

Genuine Jacquard Woven Designs Decorate Crepes Just Arrived at New Silk Shop

HOMERSON HAZEN'S, 319 South Sixteenth Street, present to the delighted eyes of Fashion's latest the exquisitely brocaded crepes whose striking beauty depends largely upon designs woven by the Jacquard process.

"Tappo" hats represent the marvelous in designs embodying felts in drapes Parisian. They will be shown for the first time in an Omaha Chapeau salon this season.

Saturday Morning Shipment of Coats for the Mature Woman Present New Furs and Fabrics

LAMOND'S, Seventeenth and Farnam, were marking new coat arrivals on Saturday morning—exquisite fall fabrics trimmed in beaver, fox and Vislaka squirrel. The size range is from 38 to 44—the prices from \$19.50 to \$145.

Chapeaux—Any Kind Your Heart Desires

BELLE Hatch, 19th and Farnam, takes a needle in hand every once in a while to create a colorful little tam or "such like." The other day when I ran into her workrooms she was brooding a French rose duvetyne hat of exquisite lines.

Finely engraved are the sterling silver surfaces of an Ever Sharp pencil and Wahl pen in gift box priced \$13 which is offered as a "last minute gift suggestion for the college bound man or maid."

Mirrors, Lamps and Flower Containers Attract Many Lovers of Beauty Into New Store.

BRANDT'S Furniture Store, opposite Hotel Fontenelle, Eighth and Douglas, offers an unusual showing of attractive, useful and inexpensive additions to the home.

Omaha Store Continues August Fur Sale—A Late Shipment on a Late Purchase of Furs Responsible for Continuance

GOD news for the procrastinating members of the fair sex who have hesitated over the fur coat purchase—Thompson-Belden's fur department announces a continuance of their August Fur Sale.

Don't Wait Until the Frequent Cool "Spells" Become the General Order of the Day.

BEFORE you have your winter wardrobe cleaned, rather call Atlantic 6345, Drescher Bros., Twenty-second and Farnam, before the fall rush and enjoy the assurance that having everything cleaned and in order gives one when fall days will come.

Dining Room Caters Especially to Family Dinner Parties

THE Tiffin Dining Room, 1809 Farnam, is busy just now welcoming home the families who delight in having cozy family dinners under the watchful eye of Mrs. Cooke, whose hospitality needs no introduction to Omaha.

Designs For the Making Over of Old Jewelry Specialty of Jewel Shop.

THE Reese Jewel Shop, Sixteenth and Harney, are making a specialty this season of the designing of "new for old" jewel pieces. Very lovely indeed were the two rings which they had designed and fashioned for one Omaha woman this week.

Store of Specialty Shops Announces Opening of New Shoe Department

GOLDSTEIN-CHAPMAN, Sixteenth and Farnam, Omaha's store of specialty shops, announces the opening of a Shoe Shop under the management of Mr. Wikerson, who comes to Omaha from "Diekland."

HAT SHOP EXHIBITS MODELS FROM MAKERS NEVER BEFORE REPRESENTED IN OMAHA HAT SHOWINGS.

FLORENCE PAXTON-SMITH, at Goldstein-Chapman's, is showing in her millinery specialty shop, hat models from makers whose names mean much in the art millinery world.

SPECIALTY CORSET SHOP SHOWS "STYLISH STOUT" CORSET MODELS.

FOR the "stylish stout" figure there could be no more to be desired model than the "stylish stout" corset models demonstrated in the Goldstein-Chapman specialty shop of corsets on the second floor.

Let's Go Shopping with Polly

I can remember gowns that I have worn As men remember battles lost and won; They are old dreams that come back to adorn A form they once endowed with grace, and none But carries in its wake a memory.

Her ruffles flaunting, murmurs: "Not at all—I gave you youth." And from her silken folds The crepe de chine makes answer: "By my grace You were a goddess." Though my reason holds These gifts divine, I lay each in its place And wistfully I turn—to bend above A plain white mull that sighs: "I brought you love."

GOWNS—Helen Frazee-Bower.

The Smartest Costumes for Fall

THERE'S a return each season to the demure frock of blue or black, with a bit of delicately wrought lace at throat and hands—this season, no exception to the rule, presents a frock of subtle styling, shirred organdie puff peasant under sleeves and guimpe. Tres charming! Rows of tiny white buttons down each side hip gore and a brightly lustrous banding of ribbon round cuff and neckline complete this ravishing creation.

