

Let's Go Shopping With Polly



*They know not beauty well who do not love
The color-blending of an autumn day;
Horizon clouds that mass in violet-gray,
Blue of a child's eye dreaming deep above
In mists of pearl as soft as ever dove
Was breasted with, and brows that dim away
From lighter tones of withered grass and clay*

*To the rich umber of a purpling grove.
Spring colors shout, but gently-hinted hues
Like these can make us listen, till we hear
The monologue of winds that vaguely muse,
Tremble of sparrows twittering faintly clear,
And lisp of falling leafage as it strews
A motley coverlet for the slumbering year.*

A MILD RAY IN OCTOBER—By Charles Wharton Stork.

Kite-Shaped, the Diamond That Seals the Engagement This Year---A Ring to Be Worn Under the Wedding Circlet Instead of Over It

THE bride of 1924 is pledging her truth with a big kite-shaped diamond that weighs well over two carats. "Stop" cutting brings out every color of light of the supremely beautiful stone shown in an exclusive Omaha jewel shop, a stone which because of its lovely length must be worn under the wedding circlet instead of over it. Rarely lovely too, are the diamond shaped stones in the step cutting, these to be mounted horizontally, an exquisite effect. Key stones or diamonds so cut that two of them have to be mounted in the same ring with contrasting jewels between achieve a remarkable levelness. 'Tis the odd shaped diamond and the diamond of unusual coloring, orchid, rose, pink and canary that have started collections of precious stones in Omaha—one of our city's art connoisseurs carrying his stones in a specially constructed pocket folder.

A French Transformation Will "Turn the Trick" If You'd Hide the Bob During the Sophisticated Hours of the Formal Evening Festivities

THE sophisticates of the fashion world well know the mysterious allure of a beauty that is changed during the hours of evening—then it is that the naivete of the bobbed coiffure is hidden under the French transformation fitted by Mr. Robert Seigmann of the Black and White Room, Burgess-Nash. Or if the entire silhouette is not changed, they achieve the chic contour by use of cunning curl or silken wave length added where the artist of hairdressing judges the effectiveness will be most noticeable. "There must be the beauty of perfectly groomed coiffures for formal affairs," to quote Mr. Seigmann, "the intricacies of hair dress—ah, yes, but masked to a simple severity of groomed smoothness." Many are the permanent waves that grow under the skilled hands of this beauty authority now that the fall fashion season is at hand. There's a difference in permanent waves as everyone must know—and there's a perfection most superior in the Seigmann wave. And now, a suggestion—madam's hair is arranged (for beauty)—she should have the services of an expert chiropodist in treating foot ills (for comfort). The call has come "On with the dance" and not a foot must lag.

New Candy Shop Offers Gay Favors and Place Cards

MR. HUNTER'S Candy Shop, Elks building, 18th and Dodge, is our newest shop and it's truly lovely. Blue and silver in decorations, it serves the public on days and evenings of the week until 9 o'clock, and all day and evening on Sunday. Original favors, crystallized sweets in vivid colorings, with place cards to match, are 10 cents, 15 cents, and 25 cents, with a few large corsage arrangements at 90 cents. The "democratic" and "republican" donkey and elephant party representatives assure a jolly tableful of guests when they're used. French caramels are deliciously rich in preparation and are but 60 cents; others in black walnut and fruit combinations are a bit more a pound. Chocolates of every size and kind tempt one with their delectability. Visit "Mrs. Hunter's Candy Shop" if you appreciate lovely candies, moderately priced.

Gayly Lovely the Art Flowers for Every Room of the Home

SPECIALLY lovely are the art flowers on display in the art department at the Thompson-Belden store. Great flaming masses of leaves, berries, flowers of every conceivable kind, are to be found for every room of the home at prices that make the buying of quantities a most possible matter. Long stemmed or short, according to the requirements of your flower containers, or, if one wishes, she may buy new containers at the time the flower purchase is made. The artistic touch your home needs.

