

Let's Go Shopping with Jolly

If I knew you and you knew me,
'Tis seldom we would disagree;
We'd clasp each other by the hand,
And right away we'd understand

That each intends to do what's right,
And treat each other "honor bright."
How little to complain there'd be
If I knew you—and you knew me.

When One Is Married in October There Is an Infinite Number of Advantages

MANY are the advantages of consummating the marriage ceremony in October, beautiful autumn month. Entirely fitting are the festivities of AK-Sar-Ben week as a beginning of nuptial events—guests and attendants often choosing to wear their regal robes of Quiver's Court in honor of her majesty, the bride. Then too, in choosing the trousseau, there's a world of becomingness to be found in winter apparel, fur trimmed suits, swagger big top coats, cleverly modeled fur coats and wraps for enveloping the silken fullness of Dame Mode's novel style conceits. Enter October Brides!

Orchids in Omaha Flower Shop Reserved in Advance for October Bridal Occasions

THE Hess & Swoboda Flower Shop, 1805 Farnam, not only has orchids growing in profusion in their shop show windows but they have many more of the exotic blossoms in their greenhouses. Even so, there are many more bridal processions than there are orchids so it behooves the bride to reserve far in advance the butterfly blossoms that burst their gossamer wrappings on the wedding day, an assurance of distinctive floral color notes for the wedding bouquet. Mr. Hess, recently returned from attendance at the national flower growers' convention and is brimming over with ideas of originality for the using of decorations to advantage at the home and church wedding. I'd suggest an early interview with this eminent authority.

Silver Showing Introduces New Designs in Time for Gift Offerings to October Brides

THE John Henrickson Jewel Shop, Sixteenth and Capitol, introduces exquisite new silver designs in time for gift offerings to October brides. A lovely period design is represented in the hand wrought beaded edging on the lovely Lady Constance sterling silver service. Exceedingly dainty in outline, square cut handles with a tiny tracery curving round handle end and up on the handles of each piece is the new Du Quenne design. A third which really should be named in the list of new and lovely silver patterns is the Pantheon, heavy, impressively designed, a following of the famous Pantheon known to history as a triumph of classic architecture. A marvelous design for both flat services and hollow ware pieces. It is a pleasure to buy gift silver from the Henrickson jewel shop, for a gift bought here has behind it 40 years of business integrity, an assurance of perfect quality, unparalleled excellence of manufacture. If unable to call at the store for a viewing of the gift stock, shop by mail. A card or letter will bring free illustrated silver booklets with price quotations.

Heavy Dull Silk Shoe With Bright Stripings Ideal Shoe Model for the Bride's Going Away Costume

THOMPSON-BELDEN'S shoe department suggests a lovely dull silk shoe model for Milady Bride's going away costume. Conservative in its soft finished cording, the silk is enlivened by a tiny brocaded stripe design. Two narrow straps button over the ankle with latticed insets in dull kid at either side. Similar stylings in suede or patent may be fitted if Lady Fair desires. These at from \$10 to \$12. White satin slippers, \$10, assure a correct covering of tiny feet during the solemn half-hour of the wedding ceremonies. For wear on the wedding trip are the tailored shoe models, patent or tan calf with trouser crease vamp, \$9. A more conservative oxford, exquisite in line and finish in warm cinnamon or gray suede with tiny rubber heel layer, \$10.

"Day Break," Maxfield Parrish's Sensational New Picture

"THE picture of the day," says Miss Pearl Davey of the Brandeis Picture Department, Sixth Floor, in speaking of the sensational art achievement of Maxfield Parrish, "Day Break." In all of the exquisite colorings which distinguish this artist's work, there's a daintiness of detail about this new decorative work which is unusually attractive. A lovely gift for the October bride—choose the size best suited for the wall spaces of the new home—for it is available in two sizes. The framings are essentially correct in carving and coloring. A triumph!

Engraved to a Nicety the Invitations and Cards That Carry Tidings of Joy to Hundreds of Friends.

MATTHEWS Book Store, 1620 Harney, has long been distinguished for the excellent service of engraving rendered by their well-versed attendants. When one of the Matthews Book Store retinue gives assurance that a certain engraving detail is correct, one may rest assured that the best available authority on social usage has been consulted. You will appreciate Matthews service.

