

### Milady's Permanent Wave Is Now Created on an Improved New Waving Machine---Tiny Lights Prove to Our Entire Satisfaction the Exact Time Controls

A permanent wave—what women don't long for one—is now an affair of assured success in every way for Mr. Roberts, artist in processes for Milady's beautification, has installed in the Black and White Room at Burgess-Nash a very modern and very expensive permanent waving machine which assures exact time control on every curl made. Exquisite the wave he created for a white-haired woman of my acquaintance, her most important preparation for a trip to the east. My dear—did you ever consider carefully the satisfaction that would be yours if your hair was exquisitely coiffed morning, night and noon, permanently? An ideal state of affairs you'll agree. The new process is of exceeding merit, a boon to hair growth. Irresistible!

### February Drapery Sale Features Cut Prices on Nationally Advertised Sunfast Kapock Draperies in All the Latest Colors and Designs

THE Brandeis Drapery Department, sixth floor, is featuring during their February drapery sale the well-known Kapock sunfast draperies in all the latest colors and designs—exceptional values. Everything in the department, curtains, curtain materials, drapery fabrics, braids and edgings all are offered in a closing out of discontinued pieces, all desirable "buys." Mr. T. T. Imber, head of the department, made a special buying trip to New York recently to acquire similar discontinued lines from other business houses, buying always with an eye to beauty of interior decoration as well with a chief object of economy in view. An opportunity!

#### Medley of Chinese Colors in New Flat Braid Applied in Designs Decorations of Spring Costumes.

THOMPSON-HAZEN'S Silk Shop, 318 South Sixteenth street, is showing a new Cheney crepe which proves conclusively the great charm of a medley of Chinese colors when decorating either a white or gray ground. Blue, red, navy with little Chinese "twiggy" outlines in golden tan that give the effect of gold—a charming design, \$2.95. Broken checks in red, lavender or blue make lovely a tub silk at the same price. Excellent in quality the heavy crepe de chine in both plain and flat crepe, also \$2.95; this in all colors. Spring silks that spell delightful stylishness.

THE IDEAL BUTTON & PLEATING COMPANY, third floor Brown block, Sixteenth and Douglas, have done delightful decorating of the new suits and two-piece costumes. White braid on black and navy—effective. The on the beige on beige, brown on reindeer. Most noticeable among decorative embellishments for spring.

For the 7-year-old are the chic little velvet and crepe or velvet and taffeta frocks and bloomers, offered at Goldstein-Chapman's Kiddie Shop at less than half their cost, \$5.95. Lovely dark colors, madam!

# Let's Go Shopping with Polly

Whenever I've been happy  
In a fashion slightly snappy,  
And I realize a pang of conscience prods,  
In order to relieve me  
Of compunctions that aggrive me,  
I make oblation to my little gods;  
And my system of contrition  
Is to pick my own punition,  
For I find it leaves my soul as good as new.  
If I seek that shrine of beauty  
Widely advertised as Duty,  
And select myself a dirty job to do!  
After all my maddest revels  
I attack domestic devils,  
I clean the ice box till it's spick and span;  
Or I resolutely scrub  
Underneath the bathroom tub,  
Though I know 'twill ne'er be seen by mortal man.

I acquire a headache, bending  
O'er a seam that has no ending.  
Oh, I castigate myself time after time!  
And I search subconscious byways  
Finding certain secret sly ways  
To make my retribution fit my crime.  
So the self that's Puritanic  
Strives to pay for pranks Satanic  
And oftentimes the balance sheet is clear,  
While again, a slight digression  
From the pathway of discretion,  
And I find myself most sadly in arrears  
Should you question if quite lately  
I have squandered profligately,  
On advice of counsel I'd refuse to say;  
You must draw your own conclusion  
From the end of this effusion—  
I'm entertaining my in-laws today!

—Balance, Maud Kennen Waddock.

