

Let's Go Shopping with Polly

Through all the world I seek
The four-leaved clover,
To pin upon the breast
Of my true lover.

One leaf for virtue,
That is so hard to find;
And one to light the paths of life
When hearts go blind.

One leaf for courtsey
That frames love's cloak of gold,
As sign that to all living folk
We love still, growing old.

The last leaf for a stirrup-cup,
When each is void of breath;
That we go riding hand in hand,
together,
Beyond the gates of death.

TALISMAN—By J. Corson Miller.

Summer Vacationers Start Out With a Witching Wardrobe Bought at Amazingly Low Sums

THIS is a year when Milady Vacationer may begin her jolly jaunt at the summer resort with the knowledge that each and every pretty frock has been bought at surprisingly moderate prices. For the Omaha stores are "unloading" stylish loveliness at just half-price and it is possible to buy the fascinating frocks at almost always cost price, sometimes even less. Imagine the joy of possession embodied in a little frock with the magic label, "Made in France," in the curve of its pretty neckline! These in exquisitely lovely, unquestionably smart, to be bought for as low as \$12. And this is a "true" story related to me by a gift shop lady known for her veracity. "Did you ever see me wear a prettier shoe than this—" presenting a fairylike foot in a dainty white pump, "bought them at a sale for 25¢!" Of course prices like this are possible only when one's foot is a tiny one. But did you ever shop at prices like this?

'Tis an Age When Women Display Their Brain Power in a Diversity of Ways—And It Is But Wisdom to Consult the Beauty Authority

A NOTED actress says "It is my opinion that every woman should have a beauty consultant exactly as she has a medical consultant or physician. She cannot know how to best develop and express her individual beauty and charm or the exact needs of her skin, complexion or hair. But, most important of all, neither can she depend upon any individual who happens to hang the sign 'Beauty Shoppe' in front of her door or display a few fancy packages of cosmetics in the window. Next to health a woman's most precious possession is her beauty and every woman has beauty if she knows how to develop and express it. Under no circumstances should she gamble with that—trusting it in the hands of an untried beauty expert. Personally, I am more concerned with the efficiency, training and trustworthiness of my beauty consultant than my physician. For one reason, the average physician has been properly trained. I wish I could say as much for the average beauty expert."

Consulting for greater beauty is but a mark of intelligence in this age when women employ their brain power in a diversity of ways. In the three beauty shops owned by Irene Gray, the Licensed Marinello Shop, 586 Brandels Theater building, JA. 3460; the Gray Beauty Shop, Athletic Club building, 18th and Douglas, AT. 4127, and the Herzberg Beauty Shop, 1519 Douglas, AT. 3763, one finds only expert operators. She is sure that they will prescribe an Eraserator facial to be enjoyed when the skin begins to break to take out the lines and the bleaching facials after vacation jaunts, with creams to take along to keep her skin looking smooth and lovely and to protect the face, neck and arms from the sun's burning rays.



Permanent Waves Which Ripple as Exquisitely as Natural Waves—Guaranteed Work at Special Prices During July

LORENZO, in his smart beauty shop, Maison Lorenzo, 108 North 56th, achieves the marvelous, so it is with exceeding pleasure that madam hears him quote a special price on the permanently waved coiffure, \$30 for the bobbed head, \$25 for long tresses. Lorenzo is famed for the natural beauty of his waving—and it is interesting to know that all of his work is guaranteed. These prices for the month of July—an extension of last week's offer. Call Walnut 8014 for appointments.

Silver Values Offer Suggestions of Import to the Buyer of Gift Pieces Omaha Jewel Shop Arranges One-Half Price Window

THE C. B. Brown Company Jewel Shop, 220 South 16th Street, has arranged a window full of exquisite silver at just exactly one-half price. A heavy covered vegetable dish, excellent quality silver plate, is \$8.25. Impressive among gifts a center piece whose fluted flower holder is covered in rich gold, \$9. Of pleasing colonial lines the syrup pitcher, \$9, of the same attractive modeling a water pitcher at \$12.50. Salad dressing bowl on tray is \$4, a bonbon dish is \$2.50, a high mayonnaise bowl is the same price. A but vase is \$3, a sandwich tray is \$3.75. Gifts for everyone in this July silver offering.