Hallowe'en Party Favors Unique in Coloring and Entertainment Features.

MRS. ROWE of the Pomegranate Shop, 302 Gardner block, Seventeenth and Dodge streets, learned many of her interesting "tricks of the trade," the amusement, entertainment and decorative trade, in Paris during the war time, when she had charge of a great recreation center for the boys over there. Her plans for Hallowe'en festivities are quite the jolliest yet. Delightful!

Omaha's New Corset Specialist Speaks to Thoughtful Women Concerning Lines.

"YOU simply cannot afford to let your figures get away," states the corset specialist, Madam Dahl, who has come from Chicago to take charge of the newly opened Herzberg Corset Salon. "If you have allowed this to happen, there is no quicker way to get the figure lines into order than to consult the specialist who knows what she is talking about. It is her work to show you how to attain fashion's newest contour and to tell you how you can wear the latest gowns. The smartly gowned woman gives more attention to her corset than to any other detail of her wardrobe. Every well groomed woman should realize that no matter what she pays for her clothes, they will not have style distinction unless the corset foundation is correct. New models in the non-lacing corset or corsetette are an invaluable aid in attainment of the slender silhouette of the style season 1923." For the fall bride Madam Dahl has matching sets in exquisitely colored brocaded silks, negligee belts with bands for the slight figure. For the average and stout there is offered a girde-model, beautifully fashioned of best quality materials combined with surgical elastic, an elastic that best takes care of the figure lines. Brassieres to match every corset model. Trousseau service of unusual versatility.



Service for Parties of All Kinds to Be Enjoyed in Up-to-Date Dining Room

THE Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, announces a service for clubs, or individual host or hostess entertaining friends in a formal way, an offering of hospitality in its highest form which involves a furnishing of food in any form decided upon from a very elaborate menu to the simplest of refreshments. The dining room is open from 6:30 to 9 o'clock in the evening, a widely varied number of times in which one may take advantage of hospitality so freely offered. Call JA. 3508 for a consultation as to reservations, prices, and decorative details. An assurance of delightful entertaining.

Fashion Starts Upon An Era of New Satin High-Heeled Cutout Suede Charmful Becomingness in Coiffure Trim Oxford Commands Attention of Fashion Follower.

MARGARET Gunston, Delft Beauty Shop, second floor, City National Bank Bldg., Sixteenth and Harney, Ja. 1735, demonstrates the exquisiteness of the new season's hairdressing by the adding of new hair pieces, ear muffs, switches, curls, bewitching, bewildering, wholly lovely.

THE KINNEY Shoe Store, Sixteenth and Capitol, presents a chic little shoe model in satin, high heeled with an attractive cut-out at the side of its graceful lines. Suede trim for contrast has this modish piece, ear muffs, switches, curls, bewitching, bewildering, wholly lovely, or in colors, to add a dash are \$1.99.

San Francisco Dresses Originally Designed for Movie Star Wear Chosen for Fall Trousseaus by October Brides

LAMOND'S, Seventeenth and Farnam, present to the admiring gaze of style connoisseurs San Francisco dresses, originally designed and made for the brightest stars in the moving picture constellation. Omaha is the most eastern point in which these triumphs of designing have been shown. First of all, they're fashioned of the finest obtainable fabrics, crepes, satins and velvets. Quaint arrangement of fullness in flared frill below a bodice of unique shaping, an unexpected color merging of beads on banding of contrasting color, or in the gracefully distinctive placement of a rhinestone ornament. Marvelous!

Art Gift Exchange in Book and Gift Sale of Stock and Tailoring Talent an Advantage to the Assemblers of Fall and Winter Wardrobes.

THE Book and Gift Shop, over Fry's Shoe Store, Sixteenth and Douglas, conducts a most helpful art exchange to which all women are eligible. An opportunity to realize spending money from the products of your hours of sewing, painting and cooking. To your advantage!

Kneller, tailor, second floor, 1915 Farnam, owing to a change in business location, is offering not only his entire stock of wooden and silk fabrics but also his talents in the tailoring of apparel for men and women at prices remarkably reduced.

