

# FOR THE SWEET GIRL GRADUATE



## PARTY DRESSES

### —And— Evening Gowns

Let us clean them; we make a specialty of them and do more of them than all the other cleaners in Omaha.

If you want your fine clothes cleaned right, send them here. We guarantee satisfaction. Prices \$2.00 to \$3.00.

## The PANTORIUM

"Good Cleaners and Dyers"  
GUY LIGGETT, Pres.  
1515-17 Jones St. Phone Doug. 963



## A Lifetime Graduation Gift

TONE--Tone is a never failing criterion of a piano's real quality. for it is through tone that the very soul of music finds true expression. In all—

## Merten Pianos and Player Pianos

\$200 and Up \$365 and Up

There is tone of marvelous sweetness—of sympathy and strength that never fail to delight even the super-sensitive ear of a master musician. This is but one characteristic of MERTEN matchless piano excellence.

Perfect Pianos at Popular Prices

CONVENIENT EASY PAYING TERMS

## THE MERTEN CO.

1704 DOUGLAS STREET

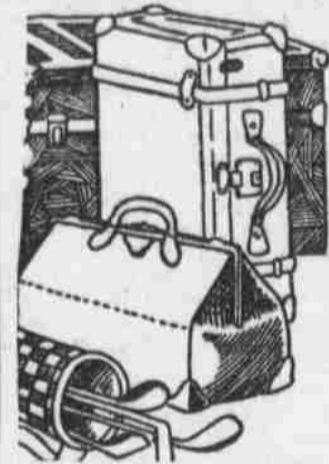
## ..Graduation Gifts.. AT THE LOYAL STORE

A glance through our store offers many suggestions to parents and friends for the remembrances so appropriate at commencement time. Our watches, rings and lavalieres should interest those very near to the young graduates; their other friends will also find many acceptable gifts in our stock.

## HENRICKSON

The Loyal Jeweler. Hotel Loyal Building.

## Hand-bags, Trunks & Leather Goods



Buy From the Maker

Factory Prices on Trunks and Leather Goods

An extremely interesting collection and variety of "going away" articles at factory prices. No middleman's profit to pay. You buy direct of the maker at the factory price. A visit to our factory and display rooms will prove profitable to you.

We manufacture harness, saddles and traveling goods.

"THE LEATHER SHOP,"

## Alfred Cornish & Co., 1210 FARNAM STREET.

## ADVERTISERS TO TORONTO

Five Thousand Expected to Gather There at Annual Convention.

### MEETING TO LAST FIVE DAYS

Associated Advertising Clubs to Map Out Plans of Endeavors for the Coming Year and to Urge Stricter Honesty.

Five thousand advertising live wires are expected to throng into Toronto, Canada, on June 21 to attend the tenth annual convention of the Associated Advertising Clubs of America, which will convene there until June 25. The five days' gathering will be devoted, it is announced, to discussion of ways and means of getting better results in advertising, the promulgation of new and original ideas and to the further development of the slogan of the clubs, "Honest advertising is the only good business."

The Associated Advertising clubs formed for the purpose of assisting and creating ideas in advertising that would tend to cause every dollar spent to render 100 cents' worth of return to the spender. To this end it has gradually worked against unfairness, etc., until now they have a complete organization with a national vigilance committee whose duty it is to censure all advertisements that are not honest and are questionable in any way. Besides the business end of the meeting there will be advertising exhibits that will be, it is said, something new and extraordinary and of interest to everyone connected with the space rate end of the game. In addition to this, Toronto has planned an extensive entertainment for the delegates while in the city's midst. As a part of this, a peace carnival on the night of June 24, commemorating 100 years of peace between Great Britain and the United States will be held.

Meet in Transportation Building. The convention will be held in the Transportation building and will be presided over by William Woodhead of San Francisco, president of the association. Messages from King George and President Wilson will be read on the opening morning.

As a special inducement to bring out a record attendance not only members of the association, but also their wives and children have been given special rates to the convention on all of the railroad lines leading into Toronto. Sufficient reservations have already been made in Omaha and in this state to insure a Nebraska special that will leave here on June 18 and arrive in Toronto in time for the opening meeting at 10:30 on the morning of June 21. Victor White, chairman of the Omaha Ad club, has charge of arrangements for the trip.

After Record Attendance. The campaign by the association to produce a record attendance at this year's convention has been a whirlwind. Twenty-five thousand street car cards were printed and ads were inserted in 500 newspapers, 250 trade papers, sixty-two national magazines and weeklies, 100 farm journals and sixty religious papers. In addition to this a set of novelties has been sent to every member of the association and 25,000 special booklets, written by Edward Mott Woolley, have been distributed. Outdoor and window advertising has also been extensively done.

The program for the convention is said to be remarkably complete. It touches every phase of all subjects of importance to the delegates. It was arranged out of an intimate knowledge of the needs of both buyers and sellers of advertising space. Every advertising interest will be assured, it is announced, an abundant opportunity for expression.

The awarding of the special advertising prizes, including the Dallas Ladies Trophy, the Boston Message Banner, the Baltimore Truth Trophy, the Printers Ink cup and the best contribution and selling prize for the best contribution of some phase of selling and advertising will occur on the opening day.

Republican City to Be Dry. REPUBLICAN CITY, June 6.—(Special.) G. J. Harke of Bloomington, Neb., filed a petition with the village board a short time ago, asking for a license to sell

## Combs' Jewelry Graduation Gifts Are the Choicest to Be Had.

Immense Variety. Convincing Prices.

