



Let's Go Shopping With Polly



Coronation Ball of the Court of Quivera, Opening Event of Omaha Society, Means a Rushing Hither and Thither to Beauty Culture Artists--It Is the Extraordinary in Coiffure Effects that Must Be Consummated

M. R. ROBERT SIEGMANN, authority on matters of beauty culture, is indeed a busy man during the last weeks before the Ak-Sar-Ben ball--for madam et mademoiselle well know that it is he, experienced both in the cities of this country and on the continent who well knows how to achieve the extraordinary in a coiffure arrangement for the coronation ball of the court of Quivera. It may be that a French transformation of shining glory is just the means of creating the effect desired. Voila--this artist in coiffures fits the fair face in an exquisite importation. Or it may be that there's to be a hitting, a lowering of the customary hair dress. The artist, and he alone, can advise. Consult him. Many marvelous hair conceits are available in the Black and White Room, produced as if by magic from hidden recesses in cunningly constructed cabinets, they are yours if they will make you more attractive. Mr. Siegmann is a past master in the art of permanent waving--indeed he gives so many waves that one is tempted to call this shop a headquarters of permanent waving. The Black and White room at Burgess-Nash is devoted entirely to your greater beauty, Lady Fair.

Last Minute Cleaning for the Ball Done With the Assurance of Fine Work

THE PANTORIUM, Sixteenth and Jones, AT 4525, is quite accustomed to taking care of last minute cleaning calls for the ball regulars. They're prepared to take care of every little thing you may wish to have cleaned, and give you entire assurance that the processes through which your toggery is put are the same excellent and scientific processes which you'd expect to be used. Phone in the morning!

Golden Jubilee Occasion of Great Sale Event for Big Omaha Music Store

THE JOSEPH COMPANY, 1513 Douglas, are celebrating their fiftieth anniversary with a sale which is probably the biggest on record. Factories which wish to co-operate on this great merchandising occasion have made possible reductions on upright pianos, grands, player pianos and phonographs in both upright and console effects that are really extraordinary. On grands the reductions are as great as \$400, this on a very fine instrument. The store is open until 9 o'clock in the evening during the weeks of the sale. A splendid opportunity for Ak-Sar-Ben visitors.

Luxuriously Upholstered Furniture Pieces--Suggested Arrangement of Pieces Vivid in Color Touches Rare in Wood Selections

THE HUNT FURNITURE SHOP, Thirty-third and Farnam, is a delightful place to discover during the crowded condition of downtown Omaha through Ak-Sar-Ben week. Here is shown the authentic period reproduction, the luxuriously comfort-suggesting overstuffed pieces, the striking color touch in satin covering or lamp, the rare woods, exquisite interior beauty for the home.

Wrist Watches Big, Wrist Watches Small--Very Simple in Outline or Intricately Curved With Decorations of Hand Engraving--Sapphire and Diamond Studded--Ak-Sar-Ben Showing This Week

THE REISE JEWELRY STORE, Sixteenth and Harney, offers an unusual showing of wrist watches this week, special values for Ak-Sar-Ben shoppers. All of excellent workmanship, they're either plain in oval or oblong shape, or intricately curved as one could wish, with exquisite hand tracing engravings and an outlining of sapphires and diamonds round their edges. Watches at Reises--remember.

At the Beginning of the Winter Season Is a Good Time to Have Your Old Hats Re-Blocked; Furs, Feathers and Marabou Re-Modeled.

NOW that fall is here and winter on the way, it is a good time to have one's old hat re-blocked, furs, feathers and marabou re-modeled. All of this is done beautifully at the Kruger Hat Shop, 263 Barker block, 15th and Farnam.

Single bracelets are being worn by the most clever women on the continent. A single bracelet worn by Madame Barrachin has two roses of mirror cut diamonds mounted on a band of platinum. Of Second Empire splendor is the bracelet of green gold studded with sapphires and diamonds, this a full two inches wide has been selected by the Countess Therese of Hilmisland from among the family heirlooms to wear halfway to the elbow on her left arm.

Decorated crystals, strips of color between exquisite engraved scrolls, make lovely the table the year round. Sherbets, high and graceful and plates in two sizes make a set usually effective in green and black, 18 pieces, \$18. In black and crystal is another set of 18 pieces at \$22.50. A set including goblets, 24 pieces, is \$30.

Present Day Wall Papers Offer Patterns of Authentic Design for Any Period or Style of Decoration

THERE'S a warmth and richness of color that the right wall paper lends to any room, a hospitality expressed in the most gracious manner imaginable. There's an advantage in selecting present day wall papers--it is an easy matter to select patterns of authentic design for any period or style of decoration. The Brandeis wall paper department, fifth floor, presents new and lovely suggestions for decorative paper purchasing: Reproductions of sea-stone suggest a coloring most delightful in their blended effects, 42c a roll; the same sea-stone artistry is offered with an outlining of the stones particularly desirable in decorating cafes and hotel lobbies, 59c a roll; broad-loom and tapestry exclusivities in bold coloring and soft pastel shades are appealing "buys" at 24c a roll; a special price is offered on bedroom papers--stripes, florals and chintz effects, 11c and 17c. Skilled decorators in this department will prove most helpful. Consult them.