Residence Furniture Shop Meets With Great Success

THE Hunt Furniture Shop, Thirty-third and Farnam, is a shop opened in the residence district by a well known furniture man of Omaha—and interesting is it to note that it is meeting with great success. "Omaha women like to browse about among the unusual pieces I've gathered together—they report that the prices are entirely to their liking and that they have a personal pride of discovery in the values found here," stated Mr. Hunt with an appreciative twinkle in his eye. For 'tis a known privilege of the woman shopper to browse a bit and to compare prices.

Fall and Dancing Time Brings Renewed Interest to Selection of Music "Hits"

IN the A. Hoopie company sheet music listing for last week "twas my mistake in quoting 35c instead of 30c. All of the songs are 30c—very clever ones they are to be sure; I'm repeating the Leo Feist and Irving Berlin songs of last week with new ones of interest:

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|----------------------------|---|
| Hawaiian Moon of Mine | I Had to Be You |
| Why Live a Lie | Melody Rose |
| Sing a Little Song | Red Hot Mama |
| Driftwood | London Bridge Is Falling Down on the Isle of Childhood Dreams |
| I Can't Get the One I Want | Are You Lonely? |

Mail orders are promptly filled through Douglas.

Suits for Boys Follow Lines of Tailors Approved by Fathers and Brothers.

THE CHILDREN'S SHOP, Aquila Court, has excellent values in suits for boys from 8 to 15 years at \$12.75, \$16.75 and \$19.75, with a group at \$10 and \$12.50. These are suits tailored after models approved by men of discriminating taste, in a diversity of styles in rich brown, powder blue, gray and tweeds. Suits for the smaller boys, from 2-1/2 to 8 years, may be chosen in Olive Twist, Balkan and middy styles in flannel, jersey, fancy weaves and heavy linens at from \$4.95 to \$16.50.

Bracelets exquisitely Pierced and Shimmering With the Changing Loveliness of Color That is Diamonds and Sapphires Promise Charm to the Winter Costumes.

THE Reese Jewelry Store, Sixteenth and Harney, offer exquisitely effective platinum topped bracelets whose intricacies of design carry the shimmer of diamonds and sapphires at a price range of \$17.50 to \$100, well within the reach of every gift-buying purse. Ravishing addition to any costume they're particularly fetching with the sleeveless gown for evening wear.

The Center Part With Marcel Perfectly Rounding Out Each Side Proves Exquisitely Beautiful.

THE Leonore Shop, 236 Aquila Court, AT. 4649, under the supervision of Edna Sullivan is giving the lovely new center part coiffure with perfectly rounding marcel on each side. Charming. Did I tell you that Miss Kelly is in this dainty shop now?

If Everyone Would Realize the Value of Cleanliness.

THERE would be no danger of contagion in the public schools—at any rate the danger of contagion would be considerably lessened. That is why it is so necessary that clothes be scientifically cleaned. Help Dresser Bros., Twenty-second and Farnam, AT. 6345, in their educative campaign on scientific cleaning processes of all school kiddies' clothes.

Facials Done the English Way Use Discovery of Eminent Scientist.

ROBINA KAMMERER in her beauty shop in the Burbot building, Sixteenth and Farnam, Atlantic 3721, uses a wrinkle eradicator in her facial processes which was discovered by an eminent English scientist. A delightful facial—most lovely in results.

Surely Diamond Engagement and Wedding Rings for the Bride-to-Be Were Never Lovelier Nor More Beautifully Mounted

ALBERT EDHOLM, second floor City National bank building, 16th and Harney, is to be congratulated upon the exquisiteness of the diamonds which he has imported to Omaha, specially mounted at his suggestion in rarely artistic rings for the bride and bride-to-be. In odd shapes, square, oblong, diamond-shaped, and the "fancies" of the diamond cutter which so delight the artistically inclined, they're truly inspirational to lovers of beauty. Recently announced is the engagement of a sweet Omaha debutante whose ring is an elongated hexagonal diamond set in a specially designed mounting of platinum and diamonds.

