

Let's Go Shopping With Polly



God lent him to me for my own,
Let me become his father, me alone!
Gave him to me for an hour—for years!
(Tis gratefulness gleams in my eyes, not tears.)
No joy that fathers know but it was mine
In fathering that laddie strong and fine.

Time after time I said: "Tis but a dream;
I shall awake to find things only seem
Grand as they are." Yet still he lingered on

Till year on sweeter year had come and gone.
My heart is filled forever with a song
Because God let me have my lad so long.

He was my own until I fully knew
And never could forget how deep and true
A father's love for his own son may be.
It drew me nearer God Himself; for He
Has loved His Son. (These are but grateful tears
That he was with me all those happy years!)

THE LORD GIVETH—By Strickland Gillilan.

For the Ball--the Hand Corsage Sponsored by Omaha Flower Artist

JOHN BATH, florist, Eighteenth and Farnam, is responsible for the lovely hand corsages which madam et mademoiselle will carry to the coronation ball on Friday evening. The choice of flowers will be made by the flower artist after he has heard a description of the gown, its fabric stuffs, coloring, period type. Haughty, the glance of approval mingles over the proffered corsage, but one feels sure she is highly intrigued by its beauty.

"No Sale Announcement, Just a Statement of Quality, Priced Low, Please"---Message From Exclusive Upstairs Jewel Shop

ALBERT EDHOLM, art jeweler, second floor, City National Bank building, Sixteenth and Harney, announces that he will hold no sale—that the jewel exquisites in his shop are already so low in price that they invite comparison. "Quality priced low."

All Wool Flannels in the Season's Sport Colors Vivid, Smart. They're Fifty-four Inches Wide, An Advantageous Width for the Making of the Tailored Frock.

FASHION the swagger little heart are the vividly colored flannels at The Silk Shop, 1513 Douglas. In 34-inch width, they're pleasingly priced at \$2.55 and \$3.50. Very new are the cube-cut buttons to adorn these same flannels.

Many a man will be delighted with the news gleaned from a beauty expert this week—that of a new treatment which is guaranteed to grow hair if there are any remaining hair follicles. Interesting.

Marabou Banding Doubly Charming on Flared Tunic of Silver Lace Evening Gown---Heavy With Gold Traceries Is a Green Velvet-Brocaded Chiffon--Beaded in Cube-Cut Opaque Loveliness the Blue Dress Fringed in Long Single Strings Swaying Strands of Light

M'GUIRE'S Dress shoppe, mezzanine floor, Paxton block, 16th and Farnam, is swinging away into a fashion which promises much of beauty and charm for the fair members of Omaha society. There's a subtle something fascinating indeed about a silver lace frock over its flared tunic doubly banded in marabou. Of a sophisticated smartness the green chiffon, velvet-brocaded, the designs outlined in gold threads. To delight the artistic one, an "Alice Blue Gown" whose design from necklines to hem is graceful as the roses headed thereon. A French arrangement of ribbon on one hip, blue and rose, hangs its long ends under opaque beaded fringe. Lovely models all for wear at the ball.

For the Crocheted Finish So Delightful on Linens, One Needs the Hemstitched Foundation.

CROCHETED edge makes a delightful finish for linens, but it is much more delightful if it is made upon a hemstitched foundation. The Ideal Button and Pleating company, 3rd floor Brown block, 16th and Douglas, are experts in hemstitching, embroidery, pleating and button making. Consult with them about the embellishing of the fall wardrobe.

The new frocks with the high mannish collar take a Roman-striped tie to keep it company.

Exquisitely Done the Hand-Stitched Clothes for Children--The Knitted Tops for the Deers to Frolic In During Cold weather.

LORETO McCNICHOLS, 2780 Capitol Avenue, Atlantic 5580, does rarely levelly hand-stitched on clothes for children. For cold weather she originates hand-knitted toggery. Of course if mother wishes to order a sheerly lovely collar, a "bordered" lit across panel or sash, "Loretto" will achieve the artistic for her.



P-O-L-I-Y At Your Service During Week of AK-SAR-BEN

If you'd like to have a guide through the shops, call Polly--ATLANTIC 1000

She will be glad to suggest a plan for the day's shopping tour--That will accomplish results of charming effectiveness--Or--that desired result and outcome of all successful shopping ventures--The ensemble of delightful suitability--

A CLOTHING OF YOUR INDIVIDUAL SELF

Polly's Shopping Service Is Offered Without Charge to All Readers of The Bee.

