

### Well-Known Specialist Opens Large Downtown Beauty Shop--Facials Featured, Following Success of Residence Shop

MARY BALLARD, well-known Omaha specialist in the art of making all women beautiful has opened a large new shop on the second floor of the Aquila Court, No. 278, Sixteenth and Howard, Atlantic 9251. In the new shop, exquisitely decorated in soft grays and blues, the same splendid facials will be featured which made Mary Ballard so well known in her residence shop conducted through several years. An artist—our Mary—whose results are most successful, for the years drop from one's face as if by magic. A delightful accessory of the new shop is a "sunlight" hair dryer. Unique! Many friends of Miss Bessie Singleton will be glad to find her in the new shop. In case you do not know her—she's a specialist in marceling.

When the Train Carries Madam Bride Cold Air Storage Vaults the Only 'Twill Be Made a Bit More Decorative if Her Piquant Face Is Framed in a "Riche" Chapeau.

LORRENCE PAXTON-SMITH of the hat shop at Goldstein-Chapman's is offering remarkably smart "Riche" models for Madam Bride's little "going away" chapeau. Excellent in styling they're the chic little close-fitting affairs the American woman finds so appealing—a little blue of heavy corded silk has a soft-lined folding round the brim, a butterfly bow on brim front held in place by a jeweled pin.

### Separate Skirts and Blouses for Smart Sports Wear

L. BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, has a truly lovely line of separate skirts and blouses for smart summer sports wear. Imported wool crepes, flannels and silk and wool combinations are shown in all the season's loveliest colors, with slip-over blouses of a semi-tailored chic to strike the becoming style note.

Wedding Veils to Order in Millinery Department of Big Omaha Store. THERE'S a certain touch of character which is imparted to each one of the wedding veils made up in the millinery department at Hayden Brothers. Whether the veil is made with a stately grace for the wear with the stiffly regal frock or with a drooping orange blossom on one side with the gleam of pearls shining through lacy veiling. A measurement blank will be sent upon request to Hattie Putnam's salaried. If ordering from out of town send sketch of the wedding National Bank building, Sixteenth and Harney.

Dresses for Little Ladies Delight With Dainty Hand Stitched Designs--Excellent Fabrics--Fine Fashioning. THE CHILDREN'S SHOP, Aquila Court, Sixteenth and Howard, present exquisite frocks for "little ladies" if their ages range between 2 and 6 their frocks may be bought for as little as \$1.25. Dainty dotted swisses with bits of smocking, tiny hand done rosebuds, frills of net and lace, are \$4.75, while Miss Fashion's age is from 6 to 14 her frocks in the same materials will cost \$6.75. Values for the tiny tot are \$2.75—these in frocks of flower-like loveliness. Of undeniable swag are the candy-striped broadcloth dresses at \$2.50, white for school wear there are gingham of sturdy wearability. The Children's Shop—for boys and girls of Omaha. A shop where clothes money will buy much.

Imported Shirts Make Possible a Parisian Smartness for Milady Who Is Wearing the New Mannish-Cut Shirt. Essentially a Tailored Season, the Demand for Tailored Smartness Increases as Summer Draws Near. KNEETER, tailor, second floor, 1916 Farnam, Atlantic 6965, reports a growing demand for tailored garments as summer draws near, an increase over the very busy "tailored" spring. Kneeter's tailoring leaves little to be desired—it fits, and holds the lines and the prices asked for materials and tailoring of suits, coats and separate skirts and wraps are reasonably low.

The Stylefully New in Coats Featured for One-Third Off Sale Price an Opportunity for the Bride of Tomorrow. THOMPSON Belden's have had really wonderful coat models throughout the spring season, the exotically colored little coats of dainty wave, soft, exquisite, with a furry touch of royal peltries. Such stylefully new notes as the sleeves slashed to the elbow, the high collar with its pencil roll of fur, the new "Fuxedo" roll down the entire front of the coat, coats pin tucked, values ranging from \$69.50 to \$98.50, they're offered for late spring selling at one-third off the original price markings.

New Sports Models for Club Daytime Wear--the Lovely Transparencies for Evening's Gay Functions. THE HAMILTON SHOP, second floor Aquila Court, Sixteenth and Howard offer delightful concepts in hats for the daytime club affair while for evening they're offering the so-becoming transparencies in both black and brown. Lovely!

Reduction in Prices of Italian Crash Linen. THE Saily Importing company, Aquila court, announces a reduced price on the exquisite Italian crash linen which they're showing in luncheon sets, banquet cloths, runners, vanity and bridge sets. Interesting, Madam Bride! The lovely little gift towels so appropriate for gifting purposes by the bride's friends have been reduced in price too, and are offered in a price range from \$1.25 to \$1.95.

