

Strikingly Beautiful Afternoon Gown of Black Lightened by Silver Fur and Widely Woven Girdle of Silver Threads ---Gayly Insouciant as Youth Itself the Abbreviated Little Evening Frock of Velvet

MISS MCGUIRE of the McGuire Dress Shop, mezzanine floor, Paxton Block, 16th and Harney streets, is home from New York and such exquisites as she has personally selected for Madam Mode's launching of the Fall Style Season. For afternoon wear is the black crepe satin model lightened by silver fur and widely woven girdle of silver. And a youthful insouciance is suggested in every line of a vivid little velvet frock shoulder-outlined in silver, a great fluff of ostrich on one hip, the draping effected by a mass of shirring on the other. Jade chiffon is a dancing frock studded in brilliant low on its high necklines at the back, solidly banded down front and back, and girdled in the same glittering stones. Chic! Delightful creations for afternoon and evening.

Omaha Business Girl Operates Mod-A Permanent Wave Means Much of Her Beauty Shop With Great Success

MISS Robina Kammerer, Omaha business girl, is operating a beauty school this winter should have with entire success, the Beauty Shop, 208 South 18th Street, AT. McCrory building, sixteenth near Farnam, Atlantic 9721. "Henri" is the expert man barber in this beauty shop and it is interesting to maid and matron alike to note that "Henri" does all of the different styles of the popular shingle bob. A special price of 75 cents is offered on marcel waves, this to introduce the new shop to the Omaha public.

French Court of 'Louis the Magnificent' Inspiration for Exquisitry of New Silver Design, 'Louis XIV'

THE C. B. Brown Jewel Shop, 220 South 16th Street, offers a new sterling silver design, "Louis XIV" which owes the beauty of its design to the French Court which stood for such lavishness of decoration—beauty and luxury—the court of "Louis the Magnificent." Conventionalized flowers decorate the handle ends of quaint shapings, the same tiny flowerettes seen again on the gracefully curving stems of the service pieces near the round outlines of the bowls. Hollowware pieces in the same design, tea and coffee pots, sugar and cream sets cut on the same lines and carrying the same gracious decorative motif assure a service of sterling impressively beautiful, of unquestionably fine quality, a service to endure a lifetime. The Louis XIV design is much like the D'Orleans design in decorative detail but it is much less in price. Worthy of note, Madam Shopper.

Irresistible Lure of Beauty in Hosiery of Quality in Weave, Coloring and Shape Suggests Gifts for Bride and Attendants

THE Karges Hosiery Company, 306 S. Sixteenth, offers the irresistible in hosiery of quality as gifts for the bride and her girlish attendants. Offered at from \$1 to \$1.50 lower in price than one would expect to pay for the quality—they're exquisite in weave, coloring and shaping. "Something blue" might be a pair of rarely lovely garters, ribbon, lace and tiny flowers, they're most attractive, \$1.50 a pair.

Stylish Creations in Smart Matron Imported Silk Velvet of Excellent Hat Models—Large Head Sizes a Quality Offered at Very Reduced Season Feature Price.

THE Heitman Hat Shop, Athletic Club Building, 15th and Douglas Streets, is specially featuring this season smart matron hat models for street and afternoon wear, in-while there's no difficulty at Heitman's in finding a head size to fit. A \$3.95 a yard. If madam has studied relief. You'll enjoy the exquisite color her fashion book she knows that velvet is an ultra style fabric for the winter showing now on display—love-fall and winter season—may I add things for wear with the fur coat my own testimony as to the quality and the beautiful fur-trimmed coat of these velvets? They're really wonderful.

Modiste of New York and Chicago Opens School of Designing With Sketch and Color Work Supervised by Omaha Artist

CLARE DE PAUL of Chicago and New York has opened a school of designing, cutting, tailoring, dressmaking and draping in a studio with C. Barton Bader, No. 8, Aquila Court, Atlantic 4128. If one wishes to make a wardrobe at home she may have the designing, cutting and fitting done at the studio. Miss Bader is an artist whose work has been much in demand for commercial uses, furniture embellishment, advertising and fashion illustrations. She is organizing color and sketch classes in the school.

Keeping Apparel Beautifully Clean There's a Reason Why These Rest Prolongs Life of Garments.

RESHER BROS., Twenty-second and Farnam, Atlantic 0345, have made a long study of cleaning to prolong the life and beauty of a garment—their discovery that if lovely clothes are regularly cleaned their beauty is preserved indefinitely. Evening clothes of sheerly delicate fabrics, lace trimmed and plain, are especially responsive to the scientific cleaning processes.

