



Which Is Your Store?

Why don't you secure the trade of the crowds of the people that are on the streets at night? Place an Electric Sign in front of your establishment. You will be surprised to find how it will attract customers. People who live blocks away will enter your store when they see your Electric Sign. And you can easily make these transient customers permanent ones.

**Use an Electric Sign
--It Costs Very Little**

An Electric Sign tells customers that you are an up-to-date merchant—one who deserves their trade. It will cost you very little to use an Electric Sign. In fact the cost is hardly anything when you consider the increased amount of business an Electric Sign will bring you. We will gladly give you further particulars. Why not inquire today? You assume no obligation.

**Omaha Electric Light
and Power Co.**

Newest Fashions for the June Bride

Bridal array has succumbed to innovations.

Bridal skirts are scant. They are sometimes slit. The gown may be lingerie. Decollette is permitted. Sleeves have untold latitude. The boudoir cap has transformed the bridal veil.

Dame Fashion has this season taken into her whimsical head to upset all the conventions, regarding bridal gowns, as well as in relation to other matters sartorial. She has not gone quite so far as to infuse raitine into the wedding gown; but she has given a permit to materials not usually considered proper for use in the fabrication of this important garment. White satin is, of course, her choice, as from time immemorial; but there is white satin and white satin, even for wedding gowns. For instance, it is necessary that the satin of today's wedding gown shall be supple to the point of droopiness, rather than that it should be able to stand alone, as in the days of grandmother's wedding finery. With this in view, charmisse must be first choice, for this as for other fashionable silkeness. If the bride prefer satin charmeuse broche, she may select it thus, which is innovation number two.

If, on the other hand, her taste leans rather to the simple, or seemingly simple, she may choose a gown of lingerie. This is not of necessity, a seeking after the economical, either, for the "simple" lingerie may cost any amount according to the quality of its embroidery and the fineness of its lace. In fact, many a "simple" lingerie gown costs a ransom. This season, especially does the lingerie arrogate to itself, every kind of fine material, since in itself it may combine many of the modish whims and weaves both in embroidery yardage and in lace. One "simple" lingerie has been known to comprise as many as a dozen different varieties of white fabric, including its trimmings. Probably this fact has much to do with the intrusion of the lingerie gown into the realm of bridal array. It is not likely, however, that the lingerie will become the general choice of brides; for from her earliest dreaming, the girl has imagined herself arrayed for this important event, in the shimmer of white satin, and even so august a personage as Dame Fashion, cannot easily change the fabric of a girl's bridal dreams.

Fashion's Own Way.
With the shape of the garment for this occasion it is different. Girlish dreams do not dictate the cut of skirt, the shape of the sleeves, nor the exact manner in

which the train shall fall. Therefore in this regard, Dame Fashion may have all her own way, she may demand that the skirt be slit to display alluringly the stilet hose, half way to the knee, or she may decree that the bodice be decollette—upsetting the long-time dictate that the bride should wear high neck—and she may even go so far as to claim any sort of phantasia for sleeves. Short sleeves, butterfly sleeves, elbow sleeves, no sleeves—all are permissible, in revolution to the long-time custom of "long sleeves for the bride."

That the skirt of the bridal gown shall be scant, goes without saying, since no other kind of skirt appears upon the fashionable horizon at present.

There is, however, great latitude as to drapery and the disposal of the train. Probably the undraped skirt, or that with but a hint of drapery, will find first place, since, as a rule, drapery looks like surplussage, when accompanying a train, which in itself may take on the effect of drapery. As to the train, it may be of the court variety, which seems most appropriate for the formal, church wedding, or it may be of the more chic and simple fish tail-point, either single or double.

The Bridal Veil.

The crowning glory of the ideal bride has, from all time, been found in her wedding veil.

The material has changed but little, year after year; but the shape and style in which the material is draped is left to the whim of fashion or to the selection of the individual.

The omnipresent boudoir cap, that saucy piece which has insidiously won its way into theatrical headdress, into street wear and in fact has perched upon every crown in victory, has at last penetrated the domain of the wedding veil. In its many and varied forms, it appears, as a closely-drawn face bonnet, formed from the folds of the bridal tulle, as a tammish crown, surrounded by orange bloom, or as a pointed "foolish" cap from which the flowing folds of the bridal cascade depend. Becoming? Yes, of course! Dame Fashion, cruel though she may sometimes be, would not impose upon the bride the donning of her wedding garb, throughout, by hands of loving friends, throughout, will reap a benefit in good fortune upon their wedding days, or throughout their lives—(should they elect to become "girl bachelors.")