Novel Designs Evolved in Embroideries on One-Piece Dresses--- Enter the Pleated Panel in Styledom

THE Ideal Button & Pleating Company, 3d Floor Brown Block, Sixteenth and Douglas, may be depended upon to evolve decorative intricacies of the newest style notes in their spacious workrooms. This week a very intricate without threads, the designer, herring on a little tailored frock was worked out by leaving the design crepe frocks had as its sole trimming narrow pleatings of the crepe round its dropped shoulders, down each side of the skirt with semi-circle figures at each side of the apron over-tulle, round hem, neckline and cuffs. An entrancing effect was achieved in an all-over pleating on a little chiffon frock. Gracful!

Christmas Card Showing Indicative of the Artist Maxfield Parrish. The Nabstedt Studio Shows, 19 Brown Block, Sixteenth and Douglas, one finds a marvelous showing of characterful Christmas cards which distinctly emphasize the artistic personality of Mr. Nabstedt. If one wishes a subtly colorful achievement that marks the unusual in parchment tinting that embodies all of the mysterious beauty of medieval times, that card will be at once forthcoming. However, if one would convey a rollicking bit of good will, the selection may be made of rare bits of humor expression—jolly! Hundreds of advance orders have already been taken in this modern gift card shop.

Tiny Cut Out Design on Bamboo Suede Shoe Model With Chocolate Kid and Dark Brown Corded Ribbon

THE F. & M. Boot Shop, Sixteenth and Farnam, has a shoe model that delight the heart of the conservative person. Ultra modish in coloring, bamboo suede, it has a unique banding of cut-out designs over contrasting kid with the darker kid repeated in heavy ribbon binding round side buttoned band over ankle, across the vamp and around the heel quarter. A model which features the new heel height, \$12. For dress wear is a metallic cloth pump in black and white with an almost hidden threading of gold. For versatility there's a dainty strip trim of dull kid with a latticed yoke up the front, \$12. This in suede and glace kid at the same price. "Society Maid" the new hosiery featured by this smart shoe shop is creating much favorable comment. You will delight in having found them.

Fall and Winter Brick Work an Investment in Beauty and Durability.

R. Bub, Hydraulic-Press Brick Company's expert on brick building questions definitely states that the brick work done in the fall and winter is infinitely more to be desired than the work done in the summer season, this is considered from the standpoint of beauty and durability. In the cool weather, the moisture remains in the mortar which hardens it, adhering to the brick's surface making a better and more complete wall, with a more lasting life. Hot weather dries out the moisture before the mortar has had time to set and harden. Now is a splendid time to build. Send to the Hydraulic-Press Brick Co.'s main floor, Farnam showroom, W.O.W. Bldg., Fourteenth and Farnam for illustrated book on Hy-Text Brick, "When You Build a Home." A brochure which contains complete building information.

Omaha Florist Creates Unusual Decorations for Fall Weddings.

THE Rogers Flower Shop, Twenty-Fourth and Farnam, is unusually apt in decorative suggestions for both home and church weddings. "Many have remarked upon the distinctiveness of the tentative plans for floral decorations for my wedding," was the joyous statement of a little October bride the other day—and well might she be complacent, even radiant. I've seen and marveled at the beauty of the plans, Rogers wedding decorations are an assurance of loveliness.

Announcements from Well Known Beauty Shop.

MISS LITTLER is now back with Miss Gray and will be very glad to take care of her customers at the Herzberg Beauty Shop. You will be surprised at the airy spaciousness of the new Herzberg Beauty Shop which has been moved to the seventh floor of the newly built addition. There is generous accommodation for 30 people in the modern beauty processes in all outside booths—daylight lighting, open windows, splendidly ventilated. Miss Lillian Holmes is at the Marinello Shop. News of interest to the patrons of these well-known operators.

Of Undeniable Value to a Woman in Either the Business or Social World, a Cultured Voice.

LORENCE Basler Palmer, 3913 Farnam street, is a teacher of experience in attaining results with a minimum of effort on the part of her pupils. Business women have asked Mrs. Palmer to start a class of instruction that will teach voice, voice training, and perfect diction. Private instruction will be given if one prefers. Classes began on October 1st, so you'd better "sign up."

Hats for the Fall and Winter Fashion Season Need Frequent Reshaping and Freshening.

THE Kruger Hat Shop, 303 Barker Block, Fifteenth and Farnam, do excellent work in reshaping the crushed shape, reshaping the brim outline, and making over feather fancies, marabou and fur pieces.