Pretty plaids are shown for traveling capes and sport frocks for wear underneath. The length of the tunic—from three-quarters to seven-eighths to be correct.

Let's Go Shopping with Polly

A House is nothing in itself— A red-bricked hearth and a pantry shelf. A dining room and a room to sleep, A floor for a woman's hands to sweep;

But whether or not the place is fair Depends on the people dwelling there. A house isn't finished but just begun When the builders leave and their work is done But brick and mortar and wood it stands Awaiting the touch of a woman's hands And the sound of a footfall on the stair And the prattle of children to make it fair.

A house needs laughter and mirth and song And the gifts of time as it speeds along And a welcome warm to its kindly friends When the day is done and the night descends

With something richer than its born of these— The joy and grief of its memories. With never a face at its window pane A cheerless place must a house remain, For neither builder nor architect In the walls and roofs which their hands erect Can leave one memory sacred there Like the sound of a footfall on the stair.

IT DEPENDS ON THE PEOPLE LIVING THERE—By Edgar Grew



Gloria Swanson Fascinating Bride in \$100,000 Wedding Gown---Fit Costume for "Princess" Bride in New Picture "Her Love Story"

ANY a girlish heart will skip a beat or two when the captivating Gloria Swanson wears her \$100,000 wedding gown in that gorgeously staged picture at the Strand this week, "Her Love Story." A lavish expenditure one might decide upon hearing the price of the costume of fabric and metal embroidered in gold and jewels, but when one learns that it is the dress of a Balkan princess (and such a princess), one is quite satisfied that the director, Allen Dwan, whose inimitable sense of fitness decides such matters showed rare discrimination. Six and one-half yards of train, ermine weighted, sweeps across the floor when the dainty bride matches her steps to the strains of the familiar wedding march. Regal! An all-star supporting cast assures excellent background in this dramatization of Mary Roberts Rhinehart's story, "Her Majesty the Queen," a story which is all-absorbing from first to last, a story which is built around a love of happy sacrifices, mother love of the most glorious type. A picture you'll long remember.

Established 42 Years Omaha Jewel Store Announces First Sale---A \$75,000 Jewelry Release---Every Item in the Store Reduced to One-Half Price or Less

JOHN HENRICKSON'S Jewel Store, 16th and Capitol, has conducted business for 42 years without a sale, that's why the announcement of their first and great sale causes such interested comment. It's a \$75,000 jewelry release! Every item in the store will be reduced to one-half price and less. "We will vouch for the quality of all merchandise sold during the sale, everything is of the regular quality expected of our store," assures Mr. Henrickson. "We are going to hold the sale for several weeks in an effort to move half or more of our stock." Impossible to list all the sale items, but I've jotted down a few I'm sure you'll find most interesting: Bon bon diaphan, in quadruple plate, 24-carat gold lined, 39 cents; sterling thimbles, 10 cents; silver teaspoons, 10 cents; perfectly cut diamonds in up-to-date ring mountings, as low as \$12.50; guaranteed indestructible pearl necklaces, 24-inch length, white gold clasps with one diamond in the mounting, \$1.98. Interested? But, of course, who wouldn't be? The sale begins.

Consultant on Beauty Problems Advises Extreme Care of Skin and Scalp If Milady Is Planning Trips to Different Climates

M. R. ROBERT SIEGMANN of the Black and White room, Burgess Nash, is a scientific expert in diagnosing and prescribing for cases involving change of climate. He it is who decides the course of treatment your skin and scalp will need if you're "tripping" north, south, east or west. At the beginning of the fall and winter season, with everyone returning to Omaha after summer vacation jaunting, Mr. Siegmann is indeed busy, for many of his patrons return only to start upon another pleasure journey—women who recognize the scientific knowledge called into use each time they consult the specialist, who realize in fullest measure the results of a "Siegmann Beauty Prescription" faithfully followed. If you're unable to visit the specialist for a consultation, his advice and prescriptions will be given by correspondence.

Frocks for Evening Wear Embody Youthful Loveliness in Lines, Fabrics and Decorations

THE Quality Shop, 1613 Farnam, have lovely little taffeta frocks for evening wear which embody much of youthful loveliness in their fabrics of changing color, gold and rose, blue and silver, orchid and rose, their lines of graceful bouffancy traced by tiny shirred puffs, bits of lace, tiny flower groups. Especially delightful are the price quotations, \$27.50, \$32.50 and \$37.50. One might be inclined to doubt prices so low for frocks of such style excellence—but Polly's noted for adherence to veracity.