"Look Your Best"—A Book Which Has to Do With the Conditions of Normal, Oily and Dry Skins. MRS. MACK has evolved a clever little booklet from her many years of experience in diagnosis and prescription for different types of skins. In "Look Your Best" one finds personal advice, with suggested requisites for her particular needs. Write for this booklet to Mrs. Mack's Beauty Shop, 277 Aquila Court, or phone Atlantic 9156. The booklet is yours free of charge.

Hand Painted the Fascinating Cause for Midsummer Wear—For Diversity of Effect One Might Select a Cross Stitched Model. FLORENCE PAXTON-SMITH displays the new and lovely in millinery in her Chapeau Shop at Goldstein-Chapman's. Interesting indeed are the hand painted models at \$10 combining exquisitely dainty pastels and colorings. For diversity of charm Mack's Beauty Shop, 277 Aquila Court, or phone Atlantic 9156. The booklet is yours free of charge.

Moss-filled is the big cushion for the car or train, its oilcloth covering gayly painted, with pocket for those little appointments for summer comfort—\$2.50.

For the bride's clothespins is the painted bag of black which suspends from two big hooks which slide along the one clothesline. A clever gift, \$1.

Diamond Specialist Renders Artistic Service in Diamond Selection

JOHN KROYER, art jeweler, second floor, Aquila Court, renders exceptional service in selection of diamonds. In this manner he offers a shop one will find diamonds large and small in mountings of white gold or platinum as well as unmounted. If one finds it impossible to visit the shop Mr. Kroyer will make appointments for diamond exhibitions in the home. Service unique!

Omaha Beauty Shop Owner Home Wonders Worked in Reclaiming to Marcel and "Swiss" Facial. MARGARET GUNSTON, of the Delft Beauty Shop, 236 City National Bank building, 15th & Harney, has returned from a post graduate course in the Minneapolis School of Beauty Culture, announcing in most enthusiastic terms the "Waxed" marcel and "Swiss" pack facial which is excellent for building of tissue and a wonderful bleach. JA. 1795.

Old English Effects Achieved in New Cafe Located Below Street Level "The Piccadilly"

"THE Piccadilly," one reads if he investigates the swinging sign under the wrought-iron lantern at the corner of the 16th and Harney. This new cafe has been opened by Ann Christensen Benson, who attained a high degree of popularity at the Calumet, where she had charge of the girls for 12 years. You'll enjoy the homecooked viands served in unique Piccadilly.

"Fly Flappers" of wicker are softened by wrappings of varinted yarn. The yarn serves to soften the blow when applied to treasured surfaces of mahogany and walnut furniture. A bridge prize unique, 25c each.

SUMMER SHOPPING IS SWIFTLY CONSUMMATED. SUMMER shopping to be satisfactory should be swift in consummation. You can help your shopping lady if you'll send \$2 by check or money order with every order to be sent C. O. D. Remember, it's better to be too detailed when ordering than to leave one's wants obscure. Sizes are absolutely required when ordering ready-to-wear apparel. ADDRESS POLLY THE SHOPPER OMAHA BEE, OMAHA, NEBRASKA.

Corset Specialist Says a Word or Two Concerning the New Corsetting. MARIE BENTEL'S Corset Shop, 204 Aquila Court, is an excellent place to go if you'd hear the latest and most helpful concerning the moulding of the human form divine. "Marie" says that when she fits a rubber corset that she fits it six inches smaller than the waistline. A new reducing trick which enables Milady to look tree charming in her "Howd" tailored highline corset model. Dutch silver candlesticks promise much pleasure to their owner, \$4 for the pair. Announcing New Location of Beauty Shop. THE Stacey Beauty Shop is now located at 301 Aquila Court, Jackson 4622, where in a cool and airy shop one may enjoy the artistic efforts of the modern operators. Miss Stacey's skill is well known to beauty shop patrons—it needs no introduction on Polly's part.



Exclusive Omaha Shop Continues Half-Price Sale of Season's Striking Modes

LA BOSCHIN, Hotel Fontenelle, 18th and Farnam, continues the half-price sale that has created considerable comment in Omaha's style circles. Rarely colorful summer coats, the great square-cut, wrap-around effects that swing with such a swagger, separate skirts and blouses, frocks for morning, afternoon and evening wear, a truly marvelous showing of selected styles at prices within the reach of everyone. Just the thing for wear on the boat or train are the semi-tailored satin frocks of navy, black and brown, these with infinitely lovely touches of creamy white at throat and hands.

