

Fourth of July, First Opportunity for Wearing Summer Apparel--Suggestions From Store of Specialty Shops

GOLDSTEIN-CHAPMAN'S Kiddies Shop, third floor, have lovely things for the little people who are much in evidence on the Fourth of July: Imported voices for the girls who take rollicking glee in the fireworks--exquisitely fashioned frocks, \$3.50; sports togs, specially priced, \$1.50. Both of these in sizes 2 to 6.

READY-TO-WEAR SHOP ANNOUNCES JULY CLEARANCE ON ENTIRE STOCK OF COATS, SUITS, DRESSES AND FURS.

GOLDSTEIN-CHAPMAN'S ready-to-wear shop announces a marvelous July clearance sale starting Monday, on their entire stock of suits, dresses and furs, the prices in many instances quoted at less than half price. Owing to the very late beginning of the summer season, there are truly wonderful values offered. Polly's assurance.

A Train Gift Must Be Made Up by Those Who Are Trained in the Ways of the Human Heart

THE ways of a man with a maid, the pretty certain sure ways of a maid with a man, the apt-to-be ways of a dad to daughter, son to dad, are all of them things one has to know in order to successfully assemble a train gift that will surely appeal to the transcontinental traveler. All of this do the experts at the Matthews Book Store know, and they'll plan a gift basket or package that will elicit the unusual in a thank-you letter. Pretty cards, assuredly, a poignantly appealing book, jolly imported novelties, tricks, puzzles, and a lasting gift or two. All pleasing, delightfully so, and of little cost. 'Tis all in knowing the ways of the human heart.

"Tailored Hipline" Corset Model Working Wonders on the Extra Flesh Lines Round Madam's Waist-Line.

MARIE BENTEL in her corset shop, "The Marie" second floor, 204 Aquila Court, is having wonderful success in fitting new "Tailored Hipline" corset, the "Howdy," a new creation in corsets which achieves the almost impossible under the skilled direction of "Marie" who has had many years of experience in the creation of dresses for Omaha's discriminating fashion folk. A marvelous corset for either big or small women offered at prices well within our purse limit, \$9 to \$11.50. At a glance you'd at once say \$12.50 and \$20, so lovely are the models shown.

Beauty Shop Serves Milady Fair in Ways of Exquisite Grooming of Hair and Skin.

THE Le Bijou Beauty Shop, 207 South Eighteenth Street, has a service that does exquisite grooming of Milady's hair, keeping the color as bright as nature made it, soft and lovely, this with Inecto Hair Dye which "Prudie" works with so well. You'll enjoy the facials which she supervises too--different--unusually refreshing and restful in effect. Call AT. 6991 for appointments. Have you made your arrangements for a permanent wave? Remember that they should be made at least one week in advance.

Printed Crepes--Smooth Finished Silks and Sports Materials Prove Their Charm in Little Frocks for the Fourth and for All-Round Summer Wear

LAMOND'S, Seventeenth and Farnam, offer a lovely assemblage of little frocks for the Fourth of July and all summer wear. Vividly colored printed crepes, tan and blue smooth finished silks, bright sports materials, a lovely dress group at \$10 and \$15.

Have Your Fourth of July "Clean Shave" in This Residence Beauty Shop.

KATHERINE B. WHEELER, 3011 North Twenty-eighth avenue, Webster 2309, will do all of your Fourth of July grooming in her residence beauty shop. A rest cure for sure you'll have in this pleasantly appointed beauty shop for you may have shampoo, wave, facial and manicure, right straight through without disturbing your comfort in any way in the coolness of shaded home atmosphere. A suggestion!

Exquisite Waves Grow Under the Irons of Accomplished Marcel Artist.

IN the Margarita Shoppe, 217-18 City National Bank Bldg., Sixteenth and Harney, AT. 1488, you'll find Margaret Johnson, accomplished artist in Marceling. It is a fascinating thing to watch the lovely coiffure grow under her skillfully wielded irons. Make early appointments for the Fourth of July grooming here and if you're unable to make one, leave your name to be called in case of cancellation.