Surely It Was Clothes Like These the Writer Had in Mind When He Wrote "Fine Feathers Make Fine Birds"---'Twill Be the Making of You to Snuggle Into a Lovely Coat, Lynx Furred, to Appropriate the Lines of the "Ashes of Roses" Frock

LA BOSCHIN believes more or less in the adage that "Fine feathers make fine birds," for how else would she have the keen discrimination to buy such gorgeous garments? And truly, it will be the "making" of you, Lady Fair, to snug your chin down into the long and overlapping edges of the high-standing collar of a coat decorated in natural lynx, that fur of creamy ivory and brown that holds the suggestion of deep rose. Patrician lines are at once imparted, when one steps into the "Ashes of Roses" dress, for it is straight and slender, its highly arching collar of black velvet, silver edged and caught together by linked buttons solidly encrusted by brilliants. A central panel of black velvet on the long tunic is silver braid edged, the same effect carried out on long tunic edge and skirt hem. Solidly tucked is a deep, dark green crepe frock, its tucks caught under a deeply curving plain yoke of the crepe. Pleasing contrast of color is a bit of gold lace, a vivid purple ribbon fold round collar and cuff edge. Ravishing in uniqueness of idea is a dinner gown of black, its deeply sweeping scallops of blue, purple and gold embroidered tracteries cut out underneath at skirt edge, the knee touching scallop curves filled in with black Chantilly lace. Then there's the thrilling combination of burned ivory and bronze beads caught together in solid curves on a frock of semi-formal loveliness, its long ties forty-sixty black satin and ivory georgette. It is the exquisite, the unusual, one discovers in the shop of direct importations, La Boschin's, Hotel Fontenelle, 15th and Douglas Paris.

From One Fashion Extreme to Another ---Chapeaux to Shoes Featured in Style Show This Week at Strand Theater---A Setting of the Fall and Winter Fashion Pace

THOMPSON-BELDENS are staging a style show this week in connection with glorious Gloria Swanson's "Her Own Love Story" at the Strand theater. From one style extreme to the other madam et madame will revel in the new models shown. Hat models from Hermine, Mason, Maurice and Jane Parker are outstanding in loveliness of outline, gracious beauty of decoration, originality of color notes. An idea originating with the new season is the creation which uses the wondrous flowers from an antique tapestry, this cut out and applied by stitching of silver and gold. Parisian as the Latin quarter is the softly draping "tam" cleverly beaded in "silver dust" beads, a model whose brim frames the piquant face of its wearer. Oh, lovely! And as to the other extreme—shoes—what could be smarter than the nine new models you'll see at the Style Show. There's the chic colonial buckle effect, one in a soft finished patent with straps up from the ankle held by beaded buckle, the other a dull finished black with silver buckle. Shoes high of heel, medium and low, buttoning by one, two, three or four buttons, shoes a bit higher than those of yesteryear, cut out and strapped in Fashion's most approved manner. A new oxford effect has cut out top to show light hose and has no frames on the tiny eyelets that hold the laces. From one fashion extreme to the other, charming!

Jewel Shop Features Diamond Rings at Special Prices for Weddings and Anniversary Occasions.

THE Reese Jewel Shop, Sixteenth and Harney, has excellent buys in diamond rings specially priced for wedding and anniversary occasions. In platinum and white gold mountings there's an exquisitely designing in their pierced intricacies that's unusually appealing. The prices are amazingly low. The Reese engagement and wedding ring specials offer attractive purchase prices. See the \$100 specials.

Furs Cleaned and Repaired by Expert Furriers in Great Modern Cleaning Establishments

THE Pantorium, 15th and Jones streets, AT, 4853, does excellent work in cleaning and repairing fur garments. This department is quite up to the high standard we have come to expect of The Pantorium. Skilled fur workers will mend that tiny hole in the peltry, add a bit of excellently matched fur, change a line here or a length there. A fur service you'll greatly appreciate. We've had but a few chill winds, don't wait until it's really frosty to have your furs made ready but send them in to The Pantorium fur experts before the mad rush begins.

Member of Beauty Shop Firm Returns Cool Day "Buys" for Children From Pacific Coast With Renewed Enthusiasm and An Ambition to Make Omaha Women Better Groomed.

