



The Entire Family Washing. MAY be ironed on the Thor Ironer which is now being most satisfactorily demonstrated in the Nebraska Power company's showroom, Fifteenth and Farnam. Absolutely eliminating the washwoman or laundry problem, it pays for itself easily within a year. And what a joy it is to be sure! Men's shirts can be ironed perfectly in a few minutes, sheets, napkins, towels, handkerchiefs, rompers, children's dresses, (even boxpleated skirts) hose and socks, embroidered pieces of sheer beauty, tablecloths, pillow slips, underwear, soft silk and satin garments, kitchen aprons, house dresses, plain petties and pajamas, you'll really find most surprising this demonstration of the wonder working labor saver. I'll be glad to send a booklet with illustrations.

The harem skirt—that gathered-in-at-the-lower-edge style that suggests the principal garment worn by members of a nation now meandering Asia-ward.

Quite the Most Unusual Fur Show-room in Omaha

THE Alaska Fur company has moved from their corner showroom, northeast corner Sixteenth and Douglas, second floor, to 207, farther down the hall. Three rooms have been converted into one for the showroom proper, making a great, light, airy place, whose lighting is aided by inverted bowl shades. French gray and vivid blue is the color scheme carried out in woodwork, paper rugs and wicker furniture, while the draperies are chintz in unusually effective colorings. The kind of a place one can study furs to their smallest detail to entire satisfaction.

Fascinating fur news this shop has for Milady! Lots and lots of Japanese mink will be seen on smartly dressed femininity during the coming fashion seasons.

Capes were never better in furdom—as large and as elaborate as one's purse will permit.

Dolman effects in Hudson seal and mole promise a stunning effect undeniably rich and the shop is all ready making up these magnificent fur garments.

You'll be interested in the busy workroom of this shop, where many new machines whir most busily; also interested to know that the storage space is enlarged for the coming season.

For Use of Novice As Well As Professional

THE A. Hospe company art department, 1513 Douglas, have a new line of transparent oil photo colors, perfectly blending coloring for photographs and photo engravings. Also "triangle" opaque colors for posters and illustrating in a wide range of vivid colors.

Many Days Have Been Really Warm.

SO WARM that one enjoys donning one of the delightful little white Flaxon "Slip-Ons" which they show in the Vanity shop, third floor Securities building, Sixteenth and Farnam streets. Long, laced, edged pockets adorn the sides of this dainty frock, and the price tag, unbelievably low, is \$8. There's an orchid shade of French voile, priced at \$12, a vivid watermelon rose at \$8, while that charming apricot tint with cascaded vestee of lace, a bit more formal than the other "slip-on," is priced at \$12. They're either square neck or "v-points," whichever preferred, in a laciness most becoming.



Nothing Could Be More Charming As An Easter Gift Than Baskets

ESPECIALLY if it's a Japanese basket with bright-colored decorations such as they're showing in the Nippon Importing company's shop, 218 South Eighteenth street. Dangling bright tassels and coins, they're priced at 55c, \$1.10, \$1.50, \$1.90 and \$2.75.

Golf Enthusiasts

WILL be glad to know that they may replenish their stock of golf sticks from \$1.75 up at the Townsend Gun company, 1514 Farnam street, the shop well known to lovers of outdoor sports, for it is truly the headquarters of all sporting goods supplies. Golf balls, a very complete line, have just arrived, assuring a "cracking good game."

The Very Latest Word in the Realm of Dress

UNUSUAL, indeed, that white Moonglo Fan-ta-si Russian blouse sports suit they're showing at The Emporium, 310-12 South Sixteenth, between Farnam and Harney. The blouse effect is achieved by tying the sash girde tightly at the waistline, with a French effect undeniably fascinating in the showing just below the coat blouse of a black and silver brocade vest which buttons over the shoulders and a tassel-ended cord girde of the same. Wide cuffs below the elbow show the same black brocade, while the collar is a double-pointed draped affair so beloved by French designers. One of the most adorable of the French models shown in this shop!

Shoes for Every Hour of the Fashion Day and Night

MILADY of 1920 is infinitely well shod, artistic dainty bits of leather or satin, the artistic accompaniment to every stylish costume. The F. M. Boot Shop, Sixteenth and Farnam, have completed a very pleasing booklet of spring and summer footwear which I'll very gladly send upon receipt of your order. The shop of exceedingly clever fitting, high quality boots, you'll find the shoes you've longed for here. Saw a very chic pump, high on the instep with patent heels, dull black kid vamps, smartly effective with any color.