## Voguish Vagaries Elect to Decorate the Imported Flannel Wrap in Squirrel Peltries in Which White Predominates---

THERE'S A FASCINATION IN THE VIEWING OF THE SEASON'S MODISH APPAREL NOW SHOWN IN OMAHA SHOPS—SO NAIVE THE LITTLE WRAP OBVIOUSLY INTENDED FOR SUMMER WEAR—ITS SOFTLY MERGING STRIPES OF GREY, ROSE AND BLUE EXQUISITELY EMPHASIZED BY FINELY MATCHED SQUIRREL PELTRIES DOWN EACH SIDE OF THE FRONT—DELIGHTFUL OVER CHINESE YELLOW PROCK. MUCH MAY BE SAID FOR THE LITTLE SILK COSTUMES SHOWN FOR EARLY SPRING WEAR—THESE IN DIFFERENT COLORS TURN FOR DECORATION EITHER TO A DRAPED SCARF COLLAR OR SHAWL. BLACK LEADS IN PROCKS AND NO WONDER WHEN ITS EMBROIDERY IS MOUNTED ON SILVER CLOTH! SPRING STYLE SHOWINGS OF MARVELOUS BEAUTY ENTICE THE SHOPPER FROM ALL SIDES UPON HER ENTRANCE INTO THE SHOPS.



## Well Known Business Men of Omaha Open Delightfully Appointed Specialty Shop

BURBON & CO., Sixteenth between Farnam and Douglas, McCrory building, Omaha's newest apparel shop for women, opened its doors on Friday to entertain fair fashion followers with its showing of the exquisite, an assemblage expressing the best in terms of stylishness for the new season. Suits, wraps, dresses and gowns, a goodly gathering presented by Leslie Burkenroad and Joe Bonoff, well known to Omaha shoppers.

A DEPARTMENT IN WHICH TO FIND BLOUSES, SWEATERS, EXQUISITE UNDERTHINGS AND HOSIERY. SWEATERS, blouses, undies and hosiery gleam in colorful massing from cases and shelves under the supervision of Miss Helgren, an experienced buyer of models to give the greatest becomingness to their feminine wearers. Among the newest and loveliest are the Mah Jong coats and Mandarin coats in wool and silk embodying the shades of cunning coloring intended to give a glow of youth to the wearers thereof; Chink Blue, Tite, Jade, Coral, Amante Green is a crepe blouse beaded in rust! Interesting. Crepe and georgette in unusually fine quality have been used in the fashioning of the underwear models on exhibit—wholly adorable things with pleatings under cut-in yokes and frills of finely wrought laces—their exquisiteness emphasized by ribbon roses and streamers, ribbons manufactured by artists the most cunning in the French industry. Hosiery, the most modern models of a fineness and color gradation to delight the discriminating.

SMART FOOTWEAR MODELS REPRESENT A TYPE FOR EVERY USE FROM THE LITTLE BROGUE FOR WALKING TO THE HIGHHEELED DANCING PUMP OF GRACEFUL LINES.

A LINE of blue leather upholstered chairs indicates the place where milady may restfully select the modish models calculated to enhance spring's smartest costumery, shoes finely manufactured, moderate in pricing. Shoes high-heeled and low, of dull, soft suede and the more highly finished kids of light coloring, which promise so great a charm for spring and summer. The low-heeled models, which prove of such a popularity, show a fondness for buckling, fascinating in effect. See them!

DAINTY BITS OF NECKWEAR THE "JUST RIGHT" STRING OF BEADS AND THE CHARACTERFUL HANDBAG—ACCESSORIES OF IMPORTANCE. OBINA KAMMERER, an artful buyer of long standing popularity in Omaha shops, has gathered together just the lovely accessory of semi-precious jewelry, handbag and neckwear exquisitely you'd have chosen if you had been with her on her recent eastern buying trip—a season in which it behooves each and every fair fashion follower to devote time and attention to the smart accessory.

