

# Let's Go Shopping with Polly



Spring makes ready her trousseau,  
Spins a gown from blossom-snow—  
Peach-bloom pink, cornelian-tree,  
Hyacinth, anemone—  
Twined with threads of daffodils  
March has smuggled from the hills;  
Girdle stitched with primrose-faces  
Spring has spied in snowy places;  
Slippers green, and molded thin  
From each grass-blade mannikin,  
She will wear; with violets tied,  
Velvet-blue, and free from pride.  
For her hair a ribbon rolled  
From the cowslip's dripping gold.  
Every wood-pool will allow  
Spring to wreath her lovely brow  
With the frailest lily-blooms,  
Fit to flaunt through bridal-rooms.

April, too, is fashioning  
Ripe rosemary to a ring,  
So that lissome Spring may be  
Summer's bride most properly.  
Robin, bluebird, blackbird, thrush,  
These will come, and break the hush  
Forest-aisles knew winter-long,  
With a blissful bridal-song.  
Every breeze that roams the brook,  
Where the alders downward look,  
Every oak and pine that towers  
Far above the tulip-flowers,  
With expectant senses wait  
For the bright, stupendous date,  
When the Spring and Summer mate,  
Night and day Spring's humming low,  
Making ready her trousseau.



—Spring-Bridal, By J. Corson Miller.

## Optical Company in Athletic Club Location Provides Restful Fitting Rooms for Patients

**THE FLITTON OPTICAL COMPANY**, next door to the Athletic club, has much to offer those who are fitted for glasses for the first time, as well as services for those who have worn the "aids-to-sight" for some time. Softly neutral in color are the restful fitting rooms with the most modern instruments known to the eye-testing science in the operating room, the instruments and knowledge that enter into a successful fitting of glasses to the eyes for the skill of E. H. Flitton needs no introduction. Interesting indeed are the new stylings offered in the shell glasses. The new style featured is the "Rosebud" frame, a crystal and black combination with a slight unevenness in the ovals which hold the glass—an unevenness most becoming.

## Hosiery for Every Kiddle in the City

**MARGARET LE BRON**, Beauty Shop, second floor Aquila Court, Sixteenth and Howard, At. 4029, is fortunate indeed in securing the services of Mrs. Kloz, whose work in a sanitarium for the last eight years is invaluable in the scientific building of beauty by massage. Margaret Le Bron's marvellous skill needs no telling, but thought you might be glad to hear that the "Helen" wave, offered for 50c, with a turndown curl for 75c. June brides will be glad to know that pillow cases to be embroidered fancy tops, \$1.25—these in sizes 7 to 9 1/2. In the long hose there is shown a complete line in all colors and sizes at popular prices. All hosiery needs will be met at the Children's Shop.

## A Fault? Certainly Not! That Tendency to Low Prices Which Makes It Impossible to Pay as Much as We Had Expected on Purchases in This Shop

**THE KARGES HOSEIERY SHOP**, 303 South Sixteenth street, is "different"—it is simply impossible to pay as much for the hosiery one buys here as one expected to pay. Time after time Polly has taken in her orders expecting to pay a princely sum for that especially nice pair of hose for gift offerings or the hosiery to slip into the white satin slippers which will lead Milady to the altar on her wedding day only to find that the finest obtainable hosiery is sold at the Karges Hosiery Shop at prices from \$1 to \$3 less than one might reasonably expect to pay. A special invitation is extended to visitors to the races to visit this shop for a little "get-acquainted" meeting. You'll find it quite to your advantage!

## Pretty Little Tub Silk Frocks Use the Pleated Panels to Soften the Severity of Straight Lines

**THE IDEAL BUTTON & PLEATING COMPANY**, third floor Brown Block, Sixteenth and Douglas, are having a busy time of it this year for the severely tailored little frocks of printed crepe and tub silk need just the relief that is afforded by the gracefully pleated panels. A navy and sand printed crepe has solidly pleated panels of navy georgette at each side from neck to hem, these held in place by buttoned flaps with rounded edges. Smart!