One Can Hardly Achieve a Coiffure Nowadays

WITHOUT the aid of those big, soft ear muffs of finest quality hair, The F. M. Schadell Shop, Sixteenth and Douglas, is showing these hair concepts in ordinary shades for \$4 each, with an extensive display of the difficult extra shades, at \$5 and \$6. Just arrived is a new line of wavy switches particularly adapted for the new low hair dress. Three-stemmed, of best quality hair, they're \$6. A better grade are priced at \$10 and \$12.

Let's Go Shopping with Polly

Oh, could the fiddle know How we enjoy its soaring singing tone, Brought out by one who makes his soul its own, How happy it would be!

Oh, could the rose but sense, The lily feel, the violet recognize How lovely they appear to human eyes, How much more beauty might they not reveal!

Oh, could the stars but see How dewy eyes down here light up at sight of them, Serene and pure in heaven's diadem, How blest the stars would be!

Is there a world above, Where all this may be true? A quickening world that glows—Fiddle, and star, and rose,

Living, for me and you? Returning thrill for thrill and love for love? It must, it shall be so, Beauty shall know

Itself, its like, its power in everything; Star, harp and fower, by feeling's magic dower, (Oh, poet's vision fond), shall to our soul respond, And, through us, blest forever live and sing!

—Beauty Shall Live, in St. Louis Post-Dispatch.

Easter a Time of Flowers.

NO OTHER season of the year calls quite so insistently for flowers as the Easter festival. This, then is the time of the year when the flower shop of John Bath, Eighteenth and Farnam, is a riotous mass of fragrant loveliness. Everyone everywhere wants flowers and has them, too. You'll find this a shop of excellent service, artistic in every sense of the word.



Gift Novelties From the Whole World.

THE Easter gift above all others should be a bit more unusual, more exquisite, if possible, than the gift at any other time of the year. The Eldridge Importing Co., Fourteenth and Farnam, is a place of fascinating gifts, novelty beautiful objects gathered with infinite care from all parts of the world. Exquisite bits of ivory, glorious ostrich feather fans to flutter allurement with milady's party gown, dainty pieces of semi-precious jewelry, beaded bags, silken kimonos of witching loveliness, it's a gift showing of incomparable artistry.

MY DEARS:

THE radiance of lovely springtime is reflected throughout the fashion world. Every shop, from side to side, end to end, fairly scintillates with the gaiety of new apparel, taking a leaf from Nature's own book. Indoor notes of spring are sounded on every side.

And it truly seems right that we should be particularly gorgeous this spring as never before, for with the lightening of the troublous tension of wartime we've a tendency to wear colors expressing our joyousness. Perhaps that is why we find so eminently satisfying the sport clothes of exceedingly rich fabrics, captivating styling.

The Eton a Dominant Style Note of This Spring.

THE Lamond Specialty Shop, second floor Securities bldg., Sixteenth and Farnam, is showing most interesting Eton coat dress models possessing to a degree charm and individuality. A navy serge whose Eton coat is bound in black braid, the new looped design, has a widely becoming collar caught together by dainty narrow long-ended tie of black which falls with charming effect over the dotted lace net vestee. Further fashion surprises are seen in an accordion pleated skirt and wide girde sash of Roman striped ribbon. This model is offered at \$49.50. Superior in quality is the navy tricotine with little rolled collar on each side of a tan georgette accordion pleated vestee. Deep slashes add to the chic of the short sleeves, of extra quality the heavy Roman striped ribbon in the sash, which swings with each movement of the accordion pleated skirt. A suggestion of gold braid is seen along the edges of the Eton and cuffs. This model, most reasonably priced indeed, is \$65. Dresses rarely interesting for wear as both dresses and suits.

Inexpensive Easter Remembrances of Exquisite Artistry.

WHEN you send Milady Fair a box of flowers on Easter morning, include a dainty brooch for lasting love. The Edholm Jewel Shop, Sixteenth and Harney, has just received particularly pleasing little gift pins. Blue enamel decorates the tiny basket in an oval of gold with three pearls to simulate friendship circle with tiny line of gold inside has set at intervals four small pearls, \$6. To accompany a box of jonquils there's a long narrow gold circlet with a conventional design in white enameling and a pearl in the center, \$5. A bit more elaborate, the circle set solidly in perfect little pearls, \$16, or the large circle of seed pearls fashioning a line of exquisite blossoms, \$20. Exquisite "mother" gifts these.

