

Vacation Togs Presented in Store of Specialty Shops

GOLDSTEIN-CHAPMAN'S, 16th and Farnam, offers an unusually extensive line of chic dress models for vacation wear...

LIGHTLY BONED—OF EXCELLENT LINES—THE CORSETS FOR THE JUNE BRIDE.

LIGHTLY BONED and lustrous are the Modart corsets suggested in the Goldstein-Chapman Corset Shop for the June bride.

MAH JONG WASH SUITS THE LATEST STYLE NOTE IN THE BOYS' SHOP.

THE Boys' Shop, second floor Goldstein-Chapman, presents the May Jong wash suit for boys. Embroidered in Mah Jong symbols these little suits come in middly style with short sleeves to make a small person comfy with a color range most pleasing—green, tan, blue, brown and gray.

France Sends One of the New Plaid Frocks in White and Blue for Vacation Smartness

THE Marybelle Shoppe, Aquila Court, 16th and Howard, has in readiness many frocks for your vacation smartness, none more lovely than the little French frock of blue plaid upon a background of white.

Gay Club Parties Become Gayer When Hats Like These Appear.

THE Hettman Hat shop, Athletic Club building, Eighteenth and Douglas, reports the loveliest little hats for all round summer wear.

"Bird of Paradise" Design in Community Silver Featured in New Jewel Shop.

JOLLY indeed the needle box which turns to different numbers which give forth needles of the desired size.

THE Karges Hosiery Company, 16th and Farnam, is unique for it carries only the best obtainable hosiery.

THE IDEAL BUTTON & PLEATING COMPANY, third floor, Brown Block, has a way of pleating that makes for smartness.

THE DELET BEAUTY SHOP, second floor City National Bank, Sixteenth and Harney, has a soft water system which is of exceptional effectiveness in the softening process of hair and skin.

THE Owl Moulding and Art Company, Aquila Court, 16th and Howard, offers lovely picture gifts for June brides and graduates.

THE KRUGER HAT SHOP, 303 Barker Block, Fifteenth and Farnam, has a service of re-blocking which makes the old hat new.

THE Hamilton Shop, second floor Aquila Court, 16th and Howard, is offering exceedingly lovely hats for wear with the tailored suit at special prices for opening week of the court.

THE J. H. Hansen Cadillac Company, 26th and Farnam, is introducing the "Just-arrived" new model which promises to take car lovers by storm.

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Let's Go Shopping with Polly

Your French-heeled shoes are ultra neat, They do become you charmingly, Although I think they pinch your feet And cramp your toes alarmingly.

For though men talk of sense in dress With manner grave, meticulous, They fall for fashions more or less Exquisitely ridiculous.

Your French-heeled shoes I love to see In all their gay fragility; No shoes much daintier could be Or of less durability. I've told you time and time again That you look sweet and smart in them; But oh, how sharp those heels are when You walk upon my heart in them!

Shoes, by Berton Braley, Saturday Evening Post

Vacation Time Again---Whether One Plans Trip to City, Secluded Shore or Mountain Fastness--- There Is Always the Question of Clothes

VACATION time again and Milady is beset by puzzling questions of what to buy, where to buy it, and whether or not one will wear the formal or sports clothes at the new resort.

Vacation Hosiery Special--From the Shop That Knows Hosiery--That Buys Only Quality Hosiery--That Sells the Finest for Prices Most Moderate

THE Karges Hosiery Company, 16th and Farnam, is unique for it carries only the best obtainable hosiery.

Many of Spring's Prettiest Frocks are the Shoulder Yoked Affairs of Crepe With Plain Scarf Above the Pleated Cape.

THE IDEAL BUTTON & PLEATING COMPANY, third floor, Brown Block, has a way of pleating that makes for smartness.

A little shop I've found boasts four or five colors of gardenias, the buttonhole variety, which are priced very low, but 25c.

"Leonore" name given New Shop of Beauty in Aquila Court.

LEONORE is the name given the shop of beauty just opened at No. 236, Aquila Court, Sixteenth and Howard.

There's a growing popularity among feminine travelers for the swaggy patent leather covered hat box which carries many little odds and ends of apparel besides the pretty chapeaux.

Downtown Corset Shop Moved to Residence.

HATTIE PUTNAM'S Barley Corset Shop, 16th floor City National Bank Bldg., Sixteenth and Harney, will be in this well-known corsetier's residence, 4026 South Twenty-third, after June 11 with the same telephone number.

Good morning, have you had your permanent wave?



Chic Suit Chapeaux Specially Priced for "Opening Week of Court"

THE Hamilton Shop, second floor Aquila Court, 16th and Howard, is offering exceedingly lovely hats for wear with the tailored suit at special prices for opening week of the court.

