

# Let's Go Shopping with Polly



Grandma's gone on a jamboree,  
All dressed up like twenty-one;  
Her skirts are just below her knee,  
Her beauty is that neatly done  
It almost fools her daughter's son.  
With face so fixed she dare not smile,  
She's wide awake and full of fun—  
Old Ladies have gone out of style.

In other epochs Miss Ann Tique  
Had on the shelf been laid away,  
Too lone, neglected, prim and meek  
To do a thing except crochet.  
She leads the Younger Set today,  
And leads it just about a mile.  
She's daring, debonair and gay—  
Old Ladies have gone out of style.

The dodo and the matron old,  
The dinosaur and ancient maid,  
Men's eyes shall nevermore behold;  
Their memory begins to fade,  
All women now are in one grade,  
Employ the same sartorial guile,  
Are young and youthfully arrayed—  
Old Ladies have gone out of style.



Sweet sixty, Prince, and sweet sixteen  
Affect one fashion and one wile,  
And the same way to perk and preen—  
Old Ladies have gone out of style.

—BALLADE OF OLD LADIES, T. L. Hunter, Saturday Evening Post.

### Reville Dressmaker to Her Majesty A Flared Cape Gives Spirit of the Spring Tailleur.

IS the thrilling label in the gown on display in the second floor costume department of the Brandeis Stores, 17th and Douglas. An exact duplication of the wedding gown of Princess Mary of England, made by Reville who achieved the creation worn by the princess at the recent ceremony. Well worth the viewing is this model, to be desired by lovely brides. A foundation of heavy, roughly woven silver cloth is artfully swatched about the figure, the top softly finished in flesh tulle, the hem finished in beaded tassels. Heavy roses in varying sizes compose a fairy-like lattice work over the sheerness of the ivory chiffon gown, the center of each a big rough river pearl. Delicate fern fronds are wrought in silver and silk threads, the whole a frosted silver dream as evanescent as the promise of happiness "ever after." A greenly coronet of orange blossoms forms the foundation of the cloudy bride's veil which hangs even longer than the double ivory satin train from the shoulders, a train weighted by a heavy cluster of orange blossoms, the same size as the corsage placed low at the side of the waistline with hanging silver cord. The florists will find interesting the suggested bouquet to accompany wedding gowns of Moyenne tendencies, a sheaf of lilies, chastely pure with great knot of white tulle.

### Flowers Ever New—Ever Charming, Distinctively Different.

HES and Swoboda, 1415 Farnam, may truly pride themselves on their showing of blossoms "different." Mr. Hess glowed with the pride of achievement when he looked over his showing the other day, "all grown in my own greenhouse, look at them!" And truly you'll marvel at the display of massed daisies, snap dragons, stock, loupine, poppies, violets, forget-me-nots, lilies, and the valley, hundreds of different flowers. Easter flowers of distinction!

### Shoes of Smart Designing Popularly

THE Kinney Company, 207 North 16th Street, offer unusually stylish footwear, popularly priced. Dainty white kid, pump, Baby Louis heel, one strap, \$5.90. Black Suede, three line strap, 4.90. A 3-buckle patent pump, 4.90. For sports wear, a canvas pump, 4.00. Shoes for every fashionable hour at prices truly irresistible.

### Wicker Carriages Approved by Authorities on "Better Babies."

AT the Omaha Reed & Rattan Company, Sixteenth and Jones, you will find an unusually complete line of wicker carriages for the wee ones, especially lovely in decorative details, approved by well-known authorities on "Better Babies" questions. The prices are very low you'll agree after a viewing of these dainty wicker pieces.

### Closing Out Sale in Upstairs Hat Shop Week Before Easter.

THE Botsford Hat Shop, Second Floor, Neville Block, Sixteenth and Harney, offer their entire stock of hats at very low prices in a big Pre-Easter closing out sale. All new hat arrivals are included in the sale at prices from \$1 up.

### Caterer Assumes Management of Hotel Cafe and Cafeteria.

ALFRED JONES, and family, well known caterers and owners of Hillcrest, 2811 Caldwell, have assumed management of the Hotel Cafe and Cafeteria, Sixteenth and Jones Streets. Popular indeed is the cooking and serving done by Mr. Jones and his friends will be delighted to know that he has taken as his working motto in the new management, "Popular Prices." A noonday meal will be served for 35c, dinner in the evening will be 50c, while the famous Alfred Jones Chicken Dinners, which made Hillcrest deservedly popular, are priced at \$1.25. Welcome to the Castle Cafeteria and Cafe. The cold box lunches are now 25c, and with them is sent coffee, iced tea or milk, then is sent coffee, iced tea or milk, then is sent coffee, iced tea or milk.