THE CHILDREN'S SHOP, main floor, Aquila Court, has many interesting "buys" for the kiddies—cool day togery offered at special prices: Hosiery for both boys and girls at 50c; underwear, \$1.25 to \$3.75; Kaynes blouses, 95c to \$3.50; neckties in pretty colors that children love, 50c; "sleepers," \$1.25 up, these to keep the tiny tots warm during the first chilly nights of fall and winter. Kaynes pajamas, beautifully tailored, \$1.50 and \$1.75; coats, dresses and suits at prices that assure your buying.

LILLIE MARIE WALDEN of Schadel's Beauty Shop, 1522 Douglas, JA, 2876, has returned from an extensive tour of the Pacific coast cities and she's most enthused with the idea of making the Omaha women as well groomed as their western sisters. "More long hair," to quote Lillie Marie, "with the crown of the head covered by curls made on a wide piece." Another suggestion for the stylish coiffure is a braid of hair from ear to ear to cover the bobbed hairline with a cluster of curls over each ear. Many women are wearing the artistic transformation to allow their own hair to get a start on its "longer length" way.

Conservative smartness is embodied in every avtried circle of black moire ribbon outlined in beaver which make charming hemline of a new black satin frock.

Coats, Dresses and a Few Suits on Sale at Radically Reduced Prices

A SPECIAL purchase of dresses and coats from a manufacturing company direct has made possible the remarkable prices at which are offered the smart apparel on sale at Lamond's. Cut after the latest style silhouette, fashioned from fabric of Dame Modly favored texture and coloring, finely finished throughout, 'tis a showing to delight at \$7.90, \$9.90, \$12.90, \$14.90 and \$19.90.

Leo Feist and Irving Berlin Song Hits Straight From Broadway to You.

LEO FEIST and Irving Berlin always write "winners." That's just what these songs featured in the sheet music department at A. Hospe & Co., 1513 Douglas are: "Hawaiian Moon of Mine," a waltz sensation35c "Why Live a Lie?" ballad with a fox trot melody35c "Sing a Little Song"35c "Driftwood"35c "I Can't Get the One I Want"35c Mail orders will be filled the same day received. Order them today; you'll be playing them by the middle of the week. Lots of fun!

Beauty Lady Back From Summer Vacation Suggests Series of Bleaches in Preparation for the Fall.

MISS EDNA SULLIVAN of the Levee Beauty Shop, 236 Aquila Court, Atlantic 4649, suggests that it will take more of one or two bleaching processes to rid milady of summer's sunburn on face, neck, arms and hands. Miss Kelley's do excellent work on feathers, fur friends will be glad to find her in and marabout. Closed at 2 on Saturday, this exquisitely appointed little shop.

Hat Shop Keeps Old Chapeau Looking Like New.

THE Kruger Hat Shop, 303 Barker Block, Sixteenth and Farnam, will make your old hat look like new and keep it that way. They also new and keep it that way. They also new and keep it that way. They also new and keep it that way.

Returned from Collar to Hem Front Mail Orders Given Prompt Attention and Back Are Many of the New In Shops of Hair Groom Manufacturers.

THE Ideal Button & Pleating Company, 3rd floor Brown Block, Sixteenth and Douglas, will button you into your new fall frock after the manner most approved by Dame Modesty, from collar to hem, front and back, you'll be if you follow ultra-up, but the "made from combs" rough style notes.

THE Sanitary Hair Dressing Parlor, 310 Paxton Block, JA, 4671, gives special attention to prompt filling of all mail orders on hair goods, both in pieces from stock and custom, \$3.50 up; bobs, \$5 up; curl switches, \$3.50 up; and ear puffs, \$3.50 up, but the "made from combs" order as well.

New Corset Model for Fall and Winter Wear Suggests Lines of Grace, Semi-Elastic Girdle

GOLDSTEIN-CHAPMAN'S Corset Shop, second floor, introduces a new corset model so graceful, so lovely, that one at once appreciates its clever name, La Premiere, semi-elastic girdle. There's a suggestion of lowering of the line at the middle of the back across the top which makes a "snug-in" line most desirable. The four different models cover every need—all of them as clever as one might expect—for they're designed and made by the same company who make "Stylish Stout" corsets. The price range, delightful, \$6.50, \$8.50, \$11 and \$18. In this, a season of corsets—let your model be: La Premiere!

A Season of Tailleur Frocks. Have Large and oblong are the red stones in the new sterling silver diam-rings at \$1 and \$1.85. Unusual.

KNEETER, tailor, 1916 Farnam, AT, 6065, is making lovely little tailleur frocks for Lady Fashion. Kneeter's tailoring is offered at reduced prices this season—the same reductions applying to woolen and silken fabrics in the Kneeter stock.

Polly