

Beautiful Fabric Makes the Gown for Its Exquisiteness of Weave Leaves Little to Machinations of the Modiste

One buys a shimmering length of one of the new exquisites of the weaving art now on display in the Thompson-Hazen Silk Shop, 319 South Sixteenth street, there is but little for the modiste to do, a swirled drape here, a deftly cut opening for milady's head there, Voila! Madam's gown is done.

French made plain metal cloths, soft in gold and silver clouding of vivid colors, soft, silky, will not curl. \$7.50 Imitation metal cloth, gold shen over emerald green, all-over flowered design, to be veiled in chiffon or georgette. \$3.95 Same cloth, plain background with two-color changeable effect, lovely for foundations, dainty indeed, used plain. \$3.95

Orchids Bloom in Omaha Flower Shop Window; Fragrant Bursts of Colorful Blossoms.

Hess & Swoboda's Flower Shop, 105 Farnam, had a lovely color as the central decorative motif in their windows this week, color of blue of sky, purple of violets, pink of primroses, all in the butterfly shaped flowers of growing orchid plants. Unusual! One is sure to find the unexpected in loveliness in this art flower shop.

Directions for Painting and Gilding of Weeds, Seed Pods and Odd Grasses. The Brandels Wall Paper Department, 5th floor, carry a full line of colors and brushes for the painting and gilding of oddly shaped weeds, seed pods and grasses.

Touching up the high lights and touching up in done by the use of bronzing powders in oil. The finished products are remarkably artistic to place in big bowls on fireplace mantle, in baskets on stair landings.

Overstuffed Suite of Two Pieces for Apartment Furnishing. Ideal for use in furnishing the small apartment are the two-piece suites at Hartman's. A special value for this week in courtesy to out-of-town Ak-Sar-Ben visitors is quoted in the pricing, \$129.75.

Camel's Hair Blankets Imported for Your Winter Comfort, Madam Omaha

Camel's hair blankets, light, fluffy, delightfully dainty in coloring are presented at Thompson-Heldens, Madam Omaha. Particularly pleasing are the wide satin borders on the same delicately shaded coloring as the blocked plaid designs which seem particularly lovely when evolved in camel's hair weaves.

Style Shop Announces Exposition of Fall Fashions on Friday and Saturday. The Matthews Style Shop, Nebraska City, will hold a fall fashion exposition in their store on Friday and Saturday.

Polly Shops Free of Charge for Bee Readers. Youth-- Is a Matter of Muscles, Creams, Lotions and Science Think--

Let's Shopping with Polly

All the time I had with you The time you had with me Was underneath a rosy lamp, Beside a pot of tea All the word I had with you-- As wistful as Dame Lot-- Was "Cream or Lemon? ... Is that right? Two lumps?--Take care, it's hot!" All the sight I had of you--

A stinky bit at most-- Was full of lights for cigars, And passing buttered toast. But, oh! the time I had with you . . . The time you had with me . . . Has crossed high scornful mountains And a wicked-smiling sea. (I knew between the little cakes the way that it would be.)

—Remembrance by Fanny Heaslip Lea in October Good Housekeeping.



Above--Martial et Armand model of navy blue moire with bustle bow at the back. At the right of it--One of Agnes' new long tunic blouses of cyclamen velvet with self-toned embroidery.

Embroidered Traceries Occupy Time and Attention of Skilled Workers in Decorative Shop. The Ideal Button and Pleating company, third floor, Brown block, Sixteenth and Douglas, is a fascinating place for fair woman to wander at the turning time of style seasons.

Stage Last Shoes in Brown Suede "Francis the First" Silver Design Impressively Massive. One of the fairest of Omaha's October brides is to receive the exquisite "Francis the First" silver service, which is impressive in the massiveness of its design.

Wool Frocks of French Flannel Prove Delightful Wardrobe Additions. Combination of practical frock and chic tailleur are the new French flannel frocks at Leonard's Seventeenth and Farnam.

Cleverness of Buying Policy Adds Allure to Fall Apparel in Store of Individual Shops. Goldstein-Chapman's, Sixteenth and Farnam, display in their ready-to-wear apparel department abundant evidence of the cleverness of their buyers.

Wool Frocks for Cool Autumn Days Remain Slender in Line. A Reason Why the "Wrap-Around" Skirts Have Attained Such Popularity. Indeed an interesting discovery for the Modart models for fall and winter fashion modeling are now exhibited.

Dame Mode Announces Score One for Modart Models Now on Display. The corset department at Goldstein-Chapman's, on the second floor, is indeed an interesting discovery for the Modart models for fall and winter fashion modeling are now exhibited.