Brushed wool as rough appearing as a soldier's blanket, as shiny soft as a rose petal, have formed a combine likely to last throughout the season.

There Couldn't Be a Better Time

TO VISIT the Graceland Sweet shop than on this Easter day, April 4. A most delightful place is this out on West Center street road directly across from the new hangar, which makes it doubly interesting. Make reservations for one of their delightful chicken dinners, or drop in for their well-known coffee and French pastries.



Baskets of Fruit for the Easter Hostess.

IF you're a truly thoughtful guest you'll take or send a specially arranged basket of fruit as an offering to the Easter hostess. The Sommers Specialty Shop, next door Brandeis theater, Seventeenth and Douglas, have a delightful array of fruits from the entrancing garden spots of the world, rarely beautiful, exotically fragrant. With tiny jars of delicacies, spiced nuts, candied and branded fruits they make an offering of true appreciation for hospitality extended. For the youngsters of the household there are surprise baskets, where in a nest of dainty shredded paper "Bobby and Betty" will find the Easter Bunny's eggs.

All black hats with that richly luring crepe satin combined with straw of shining chioleto or cellophane braid or combined most fetchingly with crepe or silk.

A Suit that Savors of Style Smacks of Spring.

ACHIEVING the charm and originality which distinguishes the sports gait of spring 1920, the little novelty suit at Herzberg's, 1517 Douglas street. The coat, as you've guessed, is one of those alluring new shades of tan velour, trimmed in every conceivable place in French patent leather—around the collar and lapels, buttonholes and on each one of the four bandings of the pockets. Excellently tailored is the inverted pleat which breaks under the narrow patent belt. Jade green lines mark a tiny check in the box pleated skirt made to fit around the upper hips by severely stitched lines on the edges of the plait. A suit of diverse uses, for either the skirt or the coat may be worn separately with extreme becomingness.

Really Remarkable Service.

THE Megath Stationery Company, Fifteenth and Farnam, have accomplished the impossible! During the past few weeks they have taken excellent care of their patronage, although the entire stock has been in process of moving to their new location on Douglas opposite the Moon theater, 1403 Douglas.

Very New in Draperies the Appliqued Cutsouts of English Chintzes.

THE drapery department of the H. R. Bowen Furniture Co., Sixteenth and Howard, is showing distinctly new effects in window treatments. Wholly delightful is an English chintz of gray with motifs in blue, purple, terra cotta and black, whose quaint design has been cut out and applied to a French pleated valance across the top, fashioned of old blue silk rep. In this versatile department one may have wicker furniture pieces upholstered in charming cretonnes or the richer damasks in harmony with the decorative plan of the living or sun room. Attractive indeed are the panel curtains in ivory voile with very elaborate reel file medallions surrounding inserts of Italian embroidery or combined with cluny broidings. A very handsome curtain in deep cream shows exquisitely wrought antique lace and broad bandings of flit. To be placed near these conceptions of loveliness are the new candle sconce mirrors to be hung by picture cord and tassels. These in polychrome gold, also in burnished silver of odd shaping. A department in which to spend hours of happy planning.

Surprisingly Artistic Results.

THE Kruger Hat Shop, third floor, Barker block, are daily achieving surprisingly pleasing results in reblooming hats and refreshing leather fancies and marabou.

Without Comfort There Can Be No Grace.

THERE'S flexible wiring in the Nu-Bone corsets which you'll find in the Hattie Putnam Corset Shop, fifth floor, Karbach block, Fifteenth and Douglas. That's one of the reasons they lend such grace to the figure. You'll find an excellent showing of Easter models there, dainty brocaded affairs of surprising beauty. Phone T. 2993 for personal home fittings, or send for measure blanks if unable to call.