"Cedar Cliff" Satin, the New Fabric, For Fall and Winter Shoes. THE Kinney Shoe company, Sixteenth and Capitol, have a smart new shoe model for early fall and winter wear which is fashioned from the splendid new satin, "Cedar Cliff." To be chosen either with Spanish or Cuban heels, this smart shoe buttons by one strap but there's a fine lattice trim of six narrow straps which is decidedly chic. A light lining makes it possible to wear the stylish light hosiery without the unsightly marking one discovers when the shoes are black lined. An excellent shoe buy at \$4.95. Light silk hose in all of the new shades are offered at \$1 a pair.

Millinery Shop Owner Makes First Buying Trip Since Ascertaining the Tastes of Omaha Women. THE Bergthe-Kaas Millinery Salon, main floor, Aquila Court, promises even greater charm to our fairest style followers, for Miss Kaas has just completed her first buying trip since learning the tastes of her Omaha patrons. There's a rarely lovely color sense evidenced in this soft-tinted models on display in this shop—a selection of the exquisite pastel colorings on Dame Mode's color chart.

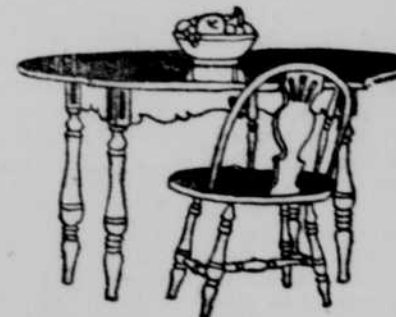
Many Weeks in Which to Wear Tub Frocks Makes This Sale One of Interest. HAYDEN BROS. are offering surprising pricings on frock fables to round out the summer season. There are many weeks in which to wear charming tub frocks. One might select her favorite fashion shade from the wondrous colorings in hand loom woven St. Gall embroidered Swisses or the graceful decorative effects achieved in the dotted voiles. The Swisses are now 85c, the voiles 49c. Lovely voiles in printed designs, the backgrounds blue, green, orchid and rose that sold at 95c are now 58c. All season linens in a fine color choice are 35c.

For a cooling drink during the night one might turn to the crystal carafe in its silver tray, specially priced 'tis a find at \$2.50.

Clearing Sale in Children's Shop Means Much of Interest for Both Boys and Girls. THE Children's Shop, Aquila Court, is holding a clearance sale which includes all children's frocks, the better wash suits for boys, and half and three-quarter socks for boys and girls—the reduction in price a cut of 33-1-3 per cent. Net scarves for evening wear have borders of gay geometric.

Chiffon Hosiery All Colors and Brands at Amazingly Low Price

THOMPSON-BELDEN'S are offering Milady her choice of chiffon hose in a diversity of colors and brands at the surprisingly low price of \$1.49. These in black and white and the new fall colors, French Blou, Mulatto, Silver, Congo, Autumn, Raquette and the well known shades of brown that have decorated summer landscapes.



If You've a Lovely Old Furniture Piece Have It Decorated

THER'S a young artist friend of mine who decorates furniture. A lover of things beautiful, he instinctively chooses the decorative motif best suited to the lines and period of the furniture to be decorated. A plain mahogany table might be painted a dull black with tiny Japanese figures in a miniature garden—an old chest made more lovely by quaint floral garlands, lacquered and properly blurred to give the antique note. The effects in bedroom and breakfast room furnishings are most attractive, gay birds and flowers on ivory or French gray grounds. Call Polly or room 327, Y. M. C. A.