Ak-Sar-Ben Week An Eventful One in Omaha Shops---Doors Thrown Open Wide to Visitor Shopper Who Seeks the New and Lovely in Style Versions

WERE ready, Ak-Sar-Ben visitors--every shop and store in Omaha has displayed only the loveliest and best available in New York and Paris fashion houses. Yours to behold--better--yours to possess, the gleaming metal cloths, the alluring laces, the infinitely exquisite furs of selected peltry. Omaha at its loveliest the week of the Coronation ball, the event of royal significance, when will be disclosed the identity of the king and queen of Quivera. Gorgeous, gloriously beautiful, the raiment chosen by Omaha maids and matrons to do honor to the royal family.

Ivan B. Martin's Fifth Avenue Beauties Model Everything Milady Wears Throughout the Day and Night of a Fashionable Career in Style Revue at Local Theater

HERZBERG'S Style Revue is a great attraction at the Rialto theater this week. Milady of Fashion will be modeled in interesting poses suggesting every hour of the day and night, filmy negligees and night robes, exquisite underthings, real lace decorated, corsets and brassieres of scientific construction, cobweb hosiery, shoes smartly cut to present the latest fashionably shod best foot first upon every occasion, dresses of rare beauty, coats and wraps that defy description, so lovely are they, and the fashionably shod best foot first upon every occasion, dresses world. Hundreds of models will be worn at every performance at the Rialto theater by Ivan Martin's Fifth Avenue Beauties, who will also present songs and dances of real merit. On Monday only in the French Room of the Herzberg store, 1519 Farnam, there will be held a special exhibit of imported gowns. Orders will be taken for these direct importations. Interesting--quite so. Your invitation.



"Slave Dress" Promises to Make Its Debut at King Ak's Coronation Ball---Turkish Style Details Noted on Several Fall Formal Models

IN a shimmering color massing of rich fabric stuffs the slave dress appears for the first time in Omaha at the Marybelle Shop, Aquila Court. There's the glitter of metallic cloths, the long cut steel beads in looped strands to simulate chains and the armlets of steel beads studded solidly. A charming slave costume, mademoiselle, startlingly lovely. With the allure of the Turkish beauties, Miss 1924 wears the model of gold, red, green and black brocaded velvet, great glittering jewels encased in sheer black veiling shirred down the front of the gown over a cloth of gold panel and caught high on the shoulders in the back. Chinese brocade metallic cloth loosely knots a wide gold cloth girdle on the side and calls itself the smartest thing in evening finery--and we agree. Delightfully quaint is a "Maisy" model frock, its high waistline bodice caught over chiffons combining green, blue and gold, with wide velvet ribbons to emphasize, vividly so, the coloring of each suggested shade. For the one who chooses black for her ball gown this year is a black chiffon beaded, for rarely lovely effectiveness in long slender crystals and round and shining silver buttons. This is a frock whose tubular grace is weighted by wide banding of black marabou. Different--amazingly so. The Marybelle's contribution to Quivera's coronation event.

Studio Shop in Readiness for Halloween Festivities Offers Decorations---Place Cards, Tallies Nut Cup Favors

ONE is surprised upon entering the Nabstedt Studio, fifth floor, Brown block, Sixteenth and Douglas, by a gorgeous massing of color which resolves itself into fancies for the Halloween parties already in the planning. A delightful place in which to select one's holiday greeting cards, this!

Patent Suede and Velvet. Those Smartly Cut New Colonial Cut-Out Pumps.

SPANISH heels and a central panel over the instep which has a hidden bit of rubber under to contrasting leather applied design are responsible for the smartness of the colonial cut-out pumps at Goldstein-Chapman's Shop, main floor, 16th and Farnam. In patent, suede and velvet, all black, they're light lined for wear with light hose. A lovely buy at \$6.85.

The back remains flat--with the front treatment still a feature.

There's Plenty of Room to Park Your Car on the Quiet Streets of Dundee When You're Having Work Done in This Shop.

THE Bonna Beauty Shop, 639 North Fifth, Walnut 8677, is a splendid place to make your appointments for beauty work during the week of the Ak-Sar-Ben ball because there's plenty of room to park milady's car in the quiet Dundee streets. A suggestion!

Black pearls with crystal cubes make an interesting necklace combination.



Jewel Shop of Wondrous Beauty Announces Arrival of New Gift Pieces--Make Selection of Diamond Jewel for Ball Here

JOHN KROYER, Jewels, second floor Aquila Court, is a shop of extraordinary interest both with regard to interior decorations and to the jewel wares offered. Exquisite gifts of silver, a hundred new pieces slipped out of their crisp tissues but yesterday, are a revelation at once original and lovely, and are offered at prices quite, quite low. Every lovely standard silver design of the day is represented in both flat ware and hollow ware with a wealth of individual selections which mark this the shop of the artist. Pickard china is shown in a diversity of styles--rarely beautiful offerings to the discriminating one. A jewel for the Coronation Ball, a diamond, a par pin, or pearl--could anything be more wonderful? You will appreciate John Kroyer's suggestions. A cordial invitation is extended to all Ak-Sar-Ben visitors to call at the shop while in the city.