Vacation Furniture That Spells Hot Weather Comfort in Every Line

CORTE-CORZINE-DOAN, 24th and Farnam, offer furniture of the better kind for vacationing--an assurance of hot weather comfort in every line.

Buy a Stock of "Name Embroidered" Handkerchiefs Before Beginning the Summer "Tripping"

THOMPSON-BELDEN'S have a very interesting offering of name embroidered handkerchiefs, which have a particular appeal to the summer vacationist.

June--Gift Month Featured Here.

THE Brandis picture department, sixth floor, has a wondrously beautiful showing of pictures and mirrors for June gift purposes.

Beauty Shop Suggests Way to Loveliness of Skin During Summer Vacationing.

MARY BALLARD'S Beauty Shop, 278 Aquila Court, Sixteenth and Howard, Atlantic 9231, suggests a complete treatment pack to accompany Milady upon her summer vacationing.

Hundreds of Suggestions for Summer Vacation Needlework.

THE Hemstitching and Embroidery shop, second floor Aquila Court, Sixteenth and Howard, will not only hemstitch your frock for summer sojourning, but will supply your hands with many bits of needlework loveliness.

Flower Exposition in Omaha Shop Is Inspiration to Hostess Who Finds the Hospitality of the Country Club Inviting

THE Hess & Swoboda Flower Shop, 1805 Farnam, offers an artistic exposition of flowers, which is inspiring to the hostess who plans to entertain at the Country Club.

Soft Water Does Much in Processes of Softening the Hair and Skin.

THE DELET BEAUTY SHOP, second floor City National Bank, Sixteenth and Harney, has a soft water system which is of exceptional effectiveness in the softening process of hair and skin.

Especially to Be Sought As the June Gift--Diamonds.

THE Hess Jewel Shop, Sixteenth and Harney, has an excellent showing of diamonds for June gift occasions--the principal event of the June wedding.

Harshless Treatment Removes Unpleasant Hair Leaving the Skin Smooth and Lovely.

MRS. MACK'S Beauty shop, 277 Aquila Court, Sixteenth and Howard, Atlantic 9166, gives the "Zip" while you're having your "Marie" marcel.

Art Glass the Gift Unusual--Lovely Color Note for Interior Decoration--Clocks of Seth Thomas Excellence--Silver Chests Large and Small--Gift Suggestions Culled From Jewel Gift Shop

THE John Henricson Jewel Gift Shop, 16th and Capitol, has an unusually satisfying showing of gifts this June.

Printed and Plain Crepes in Fashion's Most Approved Dress Modelings Priced Very Low

AMOND'S Shop, 17th and Farnam, is showing a marvelous line of little frocks in printed and plain crepe de chine and georgette in modelings of favored loveliness.

Picture Shop in Aquila Court Filled With Gifts for June

THE Owl Moulding and Art Company, Aquila Court, 16th and Howard, offers lovely picture gifts for June brides and graduates.

"P" Rudie of the Le Beau Street, Atlantic 0981, is a Past Master of the Permanent Waving Art and she gives a wave that is flatly lovely as the prettiest marcel you ever saw.

A little shop I know has attained the reputation of being able to restore any wrist watch to its accustomed usefulness no matter how badly it's been behaving!

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Mah Jong Sets Prove Interesting Gift Selections for the June Bride and Graduate Prices Specially Reduced

THE Matthews Book Store, 1626 Harney, have an unusually extensive selection from which to choose the mah jong gift offering--and surely there is nothing to rival in delightful pleasure promise these exquisitely conceived games.

With Vacation Days Just Round the Corner of the Calendar Milady Considers the Charms of Sports Toggery.

HAYDEN Bros., Sixteenth and Dodge, invites milady who has turned her attention to the consideration of materials for sports togger to a splendid selection.

L. BOSCHIN, Hotel Fontenelle, 18th and Douglas, introduces the new, the novel, the irresistible! The tailored blouse of fine handkerchief linen.

Every summer frock has a dainty bit of lace that seems particularly suited to its color and fabric with which it's used.

MATSUO, portrait artist, 24th and Farnam, is picturing June brides. The world over there's nothing to compare in loveliness with the beauty of the June bride--assured happiness imparts that ineffable exquisiteness that is achieved only through happiness of the heart.

"The Loveliest Wedding Ring That Money Can Buy" The Orange Blossom Circlet With Diamonds Inset in Each Delicately Moulded Blossom of Platinum

THE C. B. Brown Jewel Company, 220 South 16th Street, have secured the exclusive agency in Omaha of the Orange Blossom wedding rings.

Combining the Complimentary Loveliness of Tailored Lines With the Daintiness That Is Lace and Delicate Color---The New Blouses With Imported Flannel Skirts to Match in Shade

A NEW Beauty Shop Opened By a Little Girl You Know.

THE EARLY ORDERS ARE ASSURANCE OF RECEIVING ALL NECESSARY TOGGERY IN AMPLE TIME.

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