meantime it is absolutely necessary that we effect a complete clearance of our high grade stock—Diamonds, Watches and Jewelry, as well as our excellent selection in Cut Glass and Silverware.

We must clear out the holdings in our store. We can not move the frail and expensive articles nor the innumerable fine Paris that go to make up an up-to-date Jewelry Store.

The urgent necessity of selling out will be a benefit to buyers who can recognize a value and a bargain.

It is an actual fact that we are cutting our always reasonable prices precisely in half, or even less.

Our sales during last week have proven to us again that the people of Omaha can see and appreciate a bargain when it is offered to them.

Our half-price offer holds good until we move, which will be soon.

But, of course, it is better not to postpone your shopping too long.

## It is Just Like Christmas Times

In our store these days, and our stock will soon be dwindling.

Note some particular rare bargains this week:

Three special Watch Bargains for this week:  
Gentleman's 16 size, 21-jewel, Illinois or Rockford movement, fitted in a 20-year hunting case, regular price \$42, our Removal Sale Price **\$21.75**

Gentleman's 16 size, 15-jewel, Elgin, Waltham, Illinois or Rockford movement, fitted in a 20-year gold filled case, regular price \$20.50, Removal Sale Price **\$11.75**

Lady's 14-karat, solid gold, 0 size watch, fitted with an Elgin or Waltham movement, regular price \$27.50, Removal Sale Price **\$14.25**

Lady's Watch, one of the smallest made 20-year guaranteed case, fitted with a Hampden movement, regular price \$20.00, Removal Sale Price **\$11.25**

**RINGS.**  
Ladies' and gents' high grade solid gold Seal Rings, finest selection in the city, regular price \$3.50 to \$18.00, Removal Sale Prices **\$1.75 to \$9.00**  
Set Rings in same proportion.

**LOCKETS.**  
Solid gold plain and diamond mounted Locketts, regular prices \$6.50 to \$100.00, Removal Sale Prices **\$3.25 to \$50.00**  
Solid gold filled Locketts, plain and fancy stone mounted designs, all sizes, regular prices \$2.25 to \$18.00, Removal Sale Prices **\$1.13 to \$9.00**

**LOCKET CHAINS.**  
Solid gold and gold filled Locket Chains, all sizes, regular prices \$3.00 to \$15.00, Removal Sale Prices **\$1.50 to \$7.50**

**SOUVENIR SPOON EXTRA SPECIAL**—Any Sterling Silver Souvenir Spoon, values up to \$2, choice. **79c**

### CUT GLASS.

Perfect Brilliant Cut Glass, 8-inch Berry Bowl, regular price \$5.75, Removal Sale Price **\$2.88**

6-pint Water Pitcher, 6 glasses to match, new designs, regular price \$27.00, Removal Sale Price **\$13.50**  
Nappies, all sizes and kinds in same proportion.

### CUFF LINKS

Solid gold plain and fancy design Cuff Links, regular prices \$4.50 to \$12.00, Removal Sale Prices **\$2.25 to \$6.00**

Solid gold front Cuff Links, nifty designs, regular prices \$2.00 to \$4.50, Removal Sale Prices **\$1.00 to \$2.25**

### SCARF PINS.

Solid gold, box mounting, genuine stones, regular prices \$4.00 to \$7.50, Removal Sale Price **\$9c**

### BRACELETS.

High grade solid gold filled Bracelets, safety clasp attachment, swell patterns, all widths, regular prices \$4.50 to \$14.50, Removal Sale Prices **\$2.25 to \$7.25**

### HOLLOW WARE.

Quadruple plate, 4-piece Tea Set, including teapot, sugar bowl, creamer and sugar, regular priced \$12.00, this week only **\$5.00**

## Did You File?

WE have not endorsed any of the CANDIDATES for Bride-Elect so far.

You know we are going to put our magnificent new sale parlors at the disposal of some young lady and her affianced young man who desire to be wedded in these elegant surroundings in our opening day and just before we open the doors to the public.

We have already had some applications, but not made the selection yet. A beautiful Diamond ring will be presented by our firm to the happy young bride who starts upon the sea of matrimony from our new place of business. See Fred Brodegaard.

AT THE SIGN OF THE CROWN.



115 South Sixteenth Street



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# STREET CAR HINTS

There are bound to be discomforts when everybody wants to go home or 'down town at once. To become irritable about it only makes matters worse.

Omaha & Council Bluffs Street Railway Company