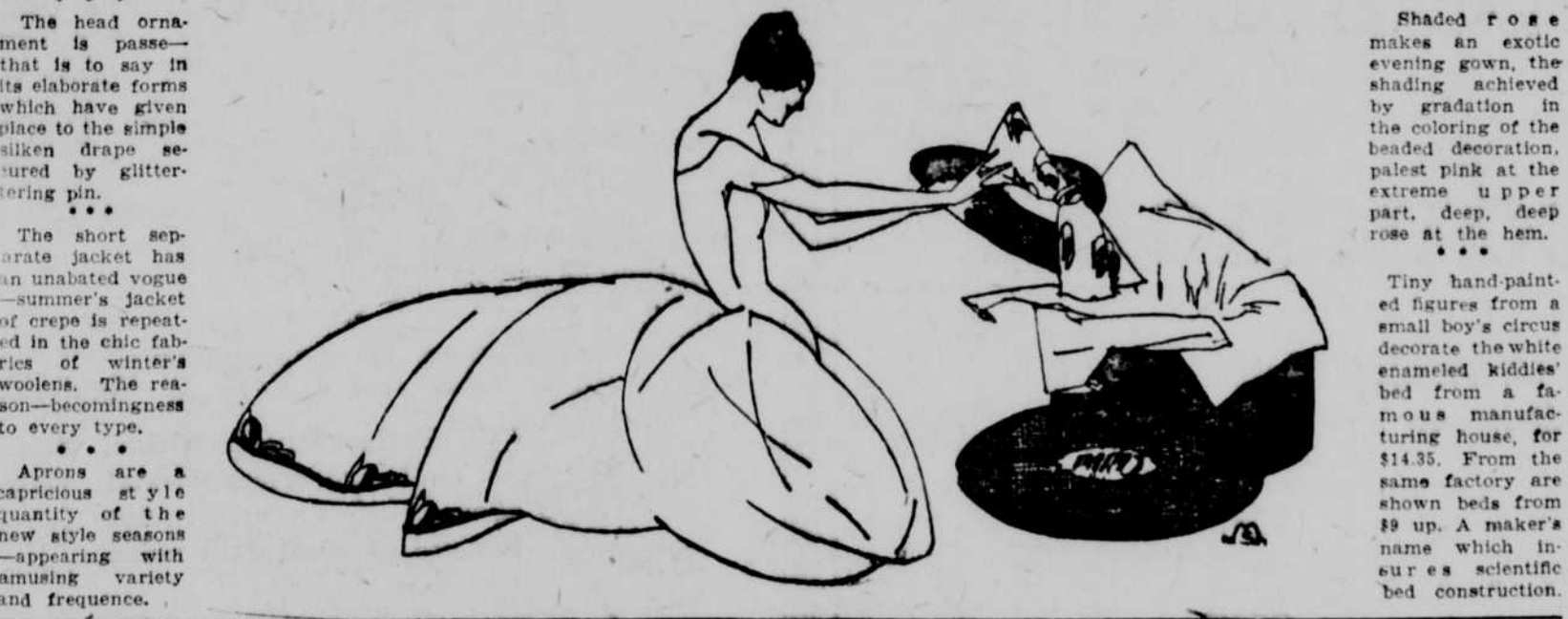
Flower Shop Known for the Rare in Flower Combinations ---the Exquisite in Arrangement of Perfect Blossoms

THE Hess & Swoboda flower shop, 1805 Farnam, is known for the rarely satisfactory combinations of perfect blooms grown in privately owned and operated greenhouses. If one desires the artistic spray, pillow blanket, or set piece whose fashioning makes necessary the use of thousands of exquisite blossoms, Hess & Swoboda's greenhouses will furnish the fragrant masses needed, the artistic skill of the shop will be combined in the creative work.



Models Step From Fashion's Style Book Into the Artistic Interior of Omaha Specialty Shop

LA BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, announces a first showing of exclusive dress and coat models. From the showing at La Boschin's, it is possible for one to create an impression of ultimate chic by the model selected for society's first important function.



So Radical the Changes in Costumery Demanded by Different Daytime and Evening Functions—Dame Mode Declares "A Hat for Every Costume"

DAME MODE'S capricious fancy this season demands that every occasion of the Fashion day and evening give evidence of decidedly different costuming—a decided move in favor of a different hat for every tailor, wrap, gown and chic trotteur.

Well-Known Omaha Tailor Announces Specialty Reduced Prices and Dresses.

THE Wright-David Beauty Shop, main floor Baird block, Seventeenth and Douglas, At. 4332, has shown an unusually rapid growth during the past few years, and is now employing seven operators, all expert operators, three of them specializing in marcel work.

Fall Frock Showing Features Models for Small Women—Chappie Sweaters Models in Brushed Wool Are Popular

THE Edward Reynolds shop, 1613 Farnam, is making a special feature this season of early fall dress models for the small woman who finds the smaller sizes, 14, 16 and 18-year-old models, utterly becoming.

The New Upholstery Fabrics for Overstuffed Furniture Pieces of a Fascinating Fineness

CORTELAUDOUSSANT, 24th and Farnam have an unusually fine selection of upholstery fabrics from which to choose the covering for overstuffed furniture pieces shown. There is a fascinating fineness about each of the pieces on display which proves irresistible to the feminine beholder.

Costume Blouses Attract the Eye With Colors Vivid—Silver Lace Brocade Simulation Notable

HERZBERG'S entrance floor blouse department, 1517 Douglas, have an unusually pleasing presentation of fall costume blouses. There are many types, as many and varied in decorative detail as there are types of femininity to buy them; a spark red crepe, heavy and rich in texture, is decorated in tiny French gold beads, big cherry buttons and appliques of black patent.