There is Nothing, Perhaps, That Has a More Subtle Influence Upon a Woman Than Her Hat. F ONE may take the liberty of quoting from the editorial columns of a noted style writer--the above lines encompass the story of style and charm in the life of a woman.

Make Early Appointments for Ak-Sar-Ben Coiffure. The F. M. Schadel & Co. Beauty Shop, 1522 Douglas, suggests early appointments for milady's Ak-Sar-Ben hairdressing, reservations which assure freedom from worry at the last minute before the memorable event.

Window Trimmer of Furniture Store Faithfully Depicts Colonial Period in Bedroom Furniture. The window trimmer at Corte-Aldous-Hunt, Twenty-fourth and Farnam, has faithfully carried out the details of furnishings during colonial days.

Specialty Shop Coat Showing Embroideries Every Style Note Emphasized in Paris Openings. The three-quarter length coat was one of the most popular notes in Paris style revues. La Boschin introduced several great collared coats in this length.

Men's Shop Presents Splendid Quality Sweaters for Your Selection--Shaker Knit School Sweaters on Sale. The Townsend Sporting Goods company, 1309 Farnam, have a lovely presentation of sweaters for fall and winter wear.

Announcing the Opening of 'Babyland' Department of Dainty Loveliness. Babyland is now open on the mezzanine floor at Herzberg's. Delightful indeed the dainty ivory enamel fittings all so much to please most delightful to the wee tot and her little brothers and sisters.

Japanese Gift Shop Receives Shipment Which Left Japan a Few Days Before the Earthquake. The Nippon Importing company, 207 South Eighteenth street, has received a shipment of silken kimonos, carriage robes, shoes and slippers for tiny tots, china, linens and fittings of all kinds.

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"Expect Great Things"--V-63 Cadillac Model Presented to Omaha Public

The J. H. Hansen Cadillac company, Twenty-fifth and Farnam, last week placarded their windows with great streamers on which one read, "Expect Great Things." Exciting! Then to add to our pleasurable anticipations, there appeared over the sidewalk a striped canopy-covered Cadillac radiator hood.

Motorists have come to expect a great deal of Cadillac, because so much of automobile development has centered about the Cadillac car. Consequently, the introduction of a new Cadillac is always an event of deep interest.

Attention is directed particularly to three features: The new 90-degree, V-8 engine, harmonized and balanced by entirely new principles of design, to a degree of smoothness hitherto unequalled.

"Cadillac" four-wheel brakes, a safety factor developed with the care and thoroughness characteristic of Cadillac. New bodies, certain by their graceful symmetry, distinctive finish, and exquisite appointments to win universal admiration.

News From Omaha Florist Makes One Sign and Conclude to Advantage That There Must Be a Good Reason Why. JOHN BATH, florist, Eighteenth and Farnam, reports being quite busy with fall wedding decorations.

Hats Robbed, Feathers Fashioned, Furs and Marabou Cleaned and Remodeled. THE KRUGER HAT SHOP, 305 Barker block, Fifteenth and Farnam, offers unique service in reclaiming to stylish usefulness hats, feathers, furs and marabou.

Shoe Shop Specializes in Novelty Shoe Models, Beautiful in Leather Selection, Exquisite in Styling and Detail of Workmanship. THE central shoe figure in the window display at the F. & M. Boot Shop, Sixteenth and Farnam, is an Egyptian effect, in brown suede.

Beacon Blanket Bathrobes in Gay Omaha Beauty Shop Owner Unusually Lovely Flower Design Blackheads in Treatment for Wrap Round Miss Two to Fourteen. MARGARET Gunderson, Delft Beauty Shop, 2nd floor, City National Bank Bldg., Sixteenth and Harney, JA. 1755, is unusually successful in treating blackheads or acne.

Omaha Has Member of Munda Technical Society of America. TEN of the most progressive cleaning establishments in America associated as the "Munda Technical Society of America" have a fellowship in the Mellon Institute of Industrial Research of the University of Pittsburgh, Pa.

October Brides Will Be Married Under Flower Canopies With Drifting Showers of Soft Petals. MRS. Rowe of the Pomegranate Shop, 303 Gardner Bldg., Seventh and Dodge, is planning lovely "secrets" for the October brides.

A Chemist of Note Analyzes Fine Toilet Requisites. "I N THE identical condition in which they left the factory," states John O'Brien of the O'Brien Drug Store, Twelfth and Farnam, in discussing the fine line of toilet requisites which are on display in his store.

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