Little Cupped Hats the New Shibboleth of Fashion--Also the Brimmed Affairs So Becoming to Many in Showing for 4th of July Wear.

THE F. M. Schadel and Company hat department, 1522 Douglas, has an unusually lovely selection of hats for wear on the Fourth of July--little color hats, white models and the combination color models so popular for all round wear. Moderate in price, they're offered at \$2 up.

A crystal choker is pretty with any of the new season frocks.

Send Your Sports Togs in Early to the Cleaners, Monday morning for Fourth of July Wearing Readiness. RESHER BROS., Twentieth and Farnam, AT. 6245, will clean your sports toggery to a marvelous smartness for Fourth of July sports wear if you'll be sure to get them in early on Monday morning. Assurance of smart readiness for any occasion of the holiday.

Let's Go Shopping with Polly

*The sun went down
A ship, a golden ship
With sails crimson, purple, black;
The waters, capped with foam-white clouds.
Closed over it.
I felt some sorrow that my gold-bearing galleon,
Skull and crossbones hanging from the mast,
Had left me for--where?*

*But then I saw a star--
A silver sloop with silver sails.
The sun went down--
A golden ship bearing the pirate elves of winter.
A star came out--a silver sloop,
And spring himself was helmsman.*

From "POEMS OF SPRING," by Grace Adams, Omaha school girl related to Kate Douglas Wiggin.

Omaha Clubs Plan Unusually Merry Festivities for the Fourth of July

FRIDAY and the Fourth of July--Omaha's are planning many and gay festivities. The most important affairs will as usual be held at the different clubs of the city, with many wayside picnics to be a bit different. An opportunity to wear one's gorgeous new sports toggery--that color which up to this time has seemed a bit too vivid for the gray and stormy weather we've been having, and the ultra smart white togs, equally out of place during rainy weather. Club veranda and dancing floor promise to be one big riotous mass of happy families on the Fourth, for practically all of the younger set are at home now--that between-visits season of the year.

When Milady Omaha Fares Forth During the Summer Months Her Raiment Will Be the Parisian--Pronounced--Perfect Pure White in Hats, Coats and Frocks, Long, Straight and Tubular in Line--Frocks Reminiscent of the Russian Influence With Tunics or the Informal Little Lace-Trimmed Affairs--for Omaha's Smartest People Follow the Dictates of That French Buyer Whose Shop Is Noted for the New, the Novel, the Stylefully Illustrious

LA BOSCHIN, French to her dainty little fingertips, at all times shows for our delectation the Parisian--pronounced--perfect in appareling, gorgeous to behold in her exquisitely appointed shop, Hotel Pontenelle, 15th and Douglas. For the summer season white holds the stage and there fabrics silken, smooth finished and rough, cut in lines for every type of woman, the severe little tubular frock, straight, graceful, irresistible. These, with a bit of vivid color introduced along the marking line of collar, shirt front opening and cuffs. Colors gorgeous, exotic, yet tubularly withal. After the Russian influence are the infinitely fine quality silken models with original bits of decoration in flaring sunic edges. A suggestion of the new high waistline achieved on a deep ivory frock has clusters of tiny pin tucks at the waistline, the widely flaring fullness resulting weighted down by cordings of black and burned gold, these same colors outlining the scarf length collar which is drawn over a wide-slashed band at the front. Color again at the sleeve finishings. Lovely endings to graceful beginnings, for these sleeves start at the shoulders by an applique arrangement, square-cut over fine shirring. Rarely lovely are the new white coats, La Boschin chosen, with a uniquely modeled little white chapeau which La Boschin has had made for herself. Color, lots of it, will be found in this shop, but it is white that is most happily sold, for it is white that is treasured for madam et mademoiselle's successful season. Paris has spoken.