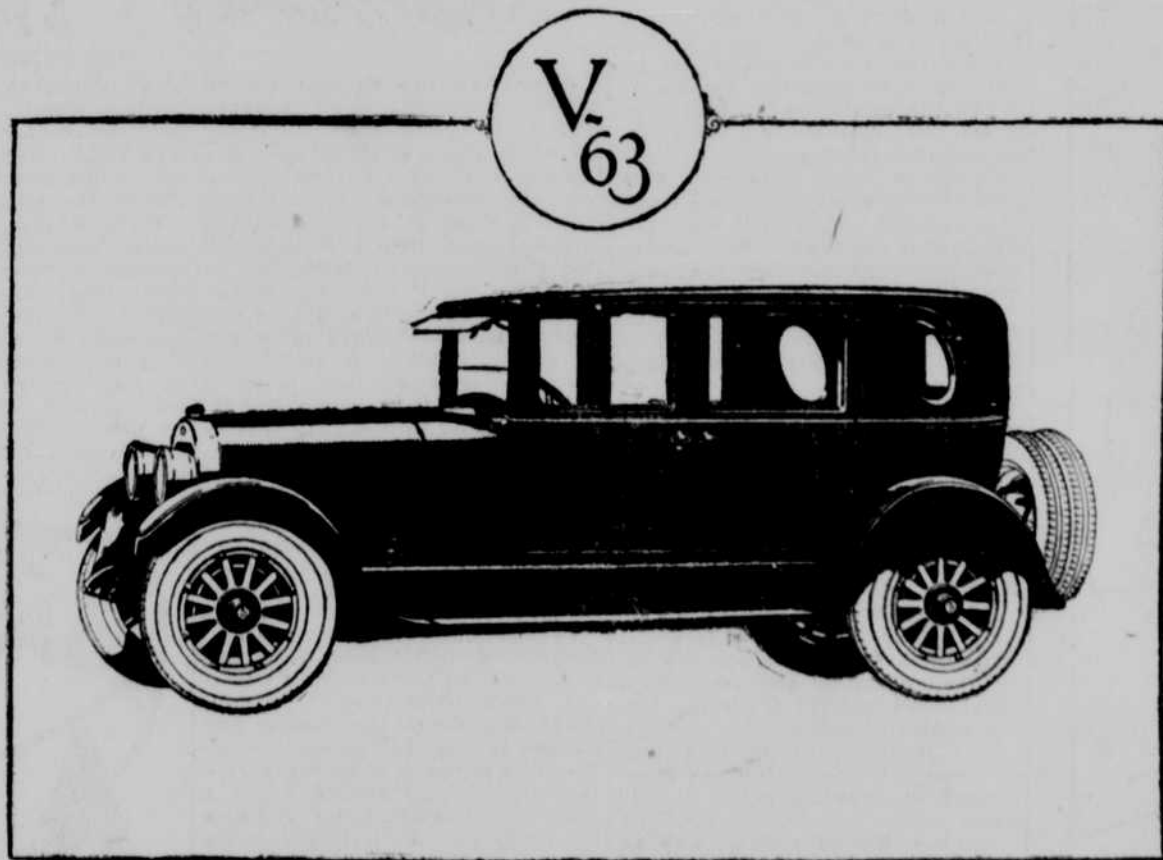
During Hot Weather Beauty Shop Exclusive Shop Owner and Assistant Announces Giving of Resets on Return From Buying Trip in New Marcell within Three Days for a Small Sum.

THE LeBijou Beauty Shop, 205 South 18th street announces that during hot weather they will give a marcel reset within three days for 50c. It is interesting to the regular patrons of this shop to know that they may take advantage of a ticket plan—a saving of many dollars.

Any committee on golf trophies might well be pleased to discover the Waltham watch mounted under glass in a golf ball of silver. This on a wooden base is but \$12.50. In the ter, and one doesn't question her pre-emptive award.

Silver Novelties for the Small Gift and Bridge Prize Offered in Window of Pieces at \$2.50.

THE John Henriksen Jewel Shop, Sixteenth and Capitol, have arranged a most helpful window of silver pieces at \$2.50, unusually fine small gifts and bridge prizes.



A New Five-Passenger Cadillac Landau Latest Addition to List of Achievements of Cadillac V-63 Line

THE J. H. Hansen Cadillac Company, 35th and Farnam, is showing the latest addition to the present Cadillac V-63 list, the new Landau Sedan, which makes the 14th of these artistic creations. The new Landau combines features of emphatic appeal to all who desire striking individuality of appearance combined with absolute dependability of performance. Magic green, a delightful shade, is the graciously graceful body, singularly trim in contour, quite in keeping with prevailing Cadillac modes. Gleamingly nicked are the radiator and lamps, interesting contrast for the natural wood wheels. A trim little "craft," yet there is roomy accommodation in the car for five passengers. A finely appointed car, it is priced at the new low figure so pleasing to admirers of the Victoria coupe and seven-passenger sedan, late models of the V-63 line. This is an ideal buy for the woman who shops for a car for there is no question as to the ease of operation of the famous harmonized V-type, eight-cylinder engine, the Cadillac four-wheel brakes, and other advanced features of the standard V-63 chassis. They bespeak the very utmost in performance. May I take you up to see this Cadillac creation? If unable to call send for large illustrated booklet.

Polly
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