Needle work developed to its highest degree is the bridge-luncheon set exhibited in a linen department noted for the unusual—this set in craft linen, orchid, bordered in white on cloth and napkins, the hemstitching exquisite in the finishing of the two linens. Inset in one corner of each colorful square is a tiny square of white upon which is wrought a gay floral design. A rarely beautiful acquisition for the bride's linen chest! The price, low indeed, \$12.89.

Women Gather in Hospitable Cafe for Shopping Luncheon Parties

THE METROPOLITAN DINING ROOM, Hotel Keen, Eighteenth and Harney, reports something new in the way of jolly gatherings—the shopping luncheon party. Just at this time of the year when every woman's thoughts relentlessly turn to the new in appareling, there's an opportunity for "get-together" parties round the luncheon table.

"Paris is still using lace, not so much as trimming but as an integral part of the gown," to quote a well known authority. Found Spanish lace, 38-inch width, all bright evening shades, for \$1.95 this week.

News of Interest Omaha Tailor Achieves Marvelous Styling in Great English Top Coats

GREEN'S pharmacy, name known to all readers of the Polly column, formerly located on Sixteenth and Howard, now has two locations, one on the northeast corner of Sixteenth and Military avenue, and a new store, just opened on the southwest corner of Fortieth and Farnam, Sts.

The Time Has Come to Plan Winter Bouquets to Be Painted at Home.

ICK the weeds in your own yard—the more unusually shaped seed pods and branching grasses. They'll make lovely winter bouquets as you'll agree after viewing the ones displayed in the wallpaper department at the Brandeis stores, fifth floor. They have on sale, too, the different gillings and linens necessary to make mere weeds exquisite: bronze 15c a package; water colors, 20c packages for 15c. You are invited to view the display without obligation to buy. You'll find the suggestions offered as to the preparation of grasses, flowers and seed pods most helpful.

Brown and gold stippling makes colorful a muffin stand, truly English in posey decorating, \$18.

Smart Appearing Shoe Combines Flexible Construction With Firm Support

THOMPSON-BELEDEN'S Shoe department, main floor, is offering as a special fall feature the A. E. Little Shoe which is ideally constructed, in that it combines flexibility with firm arch support.

Wrist Watch by Famous Watchmaker Sturdy School Shoes, Both Plain and Decorative in Styling.

THE John Henrikson Jewel Shop, Sixteenth and Capitol, offer for an ideal accompaniment to high school and college life the dainty little wrist watch which they offer as the ultimate achievement of the work-one should select: black and brown calf leather in a wide toe or narrow, but if one wishes to be a bit "fancy," white gold case, modeled according to the most artistic ideas in case shape-colored tops. The price range is \$1, wrought springs on the inside of the \$1.49 and \$1.98. For the older young-cas unusually fine and dependable sters, from 6 to 12 years, \$1.98, \$2.49 in time-keeping properties. A true and \$2.98. Headquarters for school "find" at \$30.

Plush Coats Cleaned, Steamed and Finished—A Process Most Modern

THE Pantorium, 15th and Jones, have answered to my entire satisfaction the questions concerning the process for renewing the beauty of Milady's coat, a process which involves cleaning, steaming and finishing. This is a combination of work which has been decided upon after a consultation of skilled cleaning and dye-work operators who do all of their work in the new modern and scientific way. I'll be glad to take your plush coats up to The Pantorium for their expert attention as to just what work will have to be done upon your coat. At your service, madam.

Millinery Buyer Home From East Surprises Patrons With the Beauty of the Exhibit

MISS MARDLE of the McArdle Hat Shop, 1613 Farnam, has returned from her eastern buying trip and the marvelous chapeau creation which she has chosen for the well known importing centers are meeting with appreciative recognition from those well versed in the beauty of artistic hats. McArdle selection service spells admirable constraint in styling, a conservatism much to be desired. Your viewing of the fall exhibit is invited.

The Bed Shop Omaha's Newest.

THOMAS Boone well known to Omaha furniture shoppers has opened our newest shop. The room devoted to the display of Simmons nationally advertised beds, an unusually large exhibit of single, double and kiddies beds. The famous Simmons bed springs and mattresses, are also presented to the delighted visitors to the new shop. Usual values are to be found in the showing of pillows, comforters and blankets in all colors and sizes. Associated with Mr. Boone in the new business venture is John W. Salisbury, a man thoroughly conversant with the excellent features of finely made beds and bedding. If unable to call send for illustrated booklet—you'll find them most helpful, the prices quoted, low indeed.

Art Exchange Operated by Book and Gift Shop.

THE Book and Gift Shop, second floor, Bushman block, Sixteenth and Douglas, operates an art exchange which is proving a source of revenue for many women. Everyone, in or out of town, is eligible upon payment of \$1 entrance fee. Write for information.

Gift Shop Moves to Floor Above.

THE Pomegranate Shop has moved to the third floor of the Gardner Block, 17th and Dodge, 303 is the new number. You'll find the new shop most delightful, a nook with merrily burning fire where you can easily discuss with Mrs. Rowe details of decoration for your fall and winter entertaining.