For Hostess With Eye to Artistic Decorative Effects Jewel Shop Has Arranged Window of Silver and Glass Exquisitries at \$5 Each--Values to \$20 Among the Gifts Displayed--Genuine Amber Beads in Choker String--Lotus Pearls, Rose and Blue--Rings for the Little Finger, Onyx and Amethyst

THE JOHN HENRICKSON Jewel Gift Shop, 16th and Capitol, has arranged a window of unusual interest to the Fourth of July hostess who has an eye for the decorative effect to be achieved in the cool, shaded retreat of the summer home; widely flaring glass bowls, ten inches in diameter, these with rare bits of etching, lovely for garden flowers or the exotic tea roses now so fragrant; covered silver vegetable dishes, the cover to be used for muffins if one so desires; cream and sugar sets of silver, gold-lined, on serving tray, circular and dainty; long cake and bread trays, narrow, in a heavy platinum, smoothly rounded as to edge, clearly defined the carved flowerlets. The fifth edition of "Wedding Rings" is now ready and will be sent free upon request. In this you will find traced the engagement rings and wedding rings the "Orange Blossom Way."

Enlarged Hair Bobbing Department in Big Beauty Shop Allows Addition of New Men to Bobbing Force--Children's Bobbing Now in Charge of Girl Operator--Appointments Unnecessary, 'Wait Your Turn in Line'

HERZBERG'S Beauty Shop, 1517 Douglas, Atlantic 3763, has greatly enlarged the hair-bobbing department, which allows for the addition of extra men to the bobbing force. Expert bobbers, men who have had excellent experience in fashionable hair cutting, are now in attendance at the Gray Beauty Shop, Athletic Club building, 15th and Douglas, Atlantic 4137, and at the Marinello Licensed Beauty Shop, 566 Brandies Theater building, entrance on 15th and Douglas, or on 17th and Douglas. Extra cutters for the summer trade--an assurance of immediate attention--making away with the necessity for making an appointment. There is excellent provision made for the kiddies in the Children's Hair Bobbing department at Herzberg's with the girl cutter whom all the children love. Such a satisfaction!

The Sentiment Which Has Been Embodied Through the Centuries Is Held in the Exquisitely Wrought Orange Blossom Engagement and Wedding Rings Shown Exclusively in Omaha Jewel Shop

IN ALL the world there could be no more lovely choice of the engagement and wedding ring than the orange blossom set which is shown exclusively in Omaha at the C. B. Brown Jewel Shop, 220 South Sixteenth street. The exquisitely fragrant, waxen petals of the orange blossom have for many years epitomized the sentiment involved when two hearts are made one. That is why the choice of orange blossoms for the platinum and white gold wedding circlet to wear under the orange blossom mounting which holds the engagement diamond is so happy--a monument, lovely and lasting, wrought by the art jewel workers to come within the ideals of love and lovers for the most exquisite obtainable when it comes to the jewel setting of the lifetime love affair. Wondrously beautiful is the wedding ring whose every tiny blossom holds a perfectly cut diamond, this in a heavy platinum, smoothly rounded as to edge, clearly defined the carved flowerlets. The fifth edition of "Wedding Rings" is now ready and will be sent free upon request. In this you will find traced the engagement rings and wedding rings the "Orange Blossom Way."

"Louise," the Newest Footwear Creation, Arrives in Time for Wear on the Fourth of July

THE Kinney Shoe Store, Sixteenth and Capitol, announce the arrival of "Louise," the smart footwear creation which assures an appearance tres chic on the glorious Fourth. Trimly cut in patent, trimmed in soft kid, it steps forth on Cuban heel of decided stylefulness. Lined in light colored leather to protect light hose. It is indeed a shoe to be desired, \$4.88. Light hose for wear with it are priced at \$1.

Leghorns, Satins and Velvet and Silk Combinations--Lovely Chapeaux to Take a Place in the Club Crowd on the Fourth.

MISS SHANAHAN in her shop on the third floor of the Julius Orkin Store, 1512 Douglas, offers a splendid showing of new hat models at \$5 to take a place of charm on the club verandas on the Fourth of July, later to serve as charming models for vacation jaunting. Leghorns, satins, velvet and silk combinations and falls in the new style note--a semi-tailored effect often effected by a vivid flower trim.

