

The Small House Need Not Lack Elegance

Furnishing the small house with elegance does not necessarily mean furnishing it with lavishness. Elegance should be the result of fastidious discrimination; it should create the sort of rooms in which refined, cultured family life finds a sympathetic background.

Puffs of White Organdy Vary This Brown Swiss



By CORINNE LOWE.

New York.—(Special Correspondence.)—The Swiss republic is fast becoming the Swiss monarchy, for, although the many new jazz materials—such as the Rodier cottons—have distracted the attention slightly from more conservative summer fabrics, dotted Swiss rules more and more the heart of the practical woman.

Youth Should Help Age to Keep in Touch

There is no loneliness like that of old age. Not all the love that is showered upon the old folks as they approach and pass through the "three score and ten years" can quite blot out that loneliness.

Beauty

Last night wild Beauty walked on land and sea Girdled with stars and shod with fireflies; Wearing the moon upon her breast; her eyes Heavy with dreams and with the memory Of other gardens, under other skies.

Train Child to Respect Wise Rules

Children are just as happy—happier—conforming to wise and kindly rules from babyhood, and the fact that there are such rules, and that they are observed, make all the difference to the rest of the household to casual visitors, and to all with whom they come in contact.



With the New Season Comes a Vogue for the Fabric Fur Coat— a Wrap of Lush Fur Trimming Gorgeous Linings.

BRANDEIS Stores introduces to Fashion's Fairest, you madam, mademoiselle, the entrancing new fur fabric coat sold in August at special prices on the same terms as the fur coats are merchandised and sold a deposit with storage, free.

To Be Modish Make Your Own Clothes

CLOTHES today need line, artistic effect, and style. They must be cut correctly because you can't cover up imperfections with trimming. The Keister Ladies Tailoring College, 1630 City Nat. Bldg., makes a specialty of cutting, fitting and instructing you how to finish the garment.

Just in Time for the Harvest Moon

Underneath the Mellow Moon 30c Keep on Building Castles in the Air 30c Montana 30c Moon River 30c Blue Danube Blues 30c

Not the "Flapper" Alone But Really Truly "Grown-Up Ladies" Recognize the Value of the Permanent Wave.

The specialists on beauty, Mr. Roberts and Mr. Franks of the Black and White Room, Burgess Nash, the Salon de Beauté, Hotel Fontenelle, and the Blackstone Beauty Shop, find it interesting to note that the scientifically perfected Lanoil Process Permanent Wave has enlisted the interest of the more serious minded woman who realizes the value of added contour and charm with a minimum of time consumed in its achievement.

Fall Fashions Are Lavishly Broader.

EVERYTHING in fall fashions, fades and fancies calls for lavishly wrought embroidery. The Mode Pleating Shop, 4th floor Paxton block, Sixteenth and Farnam, is well known for the beauty of its embroidery, whether on sheerly thin chiffons and georgettes or on the thick-napped cloths for coats and suits.

Make Early Appointments for Permanent Wave.

THE Brandeis Beauty Shop, 3d floor, are having wonderful success with their Lanoil Permanent Waving process. All the girls who are leaving for school in the early fall have realized the absolute necessity for a permanent wave, which makes an early appointment imperative.

Juvenile and Junior Golf Sets.

MUCH has been said of the miniature golf courses on the grounds of Omaha's finest homes where the women and children of the family are perfecting their knowledge of the great game of golf. The Townsend Sporting Goods Company, 1309 Farnam, offer a line of golf sets for tiny tots as well as the junior members of the family.

FALL FASHIONS NOW SHOWN.

WHEN you order your fall apparel, coat, straight-line trottier, fur coat, dinner dress and wrap, shoes for street and house with due accompaniment of stylish accessories, remember that Polly the Shopper of The Omaha Bee is at your service, with no fee for shopping orders filled. If goods are to be sent out C. O. D., send \$2.00 deposit to be deducted from total cost, the balance C. O. D.

Let's Go Shopping with Polly

If I must live as others live, and do as others do, I'll store my little House of Life with tinsel-glitter too. But somewhere through the smother-shine Of all the things men point as mine, I'll set a single pane ajar To glimpse a golden-bending star, And let the moor wind through.