## Fashion Turns Inside Out With an Effect of Witching Loveliness --- Specialty Shop Introduces the Silk Wool Lined---The Conservative Wool Wrap With Steamer Rug Lining --- Fringed Along the Edges for Swagger Effectiveness

A BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, offers diverting reversible coats—dull, soft gray for afternoon or evening wear' tis a wrap to delight the most giddy member of the younger set for its lining is vivid Jack o'lantern and gold in the imported wool of the gayest steamer rug you ever glimpsed on an ocean liner, fringed edges and everything. This fur trimmed for greater witchery. La Boschin seems to have had in mind the Sweet Young Thing on this buying trip for every one of the youthful new models suggest girlish loveliness. Middy Bloused sports frocks, \$25, all over embroidered jersey cloth dresses at the same price, little satin frocks with cunning embroidered nosegays on shoulder and at the waistline—the corsage at the waistline in the back is a new note—dresses to delight at from \$45 to \$60, a new La Boschin price departure. Do see the new spring models—you are invited

## Primrose Voile Georgette or Gingham Is Lovely for Wear by a Wee Girlie when Skillful Fingers Have Smocked the Dainty Fabric Into a Snug Fitting Yoke

YE HANDYE KRAFTE SHOPPE, 635 Securities Bldg., Sixteenth and Farnam, offer exquisitely fashioned little frocks for wee girls quite and the loveliest things I've seen. Every stitch by hand as it should be for a dainty bit of femininity—lovely when there's a smocked yoke, a decoration of tiny buds and blossoms in delicate coloring. A frock for sister, a suit for brother may match in decoration and color if one desires. The smart new costume note.

## Antique Gray Decorates Walls of Private Dining Room Added to Downtown Dining Room--- Ideal Banquet Room for School Parties

PAUL CHRISTIANSEN'S Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, has become such a popular dining place that it has become necessary to enlarge its floor space and they have done it in a way most interesting—by addition of a private dining room. Gracefully rounded doors of leaded glass open into the new square dining room which may be entirely closed off from the big main dining room. Softly toned antique gray decorates the walls of the new room, delightful contrast to a black and flame carpeting. Appointments are even now being made by Omaha matrons for the new room for luncheon and bridge, and the committees of school organizations find in this room a solving of where to have their next sorority affair. A suggestion!

## For the Spring and Summer Sewing Announcing—New Shop of Beauty—Loom-End Sale Affords Much of Interest.

HAYDEN BROTHERS offer for the benefit of the home sewer of apparel for spring and summer a Loom-End sale which affords much of interest. Fabrics of every imaginable kind and color for every imaginable apparel in beauty culture who received his piece is priced so low that it is unusually tempting. Pretty little checks and stripes in gingham for the house dress or the fashioning of children's school frocks and aprons, the making of the porch frock for the older member of the family. Heavier materials for the boys of the family, for the making of suits that will endure through a summer of hearty wholesome play. Marquise and cross stripe curtaining of quality for the guest room, kitchen or stair landing. Odds and ends to be used to advantage by the discriminating buyer.

## Omaha Chapeaux Now in Process of Selection in Eastern City.

MISS LOUISE HEITMAN of the Heltman Hat Shop, Athletic club bldg., 18th and Douglas, is in New York, an assurance to Omaha fashion followers that their quality for the guest room, kitchen or stair landing. Odds and ends to be used to advantage by the discriminating buyer.

## Valentines for Use in Games for Party or School Room--- Exquisite Table and Room Decorations for the Festive Occasion.

THE Brandeis Stationery Shop, main floor, has an unusually fine display of valentines this year—the original valentines with comic bits of verse to be used as entertainment in parties in home or school, the dainty affairs for greetings from one sweetheart to another, boxes which contain valentine foundations with pictures, lace paper borders, tiny pasters, material for busy fingers before the day of days. One of these boxes is a lovely gift to the lonely "Shut-in."