Reflecting in Every Alluring Detail

THE freshness and beauty of spring, those art papers at the Sam Newman Decorating Shop, Eighteenth and Farnam, Japanese prints in rare colorings, quaint designs, tapestry papers in the new invisible lining with predominating colors, in taupe with blue grays and rose tints in merging designs of long-tipped leaves. Softly detailed landscapes, Japanese gardens in mulberry shades with details emphasized by linings of rose. Surprisingly lovely are the sun parlor conceptions with vivid yellow the background for a gay riotous profusion of queer flowers and lanterns. Particularly interesting are the kindergarten story book nursery borders, each character delightfully tinted. Bo-Peep, dainty as ever; Red Ridinghood, requisitely lovely; Humpty Dumpty, that awkward little fellow; Mary with a lamb who "loved to go to school." Any child would love this border with its flower finish.



Silk knitted scarfs for the warmer days when furs are not comfortable and yet one dare not go without a neck and shoulder wrap. The new one are exquisite in colorings.

The Easter Rabbit Never Found

THAN the showing of candies at Candy Land, Sixteenth and Farnam. Cleverly decorated big eggs which open to be filled with pure colored candy eggs. These at 35c 50c and 75c. Then wrapped in tins of purple and silver, large cream filled chocolate eggs at 15c. Something quite new in Easter offerings the bunnies on wheels to make a more lasting toy which may be filled with sweets are 75c and \$1. Adorable bunnies in brown and white with real whiskers and pink lined ears, just like the beloved "Teddies," are \$1. To insure the youngsters that "bunny beautiful" won't wander away, there's a dainty little bell around the neck of each one. Tiny chicks are 10c each and the eggs in all sizes may be had for 75c a pound. For "grown-up ladies" there are specially prepared Easter candy boxes at all prices, quaintly shaped purple boxes with sprig of lilac if one fancies it.

A neck finix' which really forms a fascinating bit of yoke. Net with frills of lace and dainty embroidery.

Exquisite Expressions of Easteride.

THE Resurrection Morn, The Descent From the Cross, Christ In Gethsemane and appealing Jesus Christus, head are suitable Easter pictures as shown in Hospes's window, 1513 Douglas. Delightful additions to the Sunday school room of the church.

In the way of suits—vestees of exceeding richness, bloused or cheviot girdles, Tuxedo revers, gold cord neckties, ripple jackets, much heavy self-color silk embroideries.

The First Showing in Omaha.

ELDRIDGE Importing Co., Fourteenth and Farnam, have the first showing seen in Omaha of those fascinating Japanese cottons printed in warm browns, greens and Chinese reds to be used as draperies table runners and cushions in the sun parlor or on the porch. You've no idea how very lovely they are, for the designs are so very quaint, birds and men's heads, queerly perfect conventional detail, in charming combination of color. Sunfast and tubfast, they're 14 inches wide and 70 cent a yard.

It's Really Astonishing the Extent of Embroidery Seen in the Spring Fashion World.

AS SPORTS blouse seen this week is of white taffeta with foot-wide band around the hem solidly embroidered, hat to match, and the skirt fashioned of accordion pleated nasturtium-shaded crepe. The parol to be carried with this stunning stylefulness shows panels with the same embroidery design exquisitely wrought. "Practically nothing is impossible in the embroidery world," says Mr. Ver Mehren of the Ideal Button and Pleating company, third floor, Brown block, Sixteenth and Douglas. He also tells us that there's no limit to the pleating business this year. You'll find this a shop of excellent service, painstaking and prompt. I shall be glad to send a booklet on request.

Modest wee posies from nature's own garden, loose-petalled roses, soft-toned French bouquets add diversified charm to maline hats.

Particularly Suitable as an Easter Gift

IS a box of fascinating French powder or a daintily decorated bottle of rare perfume created as only the Frenchman can. You'll find perfumers and perfumes in glorious array at the Greene Pharmacy, Sixteenth and Howard, as well as delightful vanities, mirrors, brushes and trays for milady's dressing table. Ideally lovely Easter offerings.

Eyelet embroidery in allover effect as embellishment of taffeta frocks, especially those in the new and wantable brown tones. Eyelet also bedecks frocks of navy serge.

Sounding the horn for millinery favorites, fashion again summons Leghorn as one of the popular straws for summer use. This straw, with its many quaint possibilities, fits in well with the mode, which in so many instances, embodies the old-time models in taffeta frocks, as well as the ruffled effects in dotted Swiss, batiste and organdie.

The vogue of oil cloth, in both white, black and colors, has extended from the table mat and hummer craze into the realm of dress and millinery. Not only are sports hats of silk trimmed with bands, bows and flowers formed from oil cloth, but entire hats are made from this glistening material, and the trimming is of colorful worsted wreaths.