Great Omaha Store Announces Fall Style Exposition in Revue Beginning Monday---Evening Show With Music Monday Evening

BRANDEIS Store will hold its annual exposition of fall exquisites during the entire week with an evening revue on Monday when Randall's music will be the gala feature of the show. During this exhibition, Mile. Rene Chauceret will model creations by Irene Castle, Milgram, Hickson, and other well-known originators of fashion. A culling of exquisites from the markets of the world presented for your approval. Madam Omaha.

There's a new material which the school misses of tender years will choose adorning petties of coats, dresses and for her first frock of the season—hats, with an especial favor shown to 'tis a printed fabric with the dominant "Baron Duchy," Otter, Badger, Tim-coral outlining collar, cuffs and knicker-ber Wolf, Silver Lynx, Leopard and er knee band. \$3.75 to \$6.75. Oddly dyed squirrels.

Jewelry Release Is Swinging Into Its Second Big Week---A Crowded Shop All Week---Evidence of Public's Confidence in Established Business Policy of Store---The Well Known Worth of Jewel Merchandise Offered---"Our First Sale in Forty-Two Years," Owners Comment

THE Jewelry Release at the John Henrickson store, Sixteenth and Capitol, is swinging into its second big week—and if it's as large in volume as the week just past it will be indeed gratifying for it is an evidence of the confidence placed by the public in the business policy of the shop, the recognition of quality of merchandise which has never before been placed upon sale. "The first sale in 42 years," said John Henrickson, sr., in speaking of the appreciation expressed for excellent sale values offered. There's a one-third reduction offered on current sterling silver service pieces in such patterns as Pantheon, Trionon, Etruscan, King Albert, Madam Jumel, Lady Constance, etc. "The really a pleasure to announce a value such as this—16 jewel adjusted movement wrist watch, fully guaranteed, 25-year, white gold case, which is priced at the very low price of \$3.50. An Elsin watch, finely jeweled, 20-year white, green or yellow gold case, is but \$10.95. Mahogany is a mantle clock, a guaranteed time keeper in the tambour shape, a regular \$18 value whose sale price is unbelievably low, \$9.95. Only a short time until Christmas gifting time—take advantage of the many gift opportunities offered each day, watch the daily advertisements, buy your gifts and hide them away until the merry time arrives.

Dundee Beauty Shop Features Water Waves, Specially Priced

THE Bonna Beauty Shop, 620 North Fiftieth, WA. 8677, that exclusive haunt of fashion and beauty, is specializing in water waves at \$1. Interesting! Miss Kemp, well known Omaha beauty shop operator, is a valuable addition to the staff of experts at the Bonna Shop. Her work needs no introduction. For bobbing women's and children's heads there is an expert barber who instinctively chooses the lines suited to types. 'Tis the best you'll get when you visit this luxuriously appointed shop in charge of Miss Edith Lower.

Popular Hotel Cafe to Open Under Management of Well Known Omaha Cafe and Club Caterer

THE Flatiron Cafe will reopen under the management of Mrs. M. S. Pierce, who has many friends among Omaha club and cafe frequenters. For it is delicious food delectably cooked which Mrs. Pierce presents to the public in her menus and we're all glad to welcome Mrs. Pierce again to the Flatiron. The decorating of the cafe is in the hands of Orchard & Wilhelm's decorating department, an assurance that it will be exquisite. Wide arched doorways have been opened between the dining rooms and there has been installed a splendid new ventilating system. The entire hotel has been redecorated and is now ready to dispense royal hospitality to both permanent and transient guests, the location of the hotel is especially pleasing, 17th street, with entrances on both Howard street and St. Mary avenue.