When Your Son and Daughter Graduate 'Tis Time to Give the Gift of Gifts--A Watch--Chain--Pin--Ring. THE John Henriksen Jewel Shop, Sixteenth and Capitol, Sixteenth and Farnam, have a very fine showing of gifts for graduation time. For the daughter of the family, a wrist watch, a bar pin or ring. For the manly son, a watch, chain, set of cuff links or a sterling belt buckle. Henriksen quality will delight, Henriksen prices surprise.

Beauty Shop Adds New Marcel Artists to Staff. THE Le Bijou Beauty Shop, 267 South Eighteenth street, AT. 6991, has added new marcelers to its large staff of operators, an assurance of the coveted appointment, madam et madamoiselle. The shop of that delightful Prudle whose fame as marceller and hair dresser is not less than her skill in operating the permanent waving machine.

Embroidery and Hemstitching Shop Opens in Aquila Court. MRS. BREMER has opened the embroidery and hemstitching shop on the second floor of Aquila Court, Sixteenth and Howard, where one may find unusual stamped pieces for embroidery at prices unusually low and where one may have her hemstitching done at 8c a yard for cotton and 16c a yard for silk. Interesting!

Gay Embroideries Make Lovely Milady's Little Filled Frocks. ONE of the prettiest little frocks done at the Ideal Button and Pleating Company's Shop on the third floor of the Brown Block, 16th and Douglas, this year is a little blue affair with a throat to hem frill down the front with a quaintly wrought embroidered design at one side of the frill. Smart!

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# Let's Go Shopping with Polly

I have not loved the troubling beauty of the sea, A hill stand motionless, eternally. Though it assails my heart, perpetually. Swept by lamenting winds, the wild sea cries aloud; A hill is silent always as a cloud. Rather I love the tranquil hills. Serene and still Is the enduring beauty of a hill. There, changeless calm and quietude majestic sit, Though cloud and wind and rain sweep over it. A storm torn human soul is like the troubled sea; The hills are as I would my soul might be. Why should my heart, that seeks the quiet of a hill, Wander through my blood the wild sea rhythm still? SEA RHYTHM—Mary Brent Whiteside.

The contrast of appeal between the mountains and the sea of which we are so sensible is rather vividly drawn in the stanzas from The Lyric West (Los Angeles).

## Now Comes Planning of the Bride's Wardrobe

NOT difficult, no indeed, to decide upon the exquisite for the bride's wardrobe if she is near the Omaha shops, for they're full of style excellence from many a foreign fashion center. There's much of "dash" possible this season for every little sports frock has its quaintly lovely little scarf attached with inspirational touches such as plated ribbons, roughed to give a fur effect which milady had found almost indispensable on her frock, the wide yokings of embroidered batistes set between imported laces, the summer furs dyed for becomingness to match the season's exotic shades, the Spanish shawls embroidered and painted which may be bought in costume sets with frocks or separately. 'Tis a shame we're not all shopping the trousseau. Is it not?

## Omaha Artist Opens "Studio" in Omaha's Show Building--Aquila Court--A Place of Gracious Hospitality, Artistic Achievement, Where One May Be Pictured in Home Surroundings

GATCHELL, Omaha art photographer, has opened his studio in Aquila Court and 'tis a signal for all those who appreciate art in its best expression—pictures—to visit this center of artistic achievement. Excellently lighted is the vast studio with its high ceilings as it is practically by itself among the studios at Aquila having north, south and west windows. As one enters the graciously small reception alcove of the studio the decided harmony of room and furnishings is suggested—and truly there's something of the harmony to be seen in the eyes of those who are pictured in the new Gatchell Studio. Whether one chooses to be pictured before the grand piano, at the massive brick fireplace which has its old spinning wheel and bellows before it, near the exquisitely finished staircase or under the lamp of modern beauty, it is with an entire feeling of being at ease, at home, for the Gatchell Studio is really "home" you know—an embodiment of all that a studio means a combining of the business of art and living. Gatchell products are as lovely as they can be, yet they're not expensive, many exquisite pictures being finished up as low as \$5 a dozen. An invitation is extended to everyone interested to visit this new studio.