## "Don Juan," New Novel by Ludwig Lewisohn, Author of "Upstream," for Rent at Few Cents a Day.

THE Book and Gift Shop, second floor, Sixteenth and Douglas, has all of the new books at a rental fee of 5 cents a day without deposit fee. If you don't see the book you want, Mrs. Brownlee will gladly order it for you. Put your name on the list for the very new ones, like the above—this is an assurance of being able to get it in the near future. This is a shop in which you can put your handwork for \$1 a year, to be sold at a small commission to the shop.

## CANDYLAND, 1522 Farnam, is entirely ready for St. Valentine day. Exquisite bonbons and chocolates in festive boxings suggest the gift for the loved one—novelty confections in crystal covered cream and dull sugar concoctions suggest a touch of color for the luncheon and dinner table to the February hostess. A shop in which to find every party and gift loveliness.

## "Better Shoes for Less Money" Slogan of New Children's Boot Shop in Store of Specialty Shops

GOLDSTEIN-CHAPMAN'S Children's Boot Shop, 2d floor, is showing lovely shoe styles for boys and girls at prices most moderate—"Better Shoes for Less Money" Mr. L. Graetz, manager, assures us is what his shop is going to do for Omaha—and truly the qualities, styles and prices are unique. Pretty little shoes for dress wear, sturdy oxfords ahead of all colors and styles, it's an easy matter to be fitted here.

## Corset Foundations for the Spring Amethyst Stimulant Covers Corset Wardrobe.

HATTIE PUTNAM'S Barley T S. 16th St., has a clever stimulation of an amethyst, a light shade made of purple transparency, the fair fashion follower who knows in the north show window of their that her spring smartness must have shop. February, the month of the suitable foundation, if unable to amethyst birth stone, is the inspiration call at the shop for an expert fitting, tion of the decorative scheme, carried send for a measurement blank, which assures a satisfactory corset, or for both men and women, scarf pins phone for a representative to call at and beaded chains. An inspiration your home. For the little person, to the giver of gifts to mark the there is the corsetette, \$1.25. Admir- birthday of a friend by his birth able!

## For the St. Valentine Hostess Are the Suggestions as to Decorations and Entertaining to Be Found in This Department--- At the Sign of the Pomegranate

MRS. ROWE who has moved her Pomegranate Shop from the Gardner Block, Seventeenth and Dodge, to the second floor at Burgess-Nash is as ever brimming over with enthusiasm for the celebrating of our next holiday, St. Valentine's day. Originality in decorative schemes, maneuvering of amusements so that every guest present will report your party as quite the loveliest she has experienced, a presentation of favors to charm, a furnishing of place cards provocative of delighted comment are little arts of which Mrs. Rowe is a past master. If you're planning to give a party on or about the fateful day, February 14, consult Mrs. Rowe, you'll be gratified I assure you. The Pomegranate Shop—at your service madam et madamoiselle!

## February---Month of Amethysts

THE Reese Jewel Shop, 18th and Harney, has a lovely window decoration as setting for jewels suggested for February gifting. The month of the amethyst birthstones is charmingly featured by means of suspended wedding rings from purple ribbons, others of the fairy circles that secure a maiden's love are mounted in violet-decorated cards. Diamonds in pins, rings and watches—amethysts in every conceivable mounting—a window of magical beauty.

## Head Curls to Cover the Entire Head Solve Miss Bobbed Hair's Coiffure Problems.

THE DELLET BEAUTY SHOP, second floor City National Bank Building, Ja. 1795, offers as suggestion to Miss Bobbed Hair a cluster curl arrangement over the entire back of her head by the means of a curl banding which is priced at \$7.

## Back from New York Omaha Milliner Tells Much of Interest With Regard to Madam's New Chapeaux

MISS SHANAHAN, home from New York, is a center of interest to the fair fashion follower as she stands in her pretty millinery salon in the Julius Orkin Store, 1512 Douglas. Small—not all of them—speaks the wise millinery person concerning the spring and summer models—rather should one say that they're to be all sizes, from the very small to the wide-stretching brims with shoulder trims. Difficult—very—to mention any one color, for the colors are infinite, varying in shade from the very, very pronounced in every color to the most gracious gray blue known as powder blue which is perhaps the least trying of any of the colors of spring 1924! You'll be intrigued by the models shown in Miss Shanahan's spring presentation!