Colored cubes, crystals and cut steel combine in loveliness for ultra "bedding" of milady's dainty throat during summer frock days. If you string the beads yourself they cost but \$2.25, this with woven cut steel beads, on the long stretches between the large beads, or red, gold, or amethyst. Lovely.

Plaids in every gay color combination are offered in voile as well as silken weaves.

AN ANNOUNCEMENT OF VACATION TIME

Polly's vacation time again--and this time 'tis a trip to California which means there will be no breezy shop notes for two weeks. While visiting cities of the Sunshine state it will be the very great pleasure of your style "scribe" to interestedly explore the haunts of the smart in tea and dancing places along the coast, noting for your later pleasure the more interesting of the fads and fancies of California fashion followers.

For two weeks, goodbye,
POLLY THE SHOPPER,
The Bee, Omaha, Neb.



Since Much of the Enjoyment of the Summer Vacation Depends Upon the Suitability of Milady's Chosen Outing Toggery and Car Appointments, News From the Auto Tourist Store Is of Paramount Interest

SINCE the suitability of the clothing chosen by Milady decides in large measure the pleasure afforded by the summer outing, she will find news from the Scott Omaha Tent and Awning, 15th and Howard, of exceeding interest. Summer is late this season--this with a late vacationing as immediate result--an accounting for the splendid values offered by this great store which supplies every known necessity in clothing, furniture and appointments for the cross-country motor journey, the according-to-Boyle camping trip. One whole room in this great store is devoted to women's toggery--this in a department which carries every imaginable bit of outing apparel for men, women and children. Of finest materials are the suits for the woman vacationist--all-wool tweeds of unusual decorative notes finely tailored knickers and coats, \$12 a suit; clever gabardine suits, swagger in cut, \$12; cotton khaki suits, cool, dust shedding, practical, \$8; separate knickers, \$2.50 up; all-wool imported middie, all styles and materials, offered at prices unusually low; then for wear of a bit more formality, the shirts fashioned along mannish lines; in fact they can hardly be told from the men's except that they fit as they should in shoulder, neck, skirt length and sleeve length. Of inestimable "comfiness" they're inordinately smart. Hosiery, collar, double cuffs, in gray flannel at \$2, just the thing for the tweed knicker suit, the white or tan material with linen finish at \$1.25 each. Golf hose in smart color combinations, \$1.05; hiking boots, high-topped, scientifically cut to give greatest service, \$5. Everyone who has had experience in motorizing and camping will enjoy the display in windows and on the show floor, the camping equipment, coats, tables, chairs, stoves, tents, all devised and manufactured with an eye to comfort and ease of handling by the busy camper on pleasure bent. Finest merchandise manufactured offered at prices irresistibly low. See them.

Omaha Portrait Artist First to Introduce Statuettes in City Features Beautiful Boy in Statuettes, Color Portraits and Movies---Dainty Little Dancer in Poses of Ballet and Spanish Dances in Which She Excels

MATSUO, Omaha portrait artist, 24th and Farnam, first to introduce the exquisite Parisian statuettes in Omaha, has among his interesting exhibit of the dashing little figurines the exquisite portrayal of little Paul Kepler of Dundee, the son of Mr. and Mrs. J. P. Kepler. Of exceptional grace is the pose in which the artist caught the many little figure--lovely in the natural expression of eyes and mouth pictured. Little Paul playing in the center of a great colorful Chinese rug of claret coloring, absorbed in the placing of great porcelain geese in an exact line, has been chosen by Mrs. Kepler for the color work for which Matsuo is well known. Starting one of the heart-appalling moving picture libraries of her children is this wise mother, and Paul's first "reel" has been made. With a dainty little girlie playmate from Dundee the beautiful gestures of baby hands and feet, the fast-fitting expressions on baby faces have been caught by the artist trained to know when to picture the subject. Mrs. Kepler reports having seen many of these libraries among her friends in the east, where mothers have an added 100 feet made on each birthday of the small persons on the family roster. Treasure trove! Myrtle Rensch, dainty little dancer, is indeed a lovely statuette as she poses in passing from one flashing pose to another in the beauty of the ballet. A very talented person, the small Myrtle, pupil of Gladys Mullen, who has trained her after the ways of the Danish school. Matsuo has interesting photographs of the dance, also in professional poses with her violin, for she is a pupil of Henry Cox and has done creditable work over the radio with her music. Matsuo is an artist in every sense of the word and fulfills the artistic ideal in etching, color work, portrait picturization and statuettes. The movies, too, but these are for the children alone.