Wild flowers and grass piled upon the crowns of the new spring hats and dripping downward toward the brims.

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Jewelry of Diversified Charm Latest Fad in East

SO OFTEN one's spring costume is made artistic by the proper piece of costume jewelry. One's jewelry, like one's home background, should be selected to reflect one's personality. Beaded necklaces, as of yore, are most popular and new notes in these adornments step forth daily. A most effective chain, rather long and suited for the large woman of queenly proportions, is of enormous cut jet beads—most beautiful when worn with black velvet. Another necklace of long beads in graduated size appears in jade, and is decidedly striking when worn with navy blue. This blue and green combination is one that is being featured by some of our shops in a number of frocks. The flat necklace, fashioned on loom, which is best known as "sautoir," has won favor. It is designed in a variety of patterns and color combinations sufficient to meet the most individual taste. One rather unusual design is worked in germanium red, with little notes here and there in reseda green beads. This necklace is of solid bead work and has no open spaces of strung beads, as have a number of the designs.

Another similar chain is fashioned of rich blue and steel. Others, in all steel, are quite lovely. A rather unusual javalliere appears in a flat design of green gold, with pendants of long pear-shaped corals. Bracelets are shown in narrow studded bands of semi-precious stones mounted on silver or platinum. They are quite popular for wear with afternoon frocks. Among the wrist watches, the ribbon strap holds sway, and many watch designs are square in shape. Brooches of cameo, as well as hand-painted designs, are being shown. Large ovals appear most frequently. Rings of unusual and unique designs, some hand wrought, are displayed for wear on the little finger. These rings feature many semi-precious stones and some matrix designs, and many times the woman who boasts a nose of more than usual regularity and who dares to wear them, may find drop earrings to match her ring, and perhaps a bead necklace of similar design. A little search through unusual shops is often repaid when one finds jewelry of individual design that may still mean the very smallest outlay.

You'll Be Glad to Know. THAT the Flairon cafe, Seventeenth and St. Mary's avenue, has a delightfully decorated little party room furnished in white tables and chairs, softly shaded lamps and dainty draperies where the hostess problem is pleasantly solved. Invite your friends to assemble here for the card party, with tables reserved for a certain number of hours' playing, with a dainty luncheon served at a specified time. Is this not a welcome service?

Smocks of Japanese crepe embroidered in yarn—and every woman looks well in a smock.

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Fascinating Fashion Foibles

In fact rag rugs are always a rage. For years those home-like floor coverings have not been out of fashion. And at present, when carpets of all sorts are so high in cost, so difficult to obtain, rag rugs are more than ever wanted. A sale at lowered cost is certain to attract favorable attention.

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To Provide for a Growing Trade.

THE Rouse Edison Parlors have moved to 1916 Farnam where they can have enlarged floor space. You'll find interesting indeed the large reception hall, decorated in soft tan and mulberry, the long row of sound proof demonstration rooms, and the big showroom of New Edison models in lustrous wooded cabinets of rare beauty. Best of all, visitors are cordially welcomed at all times to hear this instrument with a soul.

A new drop-stitched silk jersey, for use in making the stunning blouse. Although this may be of the "lette" family, so long popular, I would call it "ribbosene cloth," so nearly does it resemble this material. Trimmed with ribbosene fringe or inserts, a blouse of this fabric would be extremely fetching.

Accordion Pleats Delightful But Trying.

THE other day I quite fell in love with a little accordion pleated dress, but, upon trying it on, it proved to be a bit snug fitting about the hips. Knowing, however, what sylph-like lines the new corset which Dorothy Hill's fitting gives one, I enlisted her aid to the end that I'm wearing with great becomingness the very same little trottier. The smart effect of the accordion pleated model lies in the knack of wearing it just as closely fitting as possible, with a decided tapering round the feet. If you cannot visit Dorothy Hill, second floor Neville block, northeast corner of Sixteenth and Harney, send for measure blank and literature. Surprisingly lovely are the silk and satin brassieres which she fits to your particular needs.

Dully dyed wooden beads, an adornment for georgette frocks of all kinds, for all occasions.

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DO YOU KNOW

That Polly, your shopper, will help you design your frocks and suits, sending samples and suggestions for fashioning the newly stylish garments of each new season. That she will send descriptions and prices of models in the shops. (But please send postage.)

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