## "Wedgwood" the Silver Achievement of the Day--A Masterly Production Worthy of a Great Artist and Embodiment of the Graceful Wedgwood Shape and Exquisite Decorative Detail of the Period

ALBERT EDHOLM, Omaha's upstairs jeweler, second floor City National bank building, 16th and Harney, introduces to lovers of the artistically unusual, the strikingly individual, the masterly silver design "Wedgwood." Most concepts of beauty have been done and redone in silverware. The Greek concept of severity, the Renaissance concept of ornateness, the Colonial concept of simplicity. One ideal, however, has remained untranslated into modern table silver, this is the ideal which inspired the potteries of Wedgwood, the miniatures of Watteau, the furniture of the Brothers Adam, the ideal which was responsible for the Taj Mahal palace symbolizing "the lovely spirit of India's lovely queen." In the "Wedgwood" which Mr. Edholm is delightedly sponsoring in this the pre-eminent gift season of the year the consummate beauty note is a profile of simple grace, a surface of intricate, delicate pattern work—true lace-like effect of fragility which has ever been the goal of the craftsman in the jewel art. One exclaims at the differing beauty of the service pieces, the grace of outline, the delicacy of flower, urn, rod and beading filigree to be noted on handles and even on the bowls of the flat pieces. Rarely lovely the banding on hollow pieces, coffee and tea service pieces in a grouping of incomparable beauty, the gift magnificent; flower holders of exquisite loveliness, water pitchers truly impressive; candle sticks and bowls to fittingly decorate the finest console table. Gift pieces large or small, the Wedgwood showing furnishes gifts utterly unusual—wholly desirable. Silver which best expresses the existences of an exquisite woman—Wedgwood—the sterling silver design of the period shown exclusively at Edholm's Upstairs Jewel Shop. A beautifully illustrated folder with price lists will be sent upon request.

### Hosiery for the Bride Ranges From the Very Plain to the Hand Embroidered and Lace Designed With a Dash of Color in Garter Sets

For the Mandarin frock are offered spiral crepes delightfully heavy and rich in colors of Chinese inspiration, yellow, blue, green and blue. Forty inches wide they're priced \$2.95.

Peasant sleeves, long and full, are caught into narrow band cuffs of red on a red and white printed crepe dress, the neck finished in a scarf tie collar of the same width.

## Omaha Art Photographer Shows Exceptional Originality in Arranging the Wedding Party for Pictures of True Beauty

MATSUO, Omaha's art photographer, Twenty-fourth and Farnam streets, shows exceptional ability in arranging the wedding party to achieve remarkable originality of effect. Much, much may be done in the way of unusual lighting effects when the world's at the spring and there's the infectious joyousness of a wedding ceremony to give "atmosphere" to the picture which will be treasured above all others. Then, too, there's the touch of delicate sentiment which Mrs. Matsuo is sure to suggest sooner or later during the proceeding of photography, that intangible bit of grace which a woman always adds to the posing in a studio. Interesting indeed are the moving pictures which Matsuo takes in his studio—imperishable records of the pretty little facial expressions we so love in our children—the delightful "quirk" at the corner of a small boy's mouth, the gay twinkle in a wee girl's eyes. Matsuo's finished pictures are a delight. Many of the artists who pass through Omaha each season wait until they reach Omaha for a set of Matsuo's "professional" prints—those pictures strikingly large in size—very low in price which are of unmistakable Matsuo excellence. See them!

## Well-Known Omaha Moulding and Art Firm Opens Shop in Aquila Court, Almost Exact Duplication of Business Location of Many Years Duration

THE OWL MOULDING AND ART COMPANY who have for many years had a business location on Howard between Sixteenth and Seventeenth have opened an exquisitely appointed shop in Aquila Court. Wide and deep are the windows which open on the beauty of the court. This shop offers pictures and mirrors of exceeding beauty to the art lover. Frames, too, of excellent merit are presented at "low margin of profit" prices. Visit the Owl Moulding and Art Company in their new-old location.

Orange Drapes at High Oval Shaped Print Shop Fills Many a Long-Felt Need for Both Personal and Business Use. VIVID orange are the heavy hanging drapes in the Gift Shop at Aquila Court, where Mrs. Clarke presents lovely suggestions in a "giftful" way. Greeting cards for use. This week they're offering a special, giving free a little leatherette framed and unframed, pictures appropriate for any gift occasion, art personal cards. Many women have series and books for children as well adopted the very smart custom of us groupings. Christian Science cards having their name and address on and books in an extensive showing each sheet of private correspondence delight the seekers of gifts.

Navy blue georgette embroidered in white silk dots is a trig little frock to be sure, now that June is just mounted over a red silk foundation, round the corner, are having printed the red emphasized in frills at the side invitations, cards and announcements and in buckle at the low waist line, of the happy event. May I take in \$29.50. your order?