Aquila Court Jewel Salon Presents Marvelously Beautiful Setting for Exquisite Jewel Pieces

THE Kroyer Jewel Salon, Aquila Court, second floor, affords an exquisite setting for rare jewel pieces. Wide windows open for north light so delightful for jewel selection--these framed in carved wood, polychromed in blue, rose, jade and black with the new artistry, tassels, a wood suspended in the center over rose and ivory fringed drapes. Of a beauty seldom seen is the high Japanese screen impressively decorated in carving and embroidered graces, carved-in-one-piece chairs upholstered in gold threaded tapestries, similarly carved tables and lamp bases exquisite in polychrome colorings combine, with marvelously hung tapestries, to make this one of the most wonderful show shops in Omaha. A jewel shop in which will be found, to quote Mr. Kroyer, "the surprise for Omaha beauty lovers, the most beautiful jewels we could find."

And Now Appears Fashion's Newest Fancy--the Sweater Blouse, Short of Sleeve--Scarfed at Neckline

THOMPSON-BELDEN'S have the newest note for sports wear--the fascinating little sweater, short sleeved with unique treatment in slashes at neckline softened by knitted silk scarfs. In Lanvin green is one charming model, white silk around the V neckline and bordering the chic little collar on the back with the same banding around the almost sleeveless armholes. Green and white is the embroidered monogram. Smart, practical, and moderately priced, but \$2.95. Lovely in up or down as mid with its deep slashing down the front, buttons as if you live out of town. A dashing little scarf is the distinctive part of the shop. Unbelievably beautiful is the wave created by this artist in hair dressing, a secret made on all makes of corsets. It is known to few, the graceful beauty of the artistic waterwave. AT. 4649.

Wave After Wave Widely Flared Corset Shop Now in Residence Location Provides Interesting "Buy" in Soiled Corset and Brassiere Stock.

MISS SULLIVAN in the "Leomore" Beauty Shop, second floor, Aquila Court, had just finished the water wave on a titian haired little person the other morning when I stepped into the sacred precincts of the shop. Unbelievably beautiful is the wave created by this artist in hair dressing, a secret made on all makes of corsets. It is known to few, the graceful beauty of the artistic waterwave. AT. 4649.

HATTIE PUTNAM'S BARCLEY CORSET SHOP, formerly on the sixteenth floor City National Bank Bldg., Sixteenth and Harney, has moved to a residence location, 4028 South Twenty-third, Atlantic 7048. Many bargains will be found here on corsets, brassieres and porch frocks. Alterations will be made on all makes of corsets. If unable to call at the shop the corset sales will call at your home, a fitting or if you live out of town you'll find the fittings by mail of unusual satisfaction.

"Summer Special" This Week to Be Dresses for Miss Girlie From Two to Six Years and Six to Fourteen Years.

THE CHILDREN'S SHOP, Aquila Court, offers as their "Summer Special" this week dainty little frocks of handmade charm surprisingly fine values. Cleverly fashioned little pantle frocks in ginghams and prints formerly priced to \$3.75 are now \$1.95 and \$2.95. Delightfully styled the little voile dresses for girls from 6 to 14 years, wash ginghams and tissues at \$1.95 and \$2.95.

"Betty," "Fifi," "Suzette" and "Juliette" Will Accompany You on Your Jaunts This Summer If You'll Invite Them.

Summer Wardrobe Easy of Accomplishment if One Employs the Services of Skilled Hemstitcher.