All Silk, Hosiery Clear and Sheer Chiffon Weight Offered at Special Price.

BURBON'S, 2d floor, McCrory Bldg., Sixteenth and Farnam, announce a lovely hosiery value for Ak-Sar-Ben week. All silk, clear and sheer chiffon weight in colors for daytime and evening wear, suit and coat colors and the gayly bright party frock shades as well as the delicate silver and gold shades are offered for \$1.95 a pair.

Such a degree of smartness--when one's childish frock of Chinese green is banded in black velvet ribbon, \$12.75.

Long beltless tunics are seen everywhere--in blouses or in dresses.

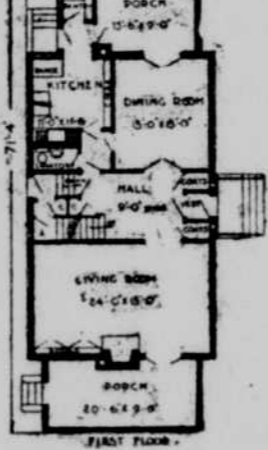
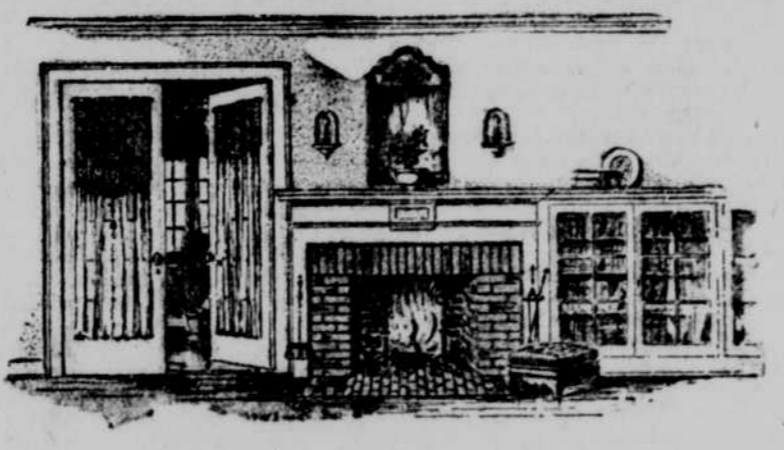
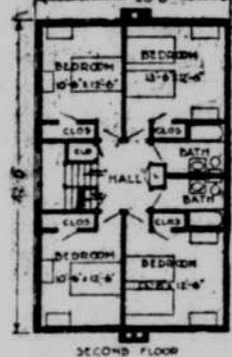
"Mokine" Coat of Brown Divides Decorating Honors Between Scalloped Lines and Dyed Marmot Peltries--A Rosewood Coat Uses Hudson Seal to Striking Advantage--River Mink Furs Another Model

LAMOND'S, Seventeenth and Farnam, present delightful new coat models. Mokine is a coat of dark, rich brown with marmot fur choice at neck, cuffs and banding outlining side of coat from throat to feet. A lovely model at \$79.50. Hudson Seal is the striking color contrast on a coat of Rosewood, the same fur banding down the front of the coat and the fur "barrel" sleeves. This at \$55. In one of the new light shades of brown is a River Mink trimmed coat, its sole trim two rows of tailored buttons at the side, \$69.50. Excellent coat values, madam shopper!

Rubber Reducing Girdle Gives Slim, A Sunday Dinner You'll Find Irresistible, Thin Looking Lines as Soon as It is Adjusted.

DAY by day it wears the fat away, the Madame X. Reducing Girdle which is featured in the Hayden Bros. corset department on the second floor. Constant, gentle is the massage of unsightly flesh carried on by this scientifically constructed corset, the original rubber reducing girdle. In fine gray rubber it is \$9.50, in the delicate flesh tint the price quoted is \$11.25. Brassieres \$5.50, those of the same reducing quality. Miss Peterson, head of this department is a skilled corsetier whose experienced fitting will do much in molding your figure. Send for illustrated folders on the Madame X.

Pansy is a favorite color for gowns and hats--in darker tones for the matron; in soft mauve for the young girl.



Build Your Home of "Hy-Tex" Brick--Oak Bark Brick Pronounced Most Beautiful by Artist Judges of Architectural Materials

THE Hydraulic Press Brick Company, 1315 Farnam, present the wondrously beautiful Oak Bark Brick in "Hy-Tex," the superior brick to be had only at this firm. The Oak Bark was originated with these manufacturers who alone have the secret of attaining the exquisite colors that tone in with the shades of the forest in the fall--a blending of greens both light and dark, dull and vivid, purple, tans, red and old rose shades. The patented process, they have the texture of the bark of an oak tree, a texture which is especially pleasing to architectural judges. During Ak-Sar-Ben Week, visit the great show room of the Hydraulic Press Brick Company where one may view to advantage the brick judicious. During Ak-Sar-Ben Week, with different mortars. Experienced brick men in attendance will graciously confer with you in regard to the building put together in wall panels with the most. Experienced brick men in attendance will graciously confer with you in regard to the building put together in wall panels with the most. Experienced brick men in attendance will graciously confer with you in regard to the building put together in wall panels with the most.



