

Auto Tourist Store Suggests Means to Further the Joys of Picnic Jaunting on Glorious Fourth

THE Scott Auto Tourist headquarters, Fifteenth and Howard, is a most satisfactory place to find the things best fitted for picnic jaunting, for one is quite sure that the things shown there are of finest quality and construction, assurance of complete satisfaction to one versed in outdoor life.

Original Fourth of July Favors and Dainty Tub Frocks for Hot Weather Place Cards Made to Order. Take a few hours' notice need be given to the lady of artistic tendencies, Mrs. Rowe of the Home Granite Shop, 219 Gardner block, Seventeenth and Dodge. Original son's tissue gingham, Normandy sparklers for the Fourth of July boules and imported Swisses are \$4.49.

Tiffin Dining Room Opens on July Fourth--Family Parties Find Spacious Rooms Unusually Cool

THE new Tiffin Dining Room, Wellington Inn, 1813 Farnam, will open July Fourth, and many reservations have been made for family parties. Home cooked food, daintily served, family style service if one desires.

Jewel Shop's Twenty-Fifth Anniversary Celebrated by Special Pricings on Diamonds

THE C. B. Brown Jewel Shop, 226 South Sixteenth street, are celebrating their 25th anniversary by special pricings on diamonds, rings and bracelets notable among the assembled diamond offerings.

Corsetiers For Hot Weather Wear Smart Stationery to Supply Needs of Those Home from School.

THE Barclay Corset Shop, 16th floor City National Bank Bldg., 16th and Harney, offer as a corset substitute for hot weather wear, the chic Corsaire which combines the advantages of a garter, girdle and brassiere.

Fashion's Newest Conceit--"Choker" Short Length Strand of Imported Beads Ideal Finish for High Neck Line Frock

A BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, presents for your further bewitchment, fashion's newest conceit, the "choker," short-length strand of imported Chinese crystals, amber, jade and lapis.

First Showing of Silk Duvetyne Chapeaux for Midseason Wear

MRS. SHANAHAN, manager of the millinery department in the Julius Orkin Store, 1512 Douglas, announces in manner most joyous the arrival of featherweight silk duvetyne hat models to brighten up the sports wear panorama of the various country clubs of the city.

Hollywood Sandals Express a Swagger Indifference as to Where Ankle Straps May Properly Be Worn

THE SHOE MARKET, 329 South Sixteenth street, has just received a shipment of the very newest thing in Hollywood sandals, swager in slashed openings and decidedly novel in a certain nonchalance of direction in the way the several "round and round" ankle straps may be worn!

Pung Chow Promises the Popularity Recently Achieved by the Chinese Game Mah Jongg

MATTHEWS' BOOK STORE, 1620 Harney, presents Pung Chow, an Americanized version of the Jolly Chinese game, Mah Jongg, which attained such a degree of popularity during last winter's social season.

Invest Money You Would Have Spent Preparation for Vacationing at Home, in Vacation Railroad Tickets and Board Bills in Beautifying the Home.

THE Brandeis Stores wallpaper department, fifth floor, suggest beautifying the walls of the home for the year rather than a wild orgy of expenditure during the vacation with his share of vacation money a period.

French blue satin is the new corset conceit--"jovis" contrast to the "pink."

Let's Go Shopping with Polly

When the weather is hot, And the sun's beating down, Then I'd rather be not In my office in town. Mid the heat and the murk Of a hot summer's day I prefer not to work, For I'd much rather play. When the mercury climbs up to ninety degrees With a pipe and a book I would loaf at my ease. But when winter comes round

And the air's crisp and clear, And there's snow on the ground, And the wind nips your ear, Then I long for the clime Of the tropical Turk. That's the season when I'm Quite unfitted for work. For the winter's the time when I run true to form; And I sigh for a place that is restful and warm.

"Seasonal"—Flaccus, in Saturday Evening Post.

Regarding Anniversaries

THE fifty-third anniversary of the Omaha Bee! Will you join us in expressions of gratification? A paper is necessarily a public institution since it is primarily a service of news gotten up in manner as interesting as possible.



The Time o' Year Has Come for the Permanent Wave, Milady's Assurance of the Becoming Coiffure

PERMANENT waving in surely the thing of the future, for whatever drawbacks stood in the way of rapid development in permanent waving of the past have been entirely removed by the discovery of the Nestle Lanol process.

The Brandeis Hair and Beauty department, third floor, west, have operators here from the Nestle shop in New York who do nothing but the Nestle Lanol waving, preparing milady for her summer sojourn to mountain and seaside resorts.

Vacation Luggage Smart in Line. And for Midseason Wear New Crepe Dependably Durable in Construction Frocks Show Tendency for Introduction of Pleated Panels.

NOT only must the luggage for vacation use be smart in line and durable, but it must include a dependability of construction have just finished the pleating on as well. This combination of desirable little frocks for midseasonable qualities will be found in the wear, blouses, long lined with insets luggage offered in the display at the of pleated paneling on either side of Freling & Steale Luggage Store, 18th front and back caught under square and Farnam. Hat boxes, \$5.50, \$6.75 yokings. The skirt is pleat-trimmed and \$7.50; week-end tray cases, \$7.85, as well, three and four-inch tiers of \$10, \$12 and \$13.50. Dainty fitted pleating supplying the decorative cases, \$22.50 and \$25.