## Omaha Store Makes Big Purchase From Wholesale Stock Merchandise to Be Placed on Sale Throughout the Week.

**HAYDEN BROS.** have made a large purchase of merchandise from the sale offered by the M. E. Smith & company wholesale house. Cotton goods, sheets and pillow cases, Beau Brummel shirts, Mina Taylor dresses are but a few of the items which will be placed on sale each day beginning Monday—every day something different. An opportunity for the one who is thrifty inclined.

## WOMEN VISITORS TO THE RACES WILL ASSUREDLY SPEND A PART OF THEIR TIME IN SHOPPING JAUNTS.

While the lord of the family is "following the races, the feminine members of the family will assuredly be following fashion in the Omaha shops.

Summer style showings are at their peak of loveliness and there's everything in beautiful apparel to be found in any city of the world now offered in our own shops.

Polly's services at your disposal.  
Call  
**POLLY THE SHOPPER,**  
THE BEE,  
ATLANTIC 1000.

## Smart Crowds Attend Opening Day at the Races—An Exhibition of Swagger Style Creation

OPENING day at the horse races with an exposition of swagger style creations—a representation of Omaha's clever fashion followers—a forecast of what's smart in sports wear for our new season's appareling. Hundreds of out-of-town visitors in the city will find beautiful clothes shown in smart shops whose entire personnel is attipoe to serve them. At your service!

## Sale of Richlieu Pearls Affords Many Gift Seekers the Opportunity to Buy Several Gifts for the Price of One

**THE C. B. BROWN JEWEL SHOP**, 226 South Sixteenth street, has a large line of different sizes and prices in the well-known Richlieu pearls and these they have placed on sale in clearance for the Navarre pearls for which they have secured the exclusive agency in Omaha. No introduction is needed for the beauty that is Richlieu—its creamy translucence suggests the strands of graduated sizing as gifts of excellence for every gift occasion. The prices quoted on the Richlieu creations have made the first week of the sale a very active one—seekers of gifts are indeed delighted to procure several gifts for the price they had planned to pay for one.



## Milady Promises Much of Loveliness on Summer Club Verandas and Dance Floors for Her Frocks Will Be the Soft Silken "Washables" in Models Novelty Styled

**L. BOSCHIN**, Hotel Fontenelle, Eighteenth and Farnam, promises that Milady will be a graciously gowned person this season, gowned in the soft silken "washables" which have so taken the eastern world by storm. Purest white is a little model with crocheted lace in lines from shoulder to hem down the front on each side of a solid line of crocheted but tons. The shoulder sleeves, tiny bandings of the same intimately lovely lace in width corresponding to the boyish cut collar. Another white model, unrelieved by color has tiny tucks from shoulder to hem, these alternating with lace to give the slenderizing lines so much desired. A bit Russian is the heavy white crepe, its wide hem, embroidered in black, gold and tangerine with a banding round each tiny cap sleeve—a truly dashing affair. Others of the silken models which will do much to make our ladies beautiful are outlined in color, some of them printed in quaint all over designs in colors dear to sports togery wearers. The much best said of the dashing top coats of summer coloring for wear over the "washables" but neither space nor time permit—another time—more.

## A Silver Tea Set Is a Lovely Gift—Especially If It's a Grouping of the Newly Designed Silver Plate of Quality

**A SILVER TEA SET** is a lovely wedding gift—especially when it's a grouping of the newly designed pieces which the Reed & Barton company are sending out this year. The John Henrikson Jewel Shop, Sixteenth and Capitol, are showing with pardonable pride a three-piece set, large and small, and a two-piece set, all of the different pieces. The Reed & Barton standard of quality plate has been maintained in every detail of this three-piece set at \$45. Many other sets are offered at a price range of \$15 up. Of equally fine quality of material and workmanship are the Reed & Barton plated flatware pieces, the Sierra design, "built for service," a sturdy appearing flatware design which assures years of pleasure to their owners and the Pompanian which is a bit more decorative, this also a Reed & Barton product. A jewel shop which specializes in silver and where you will find every standard make of silver, both in sterling and plated ware. Mail order buying is a feature of the Henrikson Shop.