### Individual Perfumes for "Women Who Care."

MANY compliments have been given to the Green Pharmacy, 16th and Howard on the unusually extensive display of imported perfumes offered—an assortment chosen with a view to supplying the subtlest and to be chosen for varied personalities. One might love to have someone whose opinion one values judge any one of the exquisite essences listed below as an expression of her loveliness:

La Rose France	Houbigant
Ideal	Houbigant
Les Delices	Houbigant
Un par d'Ambré	Houbigant
Jasmin	Arly
L'Origan	Coty
La Rose Jaqueminot	Coty
Cappi	Cherny

The finishing touch to the ensemble on Easter morning!

Chinese green, amethyst, deep-toned yellow and reddish orange are a few of the favorite spring color

### Fair Readers: Are your Easter shopping plans complete?

Do you know how much time it takes to "shop" a dress, coat or wrap, to say nothing of its many important accessories? Polly is ever at your service, free of charge, "in every store every day" orders will be sent out during the week before Easter on the day they are received to insure arrival for Easter. Send your requests today—leave the rest to Polly—you'll be most satisfied. A deposit of \$2 is required with ever C. O. D. order—remember.

### Decorative Wall Papers More Artistic This Year Than Ever Before.

It is marvelous that designers of decorative wall papers find so much that is inspirational—wonderful that they can so cleverly simulate the exquisite colorings of the great out of doors. The Brandeis Paper Department, 5th floor, is displaying more papers this year than ever before at prices decidedly low.

### Lilies and Sturdy Plants to Brighten the Easter Festival.

THE Brandeis Flower Department, Main Floor Brandeis Stores, have an apparently inexhaustible supply of Easter lilies, no one need be without lilies this year! Routinely colorful blooming potted plants with exquisite frillings of crepe paper will make more happy the Easter holiday.

### Early Spring Millinery Tells of Spring Loveliness.

"BON JOUR" nods the little spring chapcau with charming assurance, bursting radiantly into our midst with the first robin! The Belle Hatch Millinery Shop, Nineteenth and Farnam, has a lovely showing of the newest notes in "hat-dom."

### The Corset Adds Distinction to the Spring Tailleur.

THE Barclay Corset Shop, Sixteenth Floor, City National Bank Bldg., Sixteenth and Harney, will take expert measurements for one of their delightfully tailored-to-order corsets which assure a successful spring tailleur. The Barclay offers four different kinds of stays, an advantage.

### Outing Suits for Women.

JUST arrived at the Townsend Sporting Goods Company, 1309 Farnam, are jolly outing togs for women. "Camp" cloth, gaberdines and tweeds, they're well tailored for real wear, excellent in material for withstanding weather exigencies of the overland automobile trip, the makeshift of sleeping quarters. Send for illustrated booklet.

### Fashion Sets the Seal of Her Approval on the New Curled "Bob."

THE F. M. SCHADELL & CO., hair department, 1522 Douglas, are showing an exceptionally clever new "bob" its softly curled mass arranged in natural puffings which cover the entire back of the head. Impossible to do this coiffure justice, won't you drop into the shop and enjoy its loveliness for yourself?

### Berkley Grenadines—"The Tie of a Thousand Knots"

THE J. T. McQuillen Shop for Men, 1512 Farnam, has an extensive Easter display of the new Berkley Grenadine ties which are unusually smart in appearance as well as being exceptionally practical in wearing qualities. New and novel designs will be noted by the discriminating purchaser, for the colors introduced are those to please the most conservatively inclined. "Will wear forever," one man avers. They're priced at \$3 and \$3.50.

### Easter Cards of Rare Appeal

THE stationery department of the Brandeis Stores, Main Floor Brandeis Stores is showing unusually pleasing greeting cards for Easter this year. Even the very inexpensive cards, 5c each, are artistic and come from makers of rarely artistic greeting cards and mottoes. "One can buy as lovely a card as one desires for there are offered hand-tinted exquisite as well as Easter gift books,

### The Sports Costume Completes Every Successful Spring Landscape.

"LAST WORD" sports togs are offered at Browning Kings, Fifteenth and Douglas. Genuine camel's hair are the swagger top coats of conservative tans and browns also in the dull merging colors so popular among continental travelers. Coats and capes of unusually fine quality, maintained. Hand-made blouses of sheer dimities, fine lines, soft radium silks employ unique methods of trimming. Of noted charm is a blouse with great half-circles of corded material. An appealing model of white, orchid or beige has its Peter Pan collar and rounded cuffs, hand-fagotted. Sailors in smart blockings carry their crushed bandings with a large amount of smartness. Tailored wear of charm.

### Why not a cross-stitched guest towel for the bridge price—a dainty basket design is \$2.

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### As Beautiful as the Early Days of Sunny Spring.

THE "gingham frock arrivals at Lamond's, 17th and Farnam. Green checked gingham is an enchanting thing when it fashions a gingham frock buttoned down the front with gleaming buttons of pearl; when its blouse is a coat insofar as widely-cut revers are concerned; when its short sleeves, belts and pockets are trimmed in gorgeously wrought Bulgarian embroidery. Frocks ranging in price through such figures as \$8.75, \$10.75, \$12.50 to \$17.50.