## Beauty Shop Adds Two New Booths For Your Convenience, Madam.

THE Le Bijou Beauty Shop, 207 South Eighteenth street, has added two new booths to insure every convenience, madam. They've a scalp treatment which absolutely relieves the condition causing falling hair and dandruff—delightful! Tickets may be procured which greatly reduce the cost of treatment.

## Two-Piece Costumes Follow Lines of Jaunty Brevity or the Swinging Grace of the Russian Tunic

THE McGuire Dress Shoppe, mezzanine floor, Paxton Block, Sixteenth and Farnam, presents spring's loveliest new mode, the two-piece costume. Depending upon her type Milady finds it an easy matter to select just the mode most suited to her—the short flared silhouette or the long, clinging tunic of Russian influence. Printed crepes, an embodiment of the new colors, each with a touch of handmade lace, light charmeens with surprising color touches. Spring's style showing at McGuire's is well worth the viewing—the price range from \$29.50 to \$100.

## Diamonds, the St. Valentine's Day Offering to the Bride of Today or Tomorrow.

THE John Henriksen Jewel Shop, Sixteenth and Capitol, has placed a special price on diamonds for St. Valentine's day gifting. In a ring mounting approved by the most up-to-date sweetheart is a diamond of impressive beauty—a ring mounted to sell for \$125, the St. Valentine's day price is but \$75. Diamonds large or diamonds small, you'll find decidedly interesting the prices placed upon them.

## Omaha Store Holds Jubilee—Interesting Announcement.

THOMPSON-BELDEN'S have been doing business under the new management for one year now with such success that they've decided to hold jubilee. New spring merchandise throughout the store is being sold at decided reductions—20 per cent reductions—on ready-to-wear exquisities. An appealing announcement to Milady Shopper, you'll agree.

## Such a Fascination Those New Printed Costume Crepes Milady Affects

THE Silk Shop, 1517 Douglas, offers an altogether alluring array of the season's new printed crepes, of finest silken threads, delicately wrought small designs which characterize the ultra-modish weaving of spring. In a bewildering assemblage of new colorings, they're wide enough to permit of the closely pleated panelings swung from wide shoulder yokes—madam's tallieur of silk to wear through long hours of summer sports. Forty inches wide they're priced moderately indeed, \$2.95.

## "Boy" Suit Fashion's Latest Novelty in Spring Fashion Season.

L. KNEETER, tailor, second floor 1916 Farnam, is making some lovely little suits for the spring fashion season—none of more stylishness than the double-breasted, short coated little "boy" suit. Kneeter's reduced prices on both tailoring and fabrics are provocative of much pleased comment among the women who have discovered them.

## Spring Time is Hat Time Every Woman Knows That.

THE KRUGER HAT SHOP, Third floor Barker Block, Fifteenth and Farnam, is a busy place now that it's spring time again. Spring time is hat time as every woman knows, a time to have old hats re-blocked, feathers and marabou re-made. This shop also does very satisfactory work on furs. Try them!

MILADY OF FASHION NEED DELAY NO LONGER IN HER SHOPPING OMAHA SHOPS ARE GAY WITH THE ATTRACTIVE MODELS FOR SPRING AND SUMMER. SKIRTS ARE SHORTER—COATS ARE SHORTER—HATS ARE LARGER—AND SMALLER—HEELS ARE LOWER—BUCKLES AND BEADS BIGGER. If you'd have a longer resume of Spring's stylishness, ADDRESS POLLY THE SHOPPER, OMAHA BEE, OMAHA, NEB. Polly's shopping services are free to all readers of the Bee.