That fortunate bride who has a "handed-down" wedding veil of lace will not, by any means, allow herself to be influenced by the dictates of Dame Fashion, since the heirloom may not be tampered with, but must appear generation after generation, in its pristine form.

The Bride's Lingerie.
The under garments of the bride take on an importance not held by such garments at other times, however beautiful may be the habitual clothing of the young woman of fashion, since tradition says that she must be assisted in the donning of her wedding garb, throughout, by hands of loving friends, throughout, will reap a benefit in good fortune upon their wedding days, or throughout their lives—(should they elect to become "girl bachelors.")

The season's styles in under-lingerie are bewitching, both as to style, and fabric. First choice is crepe de chine. Its embellishment may be of lace, or "feligned," and however it is composed, and I use the term "composed" advisedly, since the trimming and fabrication of this kind of garmentry is so very elaborate—it must have more or less decoration in the way of hand-made ribbon flowers. The quintessence of daintiness is achieved by these floral garnitures, which may range from the tiniest buds in flesh rose, set as slides upon ribbons of white satin, or may be made into empire wreaths, and used upon the chemise, the combination and the princess slip, if she be worn, or which may grace the gathers of the slender knickerbockers just below the knee.

The petticoat may be of crepe de chine, lace trimmed, to the limit of fineness, or it may not be a petticoat at all, but a combination of corset cover and drawers or knickerbockers. Or, if the bride prefers, the petticoat, so-called, may be but a fall of finest lace or net, run through with ribbon held in place by tiny hand-made wreaths in pastel shades, or white with wee green chiffon leaves. If her gown be all, she, of course, will seek the "protection" of the petticoat; but if the skirt be closed, she will be likely to select the popular knickerbocker of crepe.

In the Dowry Chest.
Of course the undergarments not in actual use are either safely folded away in the dowry chest, or have already been packed in a traveling trunk, if the bride be a going-away bride.

The number and quality of the underwear will be selected according to the size of the check upon which the bride has been able to draw for her trousseau. But, whatever her allowances, her wedding finery must be the most dainty that she has ever known—if she is to fulfill the dreams of the bride-to-be.

At present this garmenting is built upon the long, slender lines demanded by fashion and it is more than likely that most garments will be of the two-in-one variety, from the corset-cover-drawers, to the combination, and the slip. The camisole alone is single—a veritable "old maid" among the bridal finery.

Hand embroidered must be at least one or two suits of underwear, if real daintiness is to be achieved. So simple are many of the embroidery designs and so many are the aids to this kind of work, that few if any need go without the hand needlework.

In underwear, more than in outer garments, the waist line is absent, the trimming being run in long lines from shoulder seam to hem of skirt.

The Going Away Dress.
Medallions of lace have an important place in lingerie trimming, as have similar embellishments in fine embroidery. A recent innovation is the finely tucked medallion, the tucking ingeniously used to shape the inset and edged round with lace inserting.

Smoking has been revived, as an aid

in shaping and embellishing underwear of finest crepe de chine.

Hand-made flowers of ribbon decorate every possible article: from the underwear to toilet accessories and are even filled with sachet to pack among the traveling necessaries.

It always seems as though the bride who is married in traveling array were losing something of the dreams of girlhood; and yet it is often a sensible thing to so array herself, especially if circumstances are such that the wedding dress would be a pure extravagance. The girl who is limited in purse, either before or after marriage, should take sensible ground in this particular.

Instead of selecting middle ground and using a semi-wedding dress—an afternoon gown or one which is half dressy. I think the girl so situated, wise in choosing to be married in a traveling suit.

There are many light and pretty woollen fabrics this season from which she may select this garb, and the styles are sufficiently varied for her to choose something becoming to her particular style.

**WEDDING BELLS
WILL SOON BE RINGING**

There are many calls in May and June for graduation and Wedding Gifts. Jewelry and diamonds will always be the most popular.

Our supremacy as diamond headquarters is well established and we are particularly well equipped with many novelties that are most appropriate for Wedding Gifts, including Silver and Cut Glass.