### Old Hats Reblocked and Trimmed to Springtime Freshness.

THE Kruger Hat Shop, 303 Barker Block, will give an Easter lift to the old chapau, refresh your furs, feathers and marabou. Closed after 2 on Saturdays.

### Have You Selected Your Etchings?

THE little window at the A. H. H. company, 1513 Douglas, you may view the exquisite etchings which are being given away in the interest of art by this store. Original etchings bearing the autograph of famous artists, photo carbons and color prints, this is an opportunity without parallel for schools, musicians, art lovers in general. The very plain frames which these pictures require, are, of course, to be bought at H. S. Pe's. That would only be courtesy.

### Foot Dress a Fascinating Factor of Milady's Toilette

Though the decided spring trend in footwear is still considered more or less of an unknown quantity, this need not inconvenience the distinctively dressed woman. She may choose footwear which blends with her costume and shows the same individuality her costume expresses. Therefore, while the boot shops are uncertain whether to feature novelties in shoes and slippers, as in seasons past, or whether to play up the sensible side and show brogue and wing-tipped oxfords, the woman of fashion follows her own dictates. As always, her apparel is chosen with most attention on dressing to type, and occasional side glances at the high tide of the season's modes. As her gowns express her individual taste, or the clever choice of her dress occasions, until this season's popularity has made it an item of everyday occurrence. In fact, its effect in rich fabric and brocade for formal evening wear had been lessened by its too common appearance on the streets for everyday. Nevertheless, the well shod woman favors this sandal slipper for the evening dance or dinner party, and it is very charming amid its proper surroundings.

### Have You Begun Molding Youth Into Your Face?

YOU can you know—you can capture and keep youth if you'll follow the instructions of Mary Ballard, beauty specialist, 3917 Farnam, phone Harney 3555. Make an appointment for one of the milk-cream facials, the most delightful! Polly knows! At 10—arrived! The first hour was given over to a perfect cleansing of accumulated creams, powders, and even rouge! A skillful massage of nerve centers of neck and shoulders. Tied a bit of eyebrow shaping, then the pack of delightful coolness which was applied after Lady Polly was all "lucked into bed." A nice restful sleep, refreshing applications of hot and cold towels. Result—a relaxed nervous state—a marvelous freshness of eyes and skin. Five minutes care daily is a part of the treatment prescribed by this specialist.

### Have You Selected Your Etchings?

Suits of cordie are introduced for spring. They use pin tucks as trimming.

Easter Hemstitching Orders Given Out Promptly Before Easter.

MRS. TARPENNING of the Mode Pleating Company, Fourth Floor, Paxton Block, Sixteenth and Harney, sends us the comforting message quoted above. Don't hesitate to bring your work in even at the last minute. The silver may stench it?—have you seen it?

A bathing cape of rubberized silk shows the gayest of Roman stripes running diagonally across its surface.

Don't Delay Calling the Cleaners for the Easter Apparel.

EVERY minute before Easter is precious, call Dresher Bros., Twenty-second and Farnam, Atlantic 0345, without delay for prompt delivery call for the necessary apparel to be cleaned before Easter Sunday. Don't wait! A few hours may make a tremendous difference in final delivery.

### Let Your Confirmation Gift Be Appropriate.

HAPPY indeed is the recipient of the appropriate gift. The John Henrickson Jewel Shop, Sixteenth and Capitol, has prepared very fine small diamonds in ring mountings as confirmation gifts at Easter time, the prices range from \$25 up. Appropriate you'll declare upon viewing these exquisite giftlings. Suggested as appropriate to the gift selection at the Easter holiday are watches. It is an excellent time to give the boy a watch to carry during his young manhood. The girl will enjoy a dainty little wrist watch, its delicately wrought engraving as beautiful in effect as tiny diamonds, cleverly set. Watches are priced at \$29 and \$25.

### Enter—Flapper Sport Sticks! A swagger bit of bamboo has an amber handle handed in black, \$2.50.

One of brown wood has a glinting red handle with nonchalant wrist cord of brown.

### One Hears a Lot About "Stouts"

THERE'S a great deal expressed by "Stouts"—one knows at once that there's something coming in regard to coarsity. One can be a young "stout" without much figure, this young person can be successfully fitted in one of the Dorothy Hill corsets; if an old "stout" there are reducing possibilities in a proper corset model. Fitting rooms, 2nd floor, Neville Block, 16th and Harney.

### Plated collar and cuffs of contrasting crepe de chine trim a one-piece sports frock of the same material.

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### Footwear Model Which Assures an Impression of Conservative Good Taste.

THE woman of fastidious tastes in footwear will find most delightful the new gray suede pump with gracefully curving patent pieces which they're showing at the Herzberg shoe department, second floor, Herzberg's store, 1519 Douglas. The heels are extreme French, with the new open effect at either side. The same model is offered in black suede with patent trim, either pair, \$18.00. A dainty shoe in which to meet the spring.

### Crystal bugles are used in all-over effects on colored Georgettes.

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