Picturing That Metropolitan New Candy Shop to Which Omahans Point With Sincere Pride

MRS. HUNTER'S CANDY SHOP, Elks club, 15th and Dodge, is a smartly lovely little shop to which the Omahans point with pride. Delicious indeed are the chocolates, bonbons, bright hard candies, salted nuts and crystallized novelties for luncheon and dinner. This an immensely interesting place to visit--and one in which you'll surely find something to buy. For table centerpieces are the big pots of roses, 12, whose petals and leaves are sweet as sweet can be. For tiny pots of the same make delightful favors and might serve as place cards as well. Then there are those so-lovely corsages of tiny candy blossoms, each bunching in its own paper lace fill with tightly wound tinsel round the stems of the flowers. Place cards and favors range in price from 10c to 25c. Halloween favors and place cards are next in order--consult Mrs. Hunter before completing your plans. Out-of-town orders are promptly filled. Note.

Omaha Shop Headquarters for Famous Art Metal Beds--Orders Finishes to Match Period Bedroom Suites

OF COURSE it was an interesting event of my shopping day to happen into the Bed Shop, 1916 Farnam, while they were boxing up a solid mahogany dresser drawer, finished in exquisite French gray, to send it to the Simmons bed people for the finishing of two beds selected on the display floor of the Bed Shop. A service not often rendered in shops, this. Silk floss mattresses on these beautiful twin beds of a decorative French period gave assurance of many restful nights. Simmons beds in all of the delightful colorings we've seen pictured in fine magazines during the past months will be found in this shop. An excellent showing of children's beds rewards a visit, too.

Particularly Lovely the Coats Offered in Shop of Omaha Furrier Make Imperative the Fur Coat--Buy This Week

ALALAUGH, furrier, Nineteenth and Farnam, has an unusually appealing offering of fur coats for Ak-Sar-Ben week shoppers this year. When one sees for herself the qualities and prices offered, she is apt to feel that the fur coat purchase is imperative this week. Becoming to every type is the full length Hudson Seal coat with collar, cuff or trim of contrasting fur peltries. Dyed Fitch in Kolinsky coat, Kolinsky fur, and the lovely light shades of dyed and natural squirrel make attractive the coats in price ranges from \$39 to \$225. Plain Hudson seal, all good wearing and full length coats, are from \$300 to \$450. Sealine coats, long and silky, are \$135 up. Raccoon, the fur which fashions many a swaggy coat model, has been chosen for one coat priced at \$275. There are many raccoon coat models of equal smartness from which to choose. Nature muskrat, trimly modeled, has been used for popular priced sports coats, moderately priced indeed, \$125 up. Aulalaugh coats are sure to please.

Notable News From Molder of Style Silhouettes.

THERE'S a satisfaction felt when one visits the artistic "molder of Silhouettes," Marie Bentel in the Marie Corset shop, 2nd floor, Aquila court, Jackson 4522, who has a little twist of the marcel iron which is really French in its inspiration--a joy to her patrons. Have you luxuriated in a soft water shampoo in this shop? May one suggest early appointments for the ball?

Plaid of rare color combination are found in soft woolen weaves for early fall suit and frock wear--\$25.00 and \$4.50.



Diamonds Specially Featured During This--the Last Week of the Release Jewelry Sale in Well Known Omaha Jewel Shop

JOHN HENRICKSON'S Jewel Shop, Sixteenth and Capitol, has been having a really remarkable sale, a "Jewelry Release" in which everything in the store has been offered at radically reduced prices. For this the last week of the sale they're announcing diamonds as the "feature." Diamond and platinum jewelry will be presented at irresistible prices on Monday, Tuesday and Wednesday. Grouped at special prices for easy selection are diamond rings some of which are offered as low as \$12.50. Exquisite smaller jewel pieces that aid in achieving that inimitable touch of individuality, impressive gemset pieces, are now presented to the buying public at greatly lowered prices. Sterling silver in all of the late and lovely designs which grace the tables of your friends are priced at one-third reduction. There's an absolute assurance of safety in buying merchandise of John Henrickson, who has been established in business in the same location in Omaha for 42 years. His policy of selling the best at fairly quoted prices is your positive guarantee that purchases are made in good faith. The sale that is continuously "real" in the reductions made--a tour of the store will make you decide that now is the time to make the holiday gift buy. During the entire last week of the sale there will be daily specials to astound the conservative buyer. Your opportunity, Ak-Sar-Ben visitor!



Metal-embroidered motifs of cretane are used on fall gowns, a heritage from summer.

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