Back From New York and Atlantic City Beauty Shop Owner Interprets Latest and Loveliest Modes of Beauty---

LORENZO of the Maison Lorenzo, 50th and Dodge, Walnut 8014, has returned from his trip to Chicago, and the great national convention in Atlantic City. In New York, he consulted with Mr. Neagle for over two hours on the new improved Lancel permanent wave. Mr. Neagle gave him the privilege of demonstrating the permanent wave in the Crystal room. The wave was given to a gray-haired woman, and there was appreciation evidenced in the crowd which watched the demonstration at the natural loveliness of the wave—the total lack of "yellowing" so much feared by the gray-haired woman. At the Garden Pier at Atlantic City, Lorenzo reports having given a demonstration of dressing formations for the Western Hair Goods company of Chicago. Lorenzo's word to Omaha women is: Hair dyeing, a new process that is absolutely natural in effect; electrolysis is done with entire success by expert operators, a banishing of superfluous hair; a newly smart contour building of the bobbed head; sport wear and daytime effectiveness with a modish of the bob for the festive occasions. Friends of Miss Elizabeth will be glad to know that she is home from her trip in the north and east. The Maison Lorenzo, at your service.

Hat Pictured in Vogue Pre-View of Fall Fashion Now Shown in Omaha Chapeau Shop

LORENCE PAXTON-SMITH is featuring a hat from Bruck Weiss that was shown in Vogue's Fashion Pre-View, this one of the style events of the store's opening. Smartly outlined is its brown velvet shape, the edges bound in beige faille with the smartest imaginable veiling of georgette buttoned across the back brim. Tiny circles of orange felt on gold with tiny hearts of green alternating with the gold. Chic! Art interpretations of the season's loveliest at Goldstein-Chapman's Chapeau salon, Sixteenth and Farnam streets.

Baths Opened in Aquila Court Under Supervision of Scientific Experts.

THE FISHER BATHS under the supervision of Anna D. Fisher have opened in Aquila Court, 206, Atlantic 1072. One who knows said of the medicated steam baths, Swedish massage and electric treatments that a woman who has been educated in their treatment for nerve exhaustion, neuritis and rheumatism never again goes without them. Health, then beauty, madam!

Dresses of Every Type Designed for Every Function of the Fashion Day and Evening

THE QUALITY SHOP, 1613 Farnam, present frocks for day and evening wear that are supremely correct in every detail of styling and finishing. Very fitted is the cream and black lace on collar, pockets and sleeve outlines of a little black satin dress for all-around wear. A bit tailored is a black velvet trimmed satin with the becoming brown lace and chiffon in drooping full. Glorious in cloudy rose, silver and French blue chiffons the dress for a woman who requires a size 42—especially pretty for the girl or woman who takes part in musical programs and social work. Beads of glittering jet gleam here and there on a black georgette dress, size 40. All models at moderate prices for the modest purse.

"Factory-to-Wearer Prices" New Selling Policy of Omaha Smart Wear Shop

LAMOND'S, 17th and Farnam, announce a new policy of selling direct from factory to wearer. In connection with their retail stores they have a substantial interest in manufacturing in the east of coats and dresses for women, misses, juniors and children. This means a retelling of products direct from factory to wearer. The shopper in the store under the new policy will note that qualities are quite up to Lamond standards.

Plaids everywhere in the fashion world and this is carried into the realm of furs as well for one of the most beautiful of peltry achievements shown this season is a mole coat with cross-plaids of dark dyed mole.

Cedar green promises to enjoy a wide vogue for fall and winter.

Trade Mark Registered in U. S. Patent Office.

Designing and Cutting By the Use of the Tailors Square Standard. CLARE DE PAUL is conducting a school of designing, cutting, tailoring, dressmaking and draping in Studio 8, Aquila Court, Atlantic 4128. "I teach designing and cutting by the use of the Standard Tailors Square which is the only method recognized by professional designers and cutters and all manufacturers," said the modiste in an interesting interview. Lady Fair may have her models cut and fitted to be finished at home if she desires.