It might be well to look over our stock so that you may be sure to remember that Henrickson Service can take care of all your needs in these lines.

We are well prepared for the business that the June wedding bells will consummate.

JOHN HENRICKSON

The Loyal Jeweler,
Established 1882. Cor. 10th and Capital Ave.

**AFTER THE WEDDING
GO TO RUBEL'S
FOR YOUR HOME FURNISHINGS
MOST COMPLETE LINE IN THE CITY**

Credit
Terms
To Suit You

Rubel's
1513-1515 HOWARD STREET

Complete
Home
Furnishers

High Class Ladies
Made-to-Order Suits
at Greatly Reduced Prices
Have Orlijan Tailor Your
Going-Away Suit

Prospective June brides who desire a suit that bears the ear marks of character and individuality will do well to investigate Orlijan's satisfying methods of tailoring apparel for the discriminating woman. Suits tailored to your measure at prices just slightly more than ordinarily asked for ready made garments.

—and Orlijan gives you the latest styles and the most approved suit patterns. An absolute fit guaranteed. My work ends when you are thoroughly satisfied.

Orlijans
LADIES TAILORING
Boyd Theater Building,
Harney St. Entrance.

BRANDEIS STORES

Official Agents in Omaha for



The highest class
Silver-plated
Ware made

**Community
Silver**

Lasts a Lifetime

It is admired by all who see it. The new patterns are wonderfully attractive.

Community Silver costs no more than ordinary plated ware.

Mezzotint

an expression of art that has the beauty, the softness of tone, the entrancing witchery of colors and nearly all the virtues of a painting, is now the most popular form of art reproduction, because of the fidelity to color and the striking charm of the subjects as well as the lowness of the cost as compared with the original painting. The quintessence of elegance is here portrayed for your enjoyment.

Many of Omaha's best homes are distinguished by their collections of mezzotints, which have been recommended and sold by the A. Hospe Co.

The collection of mezzotints shown by us is unequalled in the city both for excellence of the selection and the reasonableness of the prices.

If you wish to make a present—birthday, wedding or graduation—you should look over our collection. In giving a reproduction of a great painting (and our mezzotints are just this) you reflect in a delicate way your belief in the good taste and intelligence of the recipient.

Remember, we carry and sell more fine mezzotints than all the other stores of Nebraska and Iowa combined.

A. Hospe Co.

"Framer's Craft Shop"

Douglas Street, between 15th and 16th Streets.

If you don't get "Framer's Craft Shop" frames on your pictures, you are not getting the best.

**It's VERY Proper to Use
A VICTROLA
As a Wedding Gift**



I am in earnest in my belief that an exquisite sounding, gorgeous appearing Victor Victrola makes the MOST charming wedding gift to the "June Bride." Silver Pieces, Cut Glass, Jewels, Art Wares, etc. are all right enough in their way, but they have been used for gift purposes for so many years that recipients as well as givers have tired of them. Since popularizing the "VICTROLA" in Omaha I have sold hundreds of them for gift purposes and I do not know of a case in which the recipient did not go into ecstasies over the instrument. Come! Buy a Victrola as a Wedding Gift this time; see your remembrance perpetuated and put to pleasurable use day after day, and season after season.

GEO. E. MICKEL, President of
The Nebraska Cycle Co.

Genuine "Victor Victrolas" may
be purchased for as little as
\$15 and upwards to \$200

The Nebraska Cycle Co. stands ready to ship a genuine Victor Victrola anywhere on free trial; will arrange to sell you on the very easiest payments; will demonstrate all of the models in specially equipped sound proof booths. If this greets the eye of some interested out of town person let him write at once for our "Victrola by Mail" plan.

Nebraska Cycle Co.

"Mickel's Specialty House"

Cor. 15th and Harney, -- Omaha
334 Broadway, Council Bluffs, Iowa



Schoedsack Company, Twin City Dye Works

Do Not Trust Your Expensive Summer Gowns to Any but the Most Caretaking and Reliable Cleaners

We have established an enviable reputation in Omaha for cleaning and dyeing garments of all kinds. We give special attention to fine and costly dresses and protect them from injury. We are also specially equipped to handle the cleaning of your costly oriental rugs and domestics. We give you service you are unable to receive at any other place in the city.

Twin City Dye Works, 407 South 15th Street. Phone Douglas 1521