I'll spare a patch of heart's-ease sweet Where I may run on wistful feet At every twilight close. If I must think as others think, in terms of Everyday, I'll hang my little Room of Dreams with arras drab and gray. But still a tiny tended fire Of leaping hopes and gay desire Shall set the dinginess alight, To fold me warm and close at night, And shine across the way.

—THE OTHERS, by MARTHA HASKELL CLARK.

DEAR FASHION FOLK:

IF YOU'D revel in a lavishness of rich fabric, the silk dress department of the stores are the places to go. Daily arrivals in lengths of silken-weaves prove of marvelous interest. Never were fabrics so deeply woven, so exotic in coloring, so adaptable to gracefully draped folds.

Shipments of Advance Fall Fashions

DISCLOSE Ravishing Stylefulness. ORKIN BROTHERS, Hotel Copant Bldg., 16th and Harney, is a place most appealing to the person interested in the newest of the new modes for fall and winter.

Softly Shaded Lamps Add the Comfort Note to the Newly Decorated Room.

HARTMAN'S, 413 South 16th street, have just received an exquisite line of new lamps. Of rich gold is the silken alabaster on a poly-chrome lamp base, the gold veiled in heavy black lace, an unusually attractive combination, \$12.75.

Fall and Winter Models in "Tweed O'Wool" Man Tailored Suits Arrive for Early Fall Selling.

WILCOX & Allen, 17th and Harney, have established a large list of customers for the smartly man-tailored "Tweed O'Wool" suits. Models for fall and winter, moderately priced at \$30, \$35 and \$40 are arriving daily.

Lull in Social Obligations Makes Possible Decoration of the Home

MANY Omahans are finding the lull in social activities an opportunity to redecorate the home and before buying the needful pieces of furniture, the decoration of the walls claim first consideration.



Prepared for the Fall Outfitting of Madam et Mademoiselle Omaha

T. SHOP, mezzanine floor, Paxton block, Sixteenth and Farnam, entrance on Sixteenth street, is now in readiness for the buying of fall wardrobes by Madam et Mademoiselle Omaha. Stunning dresses for afternoon and evening functions are on display in their spacious daylight shop.

Hair Health Attained Through Scientific Treatments.

THE Crawford Beauty Shop, 1001 W. O. W. Bldg., Ja. 3325, is offering a special inducement to women who have neglected their hair, a hot oil rub with steaming towels, 50c.

Your Hat Will Give Weeks of Early Fall Wear If It Is Reblocked.

AT the Kruger Hat Shop, 303 Barker block, where you may also have your feathers refashioned, your fur and marabou pieces re-modeled.

Wraps for Fall and Early Winter Are Reminiscent of the Orient.

LAMOND'S, 17th and Farnam, are receiving daily shipments of marvelously designed wraps for early fall and winter wear. A sub-deb coat of black fashion cloth has the new blouse panel back, heavily embroidered in oriental traceries of black and gold metal thread, wide hanging Mandarin sleeves bordered in Persian Lamb to match the new shaped fur collar.

White wool dots and tiny sea shells are used on bathing suits of black taffeta.

Wide hats of scarlet or orange transparent straw are wreathed with fruit and flowers.



Lovely Furs Inseparable From the Charms of Lovely Women.

IRRESISTIBLE are the furs of this year in the showrooms of Aulbaugh, the Furrier, 19th and Farnam. Rarely beautiful is a Stone Marten neckpiece so large and long furred that it gives the effect of fox-skin, rich and dark in coloring with a soft ivory tone showing through.

Silver and Gold Lace Will Add to Brilliance of Social Season.

THE Silk Shop, 1517 Douglas, is daily receiving exquisite pieces from the looms of the world, charmingly fabrics for the adornment of Milady Fashion. Ravishing in effect are the lace and gold lace, the smart thing for dinner and evening wear.

The Decorative Possibilities of Pillows

Pillows, which have come, more and more, to play an important part in the decorative scheme of the home, and especially in the boudoir, have very clearly the fabrics which are best for the occasion.

Taffeta, that wonderfully accommodating material, well, earns the credit due it and amply justifies its cost. The rose pillow of taffeta with chiffon center illustrates the point of the suitable combination of materials.