## For One Week—Mah Jong Sets in Both the American and Chinese Manufactured Products at Prices Reduced Forty Per Cent—The Racks Are Priced at a Twenty Per Cent Reduction

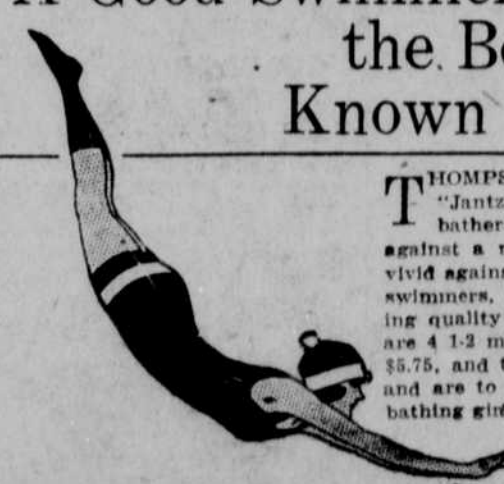
**THE MATTHEWS BOOK STORE**, 1620 Harney have placed on sale their entire stock of both American and Chinese manufactured Mah Jong sets at a reduction of 40 per cent for one week with a 20 per cent reduction on the racks. The sale will last for one week only and is a splendid opportunity for the seeker of gifts to mark the gift occasions of the month of June. Summer vacation days present the leisure hours necessary for the learning of this fascinating game. Your opportunity.

## Portrait Achievements by Omaha Artist Represent Worthwhile Beauty of Great Productions

**PORTRAIT BY MATSUO** engraved on a picture taken by Matsuo, Omaha's art photographer, Twenty-fourth and Farnam, is a very eloquent explanation of the beautiful result of this artist's efforts. Not only an adept in posing his subjects, Matsuo, who is an accomplished artist in oils and engravings, uses the ingeniously arranged lights as a painter uses his paints and brushes to get the desired high lights. Very lovely are the portraits using diffused lighting, their effect being most artistically "different," catching the prettiest line of throat, chin, mouth or head, a suggestion of expression. Charming! Matsuo will make Sunday appointments to your convenience. Telephone, Atlantic 4073.

## A Good Swimmer Swims Better If Her Suit Is One of the Beautifully Fitting Affairs Known the World Over for Service

**THOMPSON-BELDEN'S** have started the swimming season—for this week their window display of "Jantzen" bathing suits was worthy of note. Delighted passersby were greeted by an artistic grouping of bathers—charmingly suited figures, both large and small—"Jantzen" suited to be sure who frolicked against a realistically pictured backdrop of ocean waves, their stockinged feet—"Jantzen" stockinged to be sure—swimmers, for a good swimmer is even better if her suit is rightly fashioned—if its knitting is of the conforming quality so much to be desired in any sport. 'Tis interesting to note that in one of the "Jantzen" suits there are 4 1/2 miles of yarn with 1,355,000 stitches of 2-ply best Australian yarn. Large also suits, \$7; cadet size, \$5.75, and the kiddie size, \$3. Note the gay little cap in the picture in colors to match the suits, they're 49c and are to be worn over the little rubber skull caps, 75c. Hose of "Jantzen" make are \$1.65. Be a "Jantzen" bathing girl this year.



## A Tailored Hipline Achievement by New Corset Model Introduced for First Time in Omaha

**THE MARIE CORSET SHOP**, second floor, Aquila Court, Sixteenth and Howard streets, introduces for the first time in Omaha the beautiful "Howl" corset models—the tailored corsets which achieve the much to be desired tailored hipline. A full line of other corsets is shown with brassieres in keeping. If unable to find a brassiere to your liking the clever corsetier, in this shop, who has for years been an experienced dressmaker, will make one to your order. True service this!

Irish linen, "plus four," in checked designs, has been used by the London tailors for the knickers on sale in a smart Omaha shop, \$8.50.

## Marcel and Bobbed Curl Absolute Ne-Gayly Worried Greeting Cards One of the Rewards to the Visitor to This Gift Shop.

**THE DELFT BEAUTY SHOP**, second floor, City National Bank building, Sixteenth and Harney, offers the services of "Esther" on a Court, Sixteenth and Howard, in which one will find Jessy L. Clark, because she has not only achieved the skill of the marcel, though she has a list of patrons who immensely enjoy her ministrations in other lines of beauty work. J.A. 1785.