Fall Fashion Showing Exquisitely Styled; Marvelous in Details of Suitability

GOLDSTEIN-CHAPMAN'S department of costumery is a revelation in modern style achievements—a riotous massing of vivid colors, fine fabrics, lavish for trimmings, intricately wrought embroidered tracers. There is to be noted in the models shown the details of garment designing and fashioning in its most excellent expression that of suitability for every occasion for which it has been planned. A feature which speaks volumes to the women of discriminating buying knowledge.

Flattened Back Achieved by New Corset Model.

THERE'S a marvelous corset buy in that new Thomson Glove-Fitting Model specially priced at \$5 now on sale by Goldstein-Chapman's. Daintily ribbon bound round the top is this exquisitely brocaded little affair of satiny graceful lines, which combines comfort and style to a surprising degree.

When One Wishes to Find Her Friends, One Hurries to This Rendezvous of Fashion.

GOLDSTEIN-CHAPMAN'S millinery department, under the tutelage of Florence Paxton-Smith, has proven its popularity among fashion folk! When madam et mademoiselle would gather with their kind, 'tis a simple matter—just slip up to the French Salon where maid and matron may be found under first one and then another of the fascinating hat brims from renowned chapeau designing houses: Taupé, Ferie Heller, Joseph, DeMarinis, Curtis, Bruch Weiss, Meadow Brook and—but why enumerate? They're all of a fascination, of an utter becomingness.

"Chappie" Coats, Most Popular Style Hit of the Fall Season.

GOLDSTEIN-CHAPMAN'S have a very extensive showing of new brushed wool and brushed mohair "Chappie" coats. The prevailing color schemes represented are tans and browns, grays and navy in one-button choker collars, all of them with the low front or side fastening in single or grouped buttons. The price range within the reach of everyone, is from \$6.95 to \$12.75.

Osborn 1872 Peter 1874 Nelson 1874 Albert 1879

AFTER having spent many successful business years in a street jewel store, Albert Edholm, Omaha's oldest established jeweler, expresses himself as delighted with his present upstairs shop venture, which after two years has proved itself entirely feasible. He finds that his patrons are beginning to learn the truth of the situation, a revelation of better service, a personal contact with the jewel knowledge which Mr. Edholm has gained through many years in the art jewel business, lower prices and a quiet seclusion for the leisurely examination under natural north light of the finest quality jewelry merchandise to be found anywhere. Mr. Edholm says it is a source of deep gratification to hear with increasing frequency the expressed pleasure and satisfaction of customers over a diamond, watch, or rare quality piece of jewelry, a piece or service set of Stief Baltimore Silver that has been purchased in this new upstairs Omaha Jewel and Gift Shop on the second floor of the City National Bank Building. Four Edholm brothers have "carried on" in the jewel trade in Omaha. Osborn starting in 1872, Peter in 1874, Nelson in the same year and Albert in 1879. A record of business integrity.

Dress Models---Copies of French Imports Prove Fantasies of Color Appliqued Under Lines of Pastel Tinted Beads

MADAM expects something entirely different from La Boschin, Hotel Fontenelle, and truly she is not disappointed. When one views the dresses in the La Boschin showing she is beholding the exact reproductions of models selected from the well known ateliers of the Parisian style world. Exquisitely styled, fashioned from the finest obtainable quality fabrics, in price range to surprise, \$45 to \$75, 'tis a dress presentation without parallel. Long graceful lines of color, green, amethyst, black, blue, are applied under a threading of crystal beads. White chalk beads have been used to trace a leaf design round the neckline of a heavy black frock. Unusual! Unexpected! In the introduction of lace frills on either side of crepe covered buttons on a satin backed crepe model whose illusion of tailoring is achieved by long lines of hairline tucks. "Why don't Omaha women recognize the smartness of jersey frocks?" queries the chic little La Boschin, "they're wearing them at the Ritz in New York. Strange!"

Oxfords Continue to Receive Approval of Fastidious Women in World of Fashion

THE Shoe Market, 320 South Sixteenth street, recognizing the popularity paid to smartly designed oxfords, offer an extensive showing from which to choose. Black calf, patent trimmed, black and brown suede with contrasting leather trim, are the new oxford models cut on trig oxford shoe lines with a different flat heel, one that is smaller and more graceful than seen heretofore. These at \$5.50. Military and flat heels are found on oxfords in black, brown and bamboo suede at \$6 to \$7.95. A shoe style showing pleasingly versatile.