Owner of Newly Organized Store Now in East---Sending Smart Apparel Daily

MORE and more things every day," said Miss Huntington, at Pread's Emporium, South Sixteenth street, the other day. "We've never had a better selection of fall styles than we have this year, and Mr. Pread, who is now in New York, is daily sending more." You'll find Pread prices pleasing.

Representatives of Special Formula Laboratories Diagnose and Prescribe Cosmetics for Special Needs

"T'S Made for You," is a label which means much when it comes on the cosmetics made to the order of Madam De Courcy, representative of the Special Formula Laboratories, who has established the Omaha branch at Mrs. Mack's Beauty Shop, 277 Aquila Court, Atlantic 8166. Each requisite comes with a guarantee--an assurance of satisfaction. Make an appointment for a free facial at which a diagnosis will be made of your skin and scalp needs and a prescription suggested--which if you desire will be filled to order. My discovery of the week.

Save the Lovely Lengths of Hair Which Fall From the Shingling Shears; They'll Make Gracefully Waved Pieces to Achieve the Dignified Coiffure for Evening.

If you'll save the lustrous lengths of shingling hair that fall from the shingling shears, the Sam-Hair Dressing Parlor, 319 Paxton block, JA. 4671, workers of wonders, will create smart pieces, puffs, switches, curl clusters, for the achieving of the fashionable coiffure for evening wear. These to be copied frock with the coat plaid-lined to from a stock--especially interesting.

New and Lovely the Decorations in Downtown Hotel---An Attraction to Transient and Permanent Guest as Well---An Exquisitely Decorated and Appointed Dining Room to Open Under Management of Well Known Caterer.

THE PLATIRON HOTEL, Seventeenth and Howard and St. Mary's Avenue, always a pleasing place to the weary traveler, is especially appealing this year, for it's been entirely redecorated. Walls, woodwork and floors have been artistically recovered--a renewing of beauty surprisingly effective, immensely refreshing and perfectly appointed. The dining room will open under the management of Mrs. M. S. Pierce, who has delighted Omaha cafe and club frequenters by her appetizing menu plans, her excellently prepared viands. Welcome to Omaha and the Platiron.

Home From Second Trip East, Omaha Milliner Offers Larger and More Appealingly Varied Stock Than Ever Before

MISS McARDLE, 1513 Farnam, is home from her second buying trip to New York and the results of her wise selections are offered in a stock which is by far the largest and loveliest she has ever displayed. Fine hats, smart styles, individual types, the hat models for fall and winter at McARDLE are well within reach of all.

"Biggest Stock of Hair Goods in Town." State Owners of Beauty Shop.

EXTENSIVE indeed is the hair goods stock of Polly for milady's selection at the Schadel Company's Beauty Shop, 1522 Douglas, Jackson 2870. 'Twill be an easy matter to make choice of the just-right coil, twist, braid or curl from the many exquisite pieces offered here. A striking coiffure for the ball is assured.

Woman's determination to remain young is shown in skirts from 12 to 14 inches from the ground, and the closely shingled head.

FOUND IN FALL FASHIONS. The newest color in pearls is "maroon" or chestnut color.

Feather trimmings on hats are very smart, especially when clustered to one side.

The double-headed hatpin now adopts one white and one black pearl.

Honey-colored satin slippers are being worn with evening frocks, and fashioned stockings.

Rabbit's ears of felt are often the only trimming on the new felt hats.

A novelty in fur coats is the simulation of plaid by using different shades of fur.

A flower--preferably a red geranium--is very chic worn high on one shoulder.

The smartest evening gowns hang straight from the shoulder in tulle fabric.

Watches desert the wrist, and take to a black cord around the neck or a ribbon bob.

Plaids are officially launched on the mode by the foremost Paris houses--in woollens, chiffon or velvet.

The tunic, either long and plain, or flared at the bottom, is a dominant fashion for autumn and winter.

Every lovely length of silk, fur, lace and tailored togs will be cleaned according to rules of national knowledge at Freshner Bros., 231 and Farnam, Atlantic 0345, this week in preparation for the ball. Do you realize that frequent cleaning preserves beauty and assures longer life for beautiful gowns and finely tailored suits? 'Tis a fact.

Nationally Known Cleaning Establishment Offers Its Services During Week of Ak-Sar-Ben Ball.

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