## Madam et Madamoiselle--"Be Attractive" Message From Specialist

BE ATTRACTIVE! All women know that a fair skin and good complexion win admiration. You, too, can prevent dryness and retard premature wrinkles by having an "Eraser Facial." A "Muscle Strapping Facial" for the flabby skin is truly an awakening. Skins dried widely, therefore each skin demands a different treatment. Consultations on your skin needs are given free at the Marinello Licensed Shop, 656 Brandeis theater bldg., and the Gray Beauty Shop, 1718 Douglas.

A Perfect Diamond is a Joy Forever--A Good Stone is an Investment. THE Reese Jewel Shop, Sixteenth and Harney, have a rarely lovely offering of diamonds, this the gift season of the year—the time when Dan Cupid reaps a harvest of cunningly laid plans throughout the year—when every pretty girl and sweet of your acquaintance is approaching the altar with the man of her choice. For old diamonds which may be in your possession, doubly dear because of association, this shop has beautiful white, black and tan, and is \$2.95 a remounting.

THE BRANDEIS STORE wall paper department, Fifth floor, present for the redecoration of the rooms which will be in evidence during the wedding festivities, floral, stripes and chintz designs for the bedrooms, 11c a roll; tapetries distinct knowledge of the fitting in flowers and floral decorations with blends in 20-inch wide paper—a regular 39c value—priced specially for the time of weddings at 27c a roll. These, in predominating colors of rose, blue, tan, gold or gray.

## When the Bride's Friends Gather for the Pre-Nuptial Affairs--Gift of Silver Sure to Appeal

FOR many years it has been the custom to give prenuptial luncheons, each guest bringing an offering for the bride's new home. Most common among "showers" are the linen gift events—but now comes the suggestion from the C. B. Brown Jewel shop, 220 South Sixteenth street of giving gifts of silver. Costing no more than the pretty little linen gifts are pieces at \$1.50, \$2 and \$3 which put together will make up fascinating silver service sets for the new home. If unable to call folders describing the different silver service designs of the day will be sent upon request.

Dependable Must be the Florist Who Prepares the Floral Decorations for the Wedding. THE florist artist who takes care of all details of decoration at the spring wedding—this dependability is one of the best known characteristics of John Bath, Florist, Eighteenth and Farnam, Jackson 1905. With a distinct knowledge of the fitting in flowers and floral decorations with a decided recognition of the proper blends in 20-inch wide paper—a regular 39c value—priced specially for the time of weddings at 27c a roll. These, in predominating colors of rose, blue, tan, gold or gray.

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## Omaha Greenhouse Specialists Landscape and Plant Exquisite Flower Beds Without Extra Charge--Assurance of Successful Growth

FOR years Omaha homes have owed much of their beauty to the artistic planting skill of the specialists at the Henderson & Sons greenhouse. In an unusually large selection one finds just the color and size plant growths for beds in garden and lawn round the home and selection is made with the helpful suggestion of experts who will plant the beds without extra charge, an assurance of splendid growth throughout the season. The greenhouse which sells both at retail and wholesale, may be reached by Market 6052 or Jackson 1258.

## Beauty Shop Starts New Course of Treatments in the Interest of Milady's Greater Beauty

THE Le Bron Beauty Shop, second floor Aquila Court, AT. 4029, is very fortunate in getting Miss Clotts for the new course of treatments which they've started in facials and body massage. A scientific massage for the elimination of body poisons—a building of beauty. Miss Clotts has had eight years' experience in a very well-known sanitarium, and knows to a nicety how to help one regain the roses of youth in one's cheeks, the vivacious sparkle of her eyes, a new vigor of scalp and skin in general. Another pleasure to anticipate in the shop of Le Bron! Try the new Helen wave at this shop—50c for marcel and 75c for wave and "turn under" curl.

## Fashion's Favorite--Tub Silks

THOMPSON-HAZEN'S SILK SHOP, 318 South Sixteenth street, have wonderful new offerings in tub silks which are so easily fashioned, so smartly worn. In red, blue, gold, lavender and green they're striped, checked and plaided on natural pongee and white grounds. The prices, most moderate, \$1.50, \$1.85 and \$2.50.

A Raindrop Here and There Over the Surface of the Fabric Hat--The Bride's Gift Check Will Buy Her Hy-Tex Brick Home--A Certainty.

WHEN the little June bride views the exquisitely arranged new panels in the Hydraclic Press Brick company's showroom, main floor, W. O. W. Bldg., 14th and Farnam, she will spend every penny of her gift check from father for a Hy-Tex brick home, this is certain. Every one who is planning a new home is invited to call and inspect the showing of new and distinctive shades of brick with their appropriate mortars. A treat! Home plan books with excellent illustrations and brick color cards will be mailed upon request.