T. L. Combs & Co.  
The Busy Jewelers  
1520 Douglas Street

PRESIDENT OF THE ASSOCIATED AD CLUBS OF AMERICA.



William Woodhead

Hogers in this city. A remonstrance was filed and after a partial investigation Mr. Harke withdrew his petition, and the prospects are now that Republican City will be dry for the coming year.

## FRENCH WOMAN GIVEN DEGREE OF LETTERS

PARIS, June 6.—For the first time since its institution in 1908, the degree of letters has been gained by a woman. The successful candidate is Mademoiselle Jeanne Duportal. She comes of a well-known family, many of whose members have obtained distinction in literature and science. Her father, Henry Duportal, is a government engineer, and her grandfather was a representative in the Chamber of Deputies for many years.

To obtain the degree, candidates must present two theses, one in Latin and one in French. The standard required is so high that the distinction has acquired the reputation of being one of the most difficult in the world. Very few students are successful at the first attempt. The subject chosen by Mlle. Duportal for her thesis was the history of art in the seventeenth century.

## Books for the Graduate

Hundreds of volumes are here assembled for your gift to the school, college or university graduate.

KIESER'S BOOK STORE Y.M.C.A. Building OMAHA

## Closing Out

Our entire \$12,000 stock to be sold at cost or less. The best bargains to be found in Omaha.

### SOME OF THE GOODS

- Crane Stationery. Sterling Silver and China.
- Brass and Copper Novelties. Novelties.
- Graduation and Wedding Baskets. Rich Cut Glass.
- Cards and Folders. Leather Novelties.
- Dolls and Doll Fittings. Jardinieres. Electric Lamps.

And other things too numerous to mention.

## CLOSING OUT SALE

## Tekna Gift Shop

1823 FARNAM STREET



## BETTER BRING US and Plates for Developing and Printing FINISHING YOUR FILMS

It will repay you—  
BECAUSE:

Developing can be done only once. Do not lose the entire roll by improper work. Correct developing insures better prints.

We give you the Best Prints that can be made.

Work ready when promised or no charge made.  
THE ROBERT DEMPSTER CO. 1813 Farnam St. Two Stores 308 So. 15th St. (Eastman Kodak Co.)

## Question:

Albert Edholm, Jeweler and Silversmith, 16th & Harney, Omaha, Neb.

Dear Sir:

For a couple of years past I have been considering the purchase of a nice Diamond Ring, but have been putting the matter off, thinking I could make better use of the money. Will you tell me honestly whether you think I should purchase now or could I do better by waiting until a later day, when the prices may be somewhat lower?

Yours very truly,

## Answer:

Omaha, May 8.

Dear Sir:

Replying to your inquiry regarding the prices of Diamonds we would say that "there is no time like the present." Had you purchased such a stone ten years ago you would have profited considerably upon your investment, and there is equal certainty that the tendency is towards higher prices in the future instead of lower. In fact there has been a steady, unbroken climb in price for the last twenty years, and beyond question this will still continue.

Diamonds are different from a manufactured or grown article in this respect; as soon as the demand for any manufactured article becomes abnormally great, and prices rise, other producers enter the field and thus regulate the price. In the case of Diamonds, as perhaps you are aware, they come almost exclusively from South Africa, where the mines are controlled by the De Beers Syndicate. This is one of the closest and wealthiest corporations in existence, and the output of stones to the cutters in Amsterdam is regulated by them systematically.

Then, too, it is claimed by those who are in a position to know that the supply is certainly decreasing. Diamonds, as you perhaps know, are found in what might be called "shoots" or "tubes" of clay, extending down into the bowels of the earth, having been shot therefrom in ages past by volcanic eruption. They are now mined at over 3,200 feet below the surface, we are told, and the cost of such work is consequently much greater than when the mining was conducted nearer the surface.

Since you are considering the question of Diamonds, we think we could interest you in a visit to our Diamond Room, without placing you under the slightest obligation to purchase.

We make a specialty of stones of the very highest standard, which will increase in value yearly—in this respect differing from almost every other investment in so-called luxuries.

Yours very truly,

Albert Edholm  
16th and Harney OMAHA.

## Settling The Gift Question

The graduate can have no better gift than a Conklin Self-Filling Fountain Pen. Ask us to show it to you.

ALL SIZES ALL POINTS  
"THE PEN WITH THE CRESCENT FILLER"

## OMAHA STATIONERY CO.

"Stationery That Satisfies."

309 South 17th Street. Phone Douglas 805.



## Nobody In the Home Can Play a Piano

Well then, what's the matter with a Player-Piano. You, your wife, even a mere child can render artistically the most beautiful and difficult piano selection on a player piano with very little practice.

Serves the same purpose as an ordinary piano for practice or the use of any friend or member of the family that can play a piano with the addition of the self-playing feature which is always appreciated.

## Let Us Show the ANGELUS PLAYER

and explain the great advantages of the "Phrasing Lever"—an invention which places the Angelus head and shoulders above all other players—a device enabling even the novice to play music that fairly glows with animation.

## Here Are 10 Very Special Player Piano Bargains For Our Anniversary Sale

All are the very latest 88-note styles and carry our absolute satisfaction guarantee.

- 1 Mahogany, plain...\$325
- 1 Mahogany Art...\$285
- 1 Oak, plain...\$310
- 1 Oak Art...\$290
- 1 Mahogany Art...\$325
- 1 Mahogany Art...\$265
- 1 Mahogany Art...\$295
- 1 Mahogany Art...\$250
- 1 Mahogany Art...\$275
- 1 Mahogany Art...\$280

Many other Piano and Piano-Player bargains all this week. Make selections early.

## HAYDEN BROS.