Stationery Shop Moves One Door South. New Decorations, Lovely Setting for Fine Correspondence Papers, Gift Cards and Greetings.

THE W. B. DAILEY Stationery and Office Supply shop, 313 South Fifteenth street, has moved one door south with new decorations which prove an excellent background for fine papers, framed notices, gift and greeting cards, dainty bridge dinner and luncheon place cards, favors and prizes. University supplies of all kinds will be found in this shop.

Shop of Decorative Embellishment Advises in Regard to Buttons, Pleating, Embroideries and Hemstitching.

THE IDEAL BUTTON AND PLEATING COMPANY, third floor, Brown block, Sixteenth and Douglas, work wonders in a decorative way. Get their advice before buying your materials, 'twill be a saving. Their experience in decorating diversities of fabrics is invaluable. Have you one of their catalogs?

Omaha Milliner Charmingly Compliments the Matron in Hat Selections of Unusual Graciousness.

MISS Shanahan in her millinery shop on the third floor of the Julius Orkin Store, 1612 Douglas, pays homage to the matrons this season in hat models of unusual graciousness of beauty. Many models are presented at the popular price of \$7.50 and a bit more, and they're wholly irresistible in their color touches and trims of flowers and feathers.

Hair Dressing an Art Developed to Charming Degree in This Shop.

MARGARET GUNSTON of the Delft Beauty Shop, 236 City National Bank Bldg., Jackson 1795, is most successful in hair dressing—an art of choosing the coiffure best suited to different types. A shop in which there's an endless supply of soft water for shampoos and facials. Interesting!

Order by Mail Your Hair Goods Pieces Made From Clippings and Combs.

THE Sanitary Hair Dressing Parlor, 310 Paxton Block, JA. 4671, will make to your order up-to-date hair good pieces, sending them by mail. These will be copies of pieces offered for sale in the large stock in their shop. Switches, \$3.50 up; bobs, \$5 up; curls, \$3.50 up; ear puffs, \$3.50 up. Interesting prices these.

POLLY SHOPS FOR THE FALL AND WINTER WARDROBE.

Try to give every detail when ordering through the Bee's shopping service—

For when you omit such a detail as whether the ballet slippers you want are to be hard toed or soft—

Polly's put to the inconvenience of sending you two pairs, one of each—

This is an instance that happened during the last half hour—A reason why we used it.

ASK POLLY THE SHOPPER OMAHA BEE TO SHOP

Silver Department Announces Completion of Gift Silver Shopping.

HATDEN BROS., silver department, main floor, announce the completion of their silver gift line with special values. Italian designs make lovely the compotes in both high and low shapings at \$5 and \$5.98. Etched sterling silver candlesticks are in a pleasing price range from \$7.95 to \$15. Sure to please are the tea and coffee sets in three and four pieces in a range of prices from \$16.50 to \$24. For cake or sandwiches are the handled silver plates decorated in dainty Dutch silver borders at from \$5 to \$8.50.

A Bit O' Tinting Works Wonders in the Effectiveness of Milady's Costume Ensemble.

THE LE BIJOU BEAUTY SHOP, 205 South Eighteenth street, Atlantic 0991, has a staff of expert hair dyers who will work wonders in effecting a change in the waved face frame of soft hair. Insecto hair dye to be sure, is what they use for the Le Bijou Shop—is the agency of the middle west for insecto products.

New Hats From Old Magic of This Shop.

THE KRUGER HAT SHOP, 303 Barker block, Fifteenth and Farnam, will rebob your old hat into new beauty, make up new fancies from your old feathers, remodel furs and marabou. True magic, this. A shop that's closed at 2 on Saturdays.

A coral chiffon frock ordered for Slashed up the back to disclose the ball has delightful beaded design vividly blue panel of crepe is a button-trimmed bouffancy.

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