EXQUISITELY fine are the features of the little French mademoiselles will accompany you on your summer tripping if you'll invite them to a picturesque corner of their Parisian coiffures, of a fascinating bouffancy the flared skirts of their frocks of silk and cretonne. Decidedly useful, too, are these pretty creases, beach bridge and boudoir bags, some of them rubberized to carry the bathing suit. A suggestion from the Gift Shop, Aquila Court.

MRS. BREMER of the Embroidery and Hemstitching Shop, second floor Aquila Court, adds the necessary stitch to make your little frock a finished creation. Just haste it together, she'll do the rest. Of course, the dress will have a scarf to give it piquancy, get from 2 1/2 to 2 3/4 yards of cotton, put in strips of your dress material and have the strip hemstitched on each side, the scarf hemstitched or pliqueted all the way round. Smart! Very reasonably priced is the stitchery, \$3 a yard for cotton, 10c a yard for silk.

If Your Hat is a Soft Crusty Type or One of the New Stiffly Tailored Affairs--This First Aid Shop Will Renew Its Loveliness.

THE KRUGER HAT SHOP, third floor Barker Block, Fifteenth and Farnam have marvelous success in renewing the beauty of a worn-beaten little chapeau. Rebobbing, a specialty, at the Kruger Shop, also work on furs, feathers and maribou. Closed at 2 on Saturdays.

Beauty Shop Opens Department Exclusively Engaged in "Shingling." MARY BALLARD'S Beauty Shop, 215 Aquila Court, Atlantic 2521, has opened a department exclusively engaged in shingle bobbing. New and smart shingle bobs will be introduced here by the experienced men in charge. Well known to many Omaha beauty shop patrons is Mr. Louis, one of the "shingling" operators of this shop's new department.

New Shop of Smart Chapeaux Presents the Charming New Hat and Scarf Sets.

Beauty Shop Opens Department Exclusively Engaged in "Shingling."

THE BERGHEIM-KAAS MILLINERY SHOP, Aquila Court, presents to fashion followers lovely new scarf and hat sets for midsummer and early fall wear. Of unusual cleverness and charm is a set of heavy black silk, the hat and scarf alike, decorated in soft kid and lustrous gilded leather motifs duplicated. New!

Beauty Shop Opens Department Exclusively Engaged in "Shingling."

WHETHER Madam Home Dressmaker makes her new frock of black georgette, a dainty little print, or finest French voile, there's a world of effectiveness to be achieved by the use of clever pleating introduced at just the right place. Broad aprons from shoulder to hem these front and back or front alone, or the new side panels from waistline to hem. Take your fashion book in hand, you'll find a world of suggestions. The Ideal Button & Pleating Company, third floor, Brown block, Sixteenth and Douglas, are widely known for their artistic pleating. Try them.

Art Pleating Solves Many a Difficult Problem in Styleful Effectiveness for the Home Dressmaker

For the guest room are lovely cretonne laundry bags surrounded by handpainted ladies of lifelike loveliness. Make your guestroom a gift before the entertaining season begins. Very inexpensive--very effective, \$2 and \$3.50.

Beauty Shop Owner Urges Early Appointments Be Made for Fourth of July Work--Suggests Registering on "Cancellation List."

MARGARET GUNSTON of the Deft Beauty Shop, second floor City National bank, 15th and Harney, Jackson 1788, urges the making of early appointments for the Fourth--with a suggestion of registering on the "Cancellation List," which means you will take time canceled by someone else.

"Absolutely Different" Word That Comes From Well Known Milliner With Reference to New Hats for Fall Now on Display.

LOUISE HEITMAN of the Heitman Hat Shop, Athletic Club Bldg., Eighteenth and Douglas, is most enthusiastic about the lovely hats she exhibited for midsummer and early fall wear. "Absolutely different" was her introduction for the exquisitely shown--the wondrous new selections of velvet and heavy corded and moire silks which follow the contour of the head in an entirely different and utterly charming effectiveness.



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