White kid gloves with a flower or a bird painted on the back. That is one of the things at the glove counter. Another is the velvet-faced cut, in bright blue or golden yellow or fawn. Another is the watered silk lining in soft pink or old blue, in black or in silver gray or amber. All these gloves are white lace kid.

Blankets of Finest Texture, Rare Colorings, Silken Comforts for the Guest Room at Prices Extraordinary.

BURGESS-NASH offer a most interesting array of fine blankets in their August bedding sale. St. Mary's all wool blankets with heavy satin bindings, 70x90 are \$13.95, in blue, yellow and tan in softly merged blockings; St. Mary's blankets, a lot more plain in binding, in the same size, \$11.39. The Esmond blankets in Indian and black designs are \$4.50, a grouping of the same blanket in colors to fit into any color scheme are \$6.75.

Leaves Omaha to Attend Eastern Conventions of the Hairdressers.

MISSE JENNIE SCHADELL of the F. M. Schadel & Co., 1522 Douglas, has gone to eastern cities where she will attend conventions held for the hairdressers of the country. An assurance that Madam Omaha will ultimately benefit by a demonstration in the Schadel-shop of new and novel hairdressing achievements. She will also buy new hair goods and ornaments while away.

Upstairs Furshop Location Answers the Question.

THE Goldstein Fur Shop, 2nd floor, over Fry's Shoe Store, 16th and Douglas, explains their unusual fur values by the moderate rent cost of an upstairs location. Marvelous values! A silken mole, 45-inch length, heavy silk-lined, big-collared, Mandarin sleeves \$22.00 a 40-inch length Hudson seal with natural marten or Siberian squirrel trim, \$29.50.

Semi-Annual "No Profit" Sale Extends Through Ten Days.

HAYDEN'S are now holding their Semi-Annual "No Profit" sale, selling a quarter of a million dollars' worth of merchandise at cost. For a period of 10 days they will convert thousands of dollars' worth of merchandise into cash at actual cost, furnishing salespeople, light delivery and other costs of merchandising free of charge. They will do this to help the unemployed, to boost prosperity. Not all the goods in the store are marked to sell at cost—but \$250,000 in goods being sold at "No Profit" prices. The "No Profit" sale is a cash sale. The store reserves the right to limit the "No Profit" purchases that all customers may share equally.

There's an Exquisite Grace in the Pleated Button.

THE Ideal Button and Pleating company, third floor Brown block, Sixteenth and Douglas, make a specialty of fine pleating for the new draped panels decorative keynote for the new fall frock models. One they finished this week had a soft crepe panel from the left shoulder to the right hip, accented in pleated in tiny plaits, caught at the hip line by a big embroidered butterfly of blue, applied.

Pantheon Silver Design for the Hostess of Delicate Perception.

THE John Herrickson Jewel Shop, 16th and Capitol, are showing a classic silver design, Pantheon, the newest note of artistry in the silver-craft, which is a delicate, intricate covering on a silver base which holds her appointments to express her spirit of hospitality. Wrought from solid silver there's an exquisite solidity in the appearance of the design which is at once appealing. Send for one of the beautifully illustrated booklets which will be sent free upon request.

Coats Sold at Surprisingly Reasonable Prices.

L. KNEETER, tailor, second floor, Sixteenth and Howard, will take your measurements for one of the smartest, rain and weather coats you've seen. The prices reasonable, indeed! A full line of high class hosiery in all the new fall colors is now on display in the Kneeter Shop. Reduced prices on tailoring continue throughout August.

Just Wait Until It Is Crushed Low Upon a Charming Head.

Little silk hats, so demure and unpretentious there on the shelf all alone—wait! Wait till that same demure little hat is crushed low down upon a charming head! Nothing so quaint, so youthful, so amazingly chic in the way of headgear has crossed your vision this many a year. Vivid or modest in color, the effect is the same; it will frame your face as though designed for it.

Milady may be as capricious as the wishes in the way of jewels for there's a new finger ring of feathery wrought platinum design which is really two rings for there's a tiny line of colored stones, emeralds, sapphires or rubies to fit inside the mounting of the main ring. Lovely!

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