## Embroidery and Hemstitching Shop Does Excellent Work of Stamped Gift Offerings on Display.

**THE EMBROIDERY AND HEMSTITCHING SHOP**, 24 floor Aquila Court, Sixteenth and Howard, does really fine work on short notice. An extensive line of stamped gift pieces is on display in this shop with threads for their decoration. Aprons and dresses made to order and ready for embroidery are shown at prices that will surprise the hemstitching in very reasonable in price, 50c for the cotton, 75c for the wool, and 1.00 for the silk.

## Opening Upon the Court Within Sight of the Sparkling Fountain the Pretty Pool of Aquila Court—Picture Shop Attracts Many Visitors

**THE OWL MOUNTING AND ART COMPANY**, Aquila Court, Sixteenth and Howard streets, was one of the most interesting show places this week. Opening upon the court and into the hall at the foot of the colonial stairway, 'tis indeed an interesting shop for the walls are covered from ceiling to floor with exquisitely colored reproductions of famous paintings, many of them framed for companion pictures or to be placed at either side of a fireplace, davenport or window. Miss Simplicity and the Age of Innocence framed in hand carved squares are but one of the many gift suggestions in companion pictures which share in importance with the lovely Maxfield Parrish' products so delightfully received upon all gift occasions. Standard frames in varying sizes, little "one piece" frames of hand-carved loveliness, are exhibited to advantage while the mouldings which are shown in such an excellently varied showing in this shop are displayed against a wallpapered surface in which they're stocked. Unusual to a degree. A shop in which to find every gift desire.

## Downtown Dining Room Serves Excellent Noonday Luncheon Menus

**"PAUL'S" METROPOLITAN DINING ROOM**, Hotel Keen, Eighteenth and Harney streets, serves a deliciously varied noonday luncheon menu—all of the truceful spring delicacies in fruits and vegetables that go far to making spring a so delightful time. Soup, salads and relishes, vegetables, fish and meat, iced tea, coffee or milk, 'tis an excellent offering at 45c.

## Reporting a Bit of Conversation Over the Tea Cups the Other Afternoon.

**"WELL**, upon investigating conditions I decided to put my furs in the storage vault at Dresher Bros.", stated a pretty little creature notably well dressed and the possessor of many lovely fur garments. "So many people who say they have cold storage vaults do not have them," continued this fashion follower. "I've been through the vault at Dresher's and know just what it's like—I know where my furs are going to be this summer." A satisfaction you'll agree. Dresher Bros. have a storage vault for furs that has won recognition from many science clearers throughout the United States. Visit the great fur establishment at Twenty-second and Farnam, or call for prompt delivery service, AT. 6345.

**Spring Winds Have Whipped Milady's Skin into a State of Unpleasant Roughness.**  
**THE Le Bijou Beauty Shop**, 283 South Eighteenth St., AT. 0991, is doing very successful work in softening the texture of Milady's skin roughened by the hard-blown winds of spring. 'Tis the time to have the experts in this shop do a bit of insecto hair dyeing. They'll do a rarely artistic bit of work whether one has her "white threads" colored to match the rest of the head or leaves it to the skilled dyers to renew the color of her entire coiffure.

**For the woman who plays her hand for "best small wares,"** a smart shop shows a tiny establishment at Twenty-second and Farnam, or call for prompt delivery service, AT. 6345.

**Scarlet to add a gay touch to the club veranda is the tiny chapeau with chic shaping as to crown—its almost brimless effect enhanced by striped quills which give heights to the back of Milady's head.**

**Spring a Time of Frequent Rainstorms Spells Ruin to Many a Chapeau Creation.**

**THE KRUGER HAT SHOP**, 303 Barker Block, Fifteenth and Farnam, is an excellent place to know during the spring season when frequent rain storms spell ruin for the chic chapeau creations. Work on feathers, furs and marabou also done here. Closed at 2 on Saturdays.

**Summer furs are just as "foxy" as in former seasons, perhaps one might be permitted to say they're "foxier,"** for certainly the new dress models seem just made for the silky loveliness that is fox.

**New Jewel Shop Opens With Attractive Line of Selected Gifts.**

**THE Pick & Herbert Jewel Shop**, Peters Trust Bldg., Seventeenth and Farnam, has opened its doors with a very attractive showing of selected gifts. An easy solving of spring's gift problems is assured in this new shop.