The Modern Woman Developing Too Large a Hip Line.

HATTIE Putnam, corset specialist, Sixteenth floor, City National Bank Bldg., Sixteenth and Harney, states in a professional tone of voice that leaves no doubt in her listeners' minds that "the modern woman is developing too large a hip line." This coming from a woman who has made a specialty of studying types and moulding figure lines, for the past 19 years is decidedly arresting among fashion hints and suggestions.

Announcing New Location of Well-Known Beauty Operator.

MISS Jessie Babbitt, well-known to patrons of beauty specialists, is now located in the Le Bijou Beauty Shop, 207 South Eighteenth street, Atlantic 0991. Miss Babbitt's excellent work needs no introduction, it is sure to delight.

Fine Engraving Assured in Shop of Established Reputation.

W.H.E. N. C. Leary Company, Engravers, 715 South Fifteenth street, have gained for themselves a wholly desirable reputation for finely composed wedding invitations, cards of announcement and invitation, engraving matter of assured social usage, messages of exquisite correctness. If you are unable to call at the office of this company, I'll be most delighted to aid in selection by the sending of samples and price quotations. Engraving to mark the momentous occasion in manner distinctive to the right.

A Ride of Late Summer Gives Reasons Sufficient and Convincing in Regard to Florist's Services.

A LITTLE bride of late summer sent for John Bath, Florist, Eighteenth and Farnam streets, Ja. 1906, and asked what he would charge for certain tentative decorative flower work for the great occasion of her life. After talking with Mr. Bath for a short time, she said: "Well, Mr. Bath, your prices are more than those quoted by some of the others, but I'm going to have you do the work because all of my friends who have had you decorate for their weddings report that you're absolutely dependable." "John" is pretty proud of this high opinion in regard to his dependability.

"Come to My Party" Assures the Hostess of a Big Crowd When the Invitation is Written at Halloween Time.

THE Brandeis Stationery Department has jolly novelties for the Halloween merrymaking—assurance of acceptances in response to the unique cut-out bids. Favors, noise-makers, streamers, lanterns, candle shades, and the candy cups, anything and everything to make the fall party a "howling" success. Order early.

Homecooked Pies, Cakes, Sandwiches, Salads and Soups in New Club Tea Room.

THE Catholic Daughters of America have opened a delightful tea room in the Goldstein-Chapman Store, entrance through either the store or the Paxton Block elevators, Sixteenth and Farnam, where both men and women may enjoy fine home cooked foods at prices markedly low.

"Ghost Weeds" the New Art Work of Home and School—An Ideal Decorative Suggestion For the New Home.

THE Brandeis Wall Paper Department, fifth floor, has a most complete supply station for the new "Ghost Weeds" art work now engrossing the artistic fingers of school assemblies from the tiniest tots to mature college people. Pick your own weeds, coloring pods, foliage and grasses according to the inspired suggestions of your artistic sense: Set of 14 colors with brushes and oil, \$1.75. Splendid for schools, set of 24 colors, \$3. Water colors in separate packages, 2 for 15c, bronze colors, 15c each. Brushes 10c to 35c.

Made in America Silken Fabrics Follow Lines of Romance to Be Observed in Architectural Achievements of Old World

THOMPSON-HAZEN'S SILK Shop, 319 South Sixteenth street, presents to Omaha beauty lovers, a silken fabric showing extraordinary. Made in America on American looms by American artisans the decorative motifs have followed the grace and mystery of architectural achievements in the old world. A maze of color discloses fifty minaret towers, the pierced traceries of cathedral spires, the unmistakable nozzles of stained glass windows. An entrancing array! Printed silk and wool for blouses in copper, vivid blue and caramel combinations, 40-inches wide, \$4.95. Distinctively designed prints in conventionalized traceries, \$2.50 to \$4.95, a showing in out-of-the-ordinary color combinations. A Thompson-Hazen silk special is a heavy spiral crepe, silk and wool, 40-inches wide, \$2.95. Boulevard velvets in 36-inch arc in great demand for kiddies' frocks, fast colors, \$2.95. For the evening events of the social season brocaded silks hold the center of the style stage, a glittering fantasy of shimmering colors, \$2.50 to \$4.95.

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