Windows Opened, Fans Installed, Cool Dishes Listed, Metropolitan Dining Room Prepares for Midsummer

THE Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, has opened the big square windows along the front of the room over the door, which, with the addition of two low-hung wooden fans, is assurance of a cool interior on even the hottest day of midsummer.

Gold Plated Ware Supply Gift Suggestions for the Golden Wedding Anniversary

THE JOHN HENRICKSON JEWEL SHOP, Sixteenth and Capitol, has solved the problem of gifting for the golden wedding anniversary occasions by the presentation of new gold plated ware. Of unusually fine manufacture, gold plate over silver, the shapely designs of the pieces offered are of unusual appeal.

New Woman's Exchange Planned for Omaha Women and Her Out-of-Town Neighbors.

THE Book and Gift Shop, 2d floor, over Fry's Shoe Store, Sixteenth and Douglas, has started a women's exchange in which Omaha women and her out-of-town neighbors may place on sale products of their cooking art or anything they'd like to sell.

Rose Blanket to Cover Casket Shows Just How Lovely One Thousand Buds Can Be When Each Blossom Interprets the Beauty of Her Neighbor

JUST one thousand rose buds, the exquisite Russell buds, were massed in the big blanket for casket covering of a prominent Omaha woman—a flower piece which speaks well for the art of the Hess & Swoboda flower experts both in the growing of such exquisite blooms and in the arrangement of the products of the greenhouse.

Fifty-Sixth Anniversary of Hydraulic-Press Brick Company

HYTEX BRICK have stood the test for 56 years, a statement which provides thought for the builders who sincerely desire a material which will defy time. The Hydraulic-Press Brick Company was organized in 1867 and started with a very small plant. It has grown to be the largest manufacturing company of face brick in the world, owning 26 brickyards which are distributed over the country from Nebraska to Washington, D. C.

Zip! Boom! Bang! Hurrah for the Fourth of July!

Bring this headline to either our stores and get toy airship balloon free. Omaha Fireworks Company, 1411 and 1510 Harney.

Gayly-Tinted Sandals Vie with Charm of Field Mouse Color Note in Both Glace Kid and Suede.

THE Omaha Fireworks Company, 1411 and 1510 Harney, operates under the sign of a giant firecracker, indicative of the stock within. Great boxes of firecrackers in reserve, still in their matting wrappings, just as they arrived from China, assure every small boy within miles that here will find a riotous mass of noisemakers for the whole day of the Fourth, with delightfully colorful fireworks for evening display.

Children Love to Achieve a "Bobbed" Smartness in the Goldstein-Chapman Beauty Shop.

GOLDSTEIN-CHAPMAN'S beauty shop is a splendid place to take Betty and Bobby for the hair-cut and "fluff," for this department is located right in the tots' own department, where they feel very much at home among clothes for the wee ones.

Flower Suggestions to Brighten the Rooms of "Shut-Ins."

FLOWERS for the shut-in—de- lightful way to express your sympathy for those who must endure pain during the summer months when the rest of the world is joyously taking to the highways in quest of happiness.

Fur Buyer Home From New York Suggests New Ideas in Remodeling of Milady's Furs Before Summer Storage

MRS. RICHARDSON of the Thompson Belden Fur department is home from New York with a wealth of new style ideas which she is enthusiastically suggesting to Milady Omaha for the remodeling of furs to be stored for the summer season.

Crepe Elizabeth Fascinating Fabric Used in Fashioning New Club Frocks.

LAMOND'S 17th and Farnam present to delighted fashion followers the delicately tinted Crepe Elizabeth, quite the most enchanting frock fabric which has been used for the fashioning of stunning dresses for club wear.

Goldstein-Chapman Store of Individual Shops Gives Suggestions to Summer Shoppers

Smartly Tailored Suits in Thin Fabric Promise Cool Summer Wear for Men.

Hat Models Demonstrate Beauty of New Cloche Chapeau, Dividing Honors With the Tight-Fitting Draped Turban.

GOLDSTEIN-CHAPMAN'S hat department, under the management of Mr. Hayes, has a showing of the new cloche chapeaux which fully convince Lady Fashion that the inspiration of the hat designer was an excellent one.

Milady Mode Decides in Favor of Wool-Plated Skirt, for Its Practical Wearing Qualities Through Fall as Well as Winter.

GOLDSTEIN-CHAPMAN'S sports wear department, second floor, under the management of Mr. Baum, is indeed an entirely satisfying place in which to be costumed in the latest vagaries of the sports world.

When Disasters Occur Don't Despair, the Scientific Establishment Will Repair All Ravages.

MILADY, dunned in sports tog the very, veined her way to a picnic gay, but sad to relate, during the first course of the picnic repast, one of the famed "illy" cups, paper you know, filled to the brim with rich grape juice, was overturned to splash down the skirt length with devastating effect!

Silk Hat Models for the Conservative Traveler.

THE Helman Hat Shop, Athletic club building, 18th and Douglas, has a very busy work order designing and fashioning the delightful little silk hats demanded by the conservative traveler.

Featherweight Arch Supports, "Something Different." THE Foot Correction Parlor, 204 Bushman block, Sixteenth and Douglas streets, will make to your order a pair of Featherweight Arch Supports, a relief for tired, aching feet. You'll find a pair on the vacation of infinite comfort value.