THE SUNDAY BEE: OMAHA, JUNE 1, 1324.

Let's O Jhopping with Blly

10-C

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

HE 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 restfully arranged fitting rooms with the most modern instruments known to the eyetesting 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.

Itosiery for Every Kiddie in the City Massage for Beauty—New Operator of Omaha in Long, Short and Three-Quarter Lengths. In Beauty Shop Spent Last Eight Years in Sanitarium Work.

T 16th and Howard, has hundreds T floor Aquilla Court, Sixteenth of pairs of hosiery, every size and T and Howard, At. 4029, is fortulength in every desired texture and nate indeed in securing the services of titchery. Mercerized cotton lisle Mrs. Klotz, whose work in a sanitari with fiber silk tops, two pairs for 75c; um for the last eight years is invalufiber silk, 50c; imported mercerized able in the scientific building of beauty lisle, fancy jacquard tops, 50c; pure by masage. Margaret Le Bron's marheavy silk in wonderful colorings, celling skill needs no telling-but \$1.15-these in sizes 4 to 71-2. Three thought you might be glad to hear quarter length hose in a full range of the "Helen" wave, offered for 50c, of plain colors, derby ribbed, to be with a turnunder curl for 75c. worn with equal smartness by either boys or girls, 50c a pair; fancy tops, June brides will be glad to know bic; fiber silk in the same ribbing, \$1; that pillow cases to be embroidered fancy tops, \$1.25-these in sizes 7 to are hemstitched, ready for their cro-In the long hose there is shown cheted edgings, \$1.25 a pair. A 54a complete line in all colors and sizes inch luncheon cloth, prepared in the

at popular prices. All hosiery needs same way is \$1.50. Bright craft cloth will be met at the Children's Shop. dresses to be 'broidered' are \$1.50, the bright little aprons, 50c. Three-plece Bridgepads in decorated slip cov. buffet sets are 55c, three-plece ovals

ers, black with the English garden to be used in different parts of the room are 70c for the set flowers, \$1.25.

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**

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



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

PENING 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 mart shops whose entire personnel is atlptoe 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

HE C. B. BROWN JEWEL SHOP, 220 South Sixteenth street, have a large line of different sizes and prices in the well-known Richelieu pearls and these they have placed upon 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 Richelieu-its creamy translucence suggests the strands of graduated sizing as gifts of excellence for every gift occasion. The prices quoted on the Richelieu 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

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

HE MARIE CORSET SHOP, second floor, Aquila Court, Sixteenth and Howard streets, introduces for the first time in Omaha the beautiful "Howd" corset models-the tailoned 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 corsetierre, in this shop, who has for years been an experienced

iressmaker, will make one to your order. True service this! Irish linen, "plus four," in checked designs, has been used by the Lon

don tailors for the knickers on sale in a smart Omaha shop, \$8.50. Marcel and Bobbed Curl Absolute Ne- Gayly Worded Greeting Cards One of

cessify in Milady's Well-Groomed the Rewards to the Visitor to This Gift Shop. Life, Offered at Price Unusual.

THE Delft Beauty Shop, second for, City National Bank building, Sixteenth and Harney, of G greeting to be found by the visitor to The Gift Shop, Aquila fers the services of "Esther" on a Court, Sixteenth and Howard. marcel and bobbed curl at 75c-this which one will find Jessye L. Clark.

because she has but recently achieved who is herself noted for an unquench the skill of the marcel, though she ably gay spirit. Gifts of all has a list of patrons who immensely one will find on display in this atenjoy her ministrations in other lines tractively decorated shop-the small remembrance for the child who is of beauty work. JA. 1795. having a first birthday, the dear little

Notice-Excellent Line of Stamped Gift Offerings on Display. her curtain, one of those gayly THE Embroidery and Hemstitching painted butterfly affairs which do Shop, 2d floor Aquila Court, Six-

teenth 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 and birds of brilliant hue which are their decoration. Aprons and dresses mounted on sticks and wires for embroidering are shown at prices stuck into the favored potted man to surprise. The hemstitching is very or flower bed. One will want reasonable in price, Sc for the cotton, least a dozen at the prices they're offered, 50c. 10c for silk

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

Embroidery and Hemstitching Shop old lady of lavendar and lace dainti-Does Excellent Work at Quick ness who will be delighted with a dainty little vase, a pretty "pull" for much in the way of beauty. A shop

in which to find the unusual ... How gay and sweet! Butterflies

THE KARGES HOSIERY SHOP, 303 South Sixteenth street, is "differ ent"-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-ac quainted meeting. You'll find it quite to your advantage! . . .

Well-Known Marceller Opens a Shop Visitors in the Beautiful Aquila Court on Sixteenth Street. Will Find Well-known Firm of Cor-

ARGARET JOHNSON has setierres in New Shop. and Harney, Atlantic 1488, where she famous Emma E. Goodwin will give personal attention to all have opened an exquisitely decorated yet more lovely; marcelling, hair shop at 255 Aquila Court, Sixteenth dressing, scalp treatments, facials and Howard. The reception and fitand Inecto hair dyeing. Scott's tollet- ting rooms are attractive indeed in gayly blue hand-blocked linen on ivory ries are featured in this new shop.

wicker furniture. A shop of corset Chinese punch work makes very specialists who will surely please you lovely a fine linen pillow case set in their skilled modeling of styleful specially priced at \$12.50.

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 slik 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 Diamonds Unusually Mounted for From Wholesale Stock Merchandise Gifting in the Month of June. to Be Placed on Sale Throughout THE Reese Jewel Shop, Sixteenth

the Week. and Harney, offers lovely dia H large purchase of merchandise loveliness for June gifting purposes. from the sale offered by the M. If one is unable to find the ring of E. Smith & company wholesale house. Cotton goods, sheets and pillow cases, one's choice among the exquisite Beau Brummel shirts, Mina Taylor pieces shown, the experts in this shop iresses are but a few of the items will suggest quaint mountings to be which will be placed on sale each day beginning Monday-every day some. made to order. Rings with feathery hing different. An opportunity for fronds of platinum holding contrastthe one who is thriftily inclined. ing stones, supremely lovely back

Dresden china lady atop a wire lamp

shade which is to be covered by tiny

rosebuds, forget-me-nots or pansies.

Endurable-for 'tis a framework that

may be covered by silk for Milady's

dressing table lamps after the blos-

Relaxation Facials Assurance of Headache Cure.

M shop, 278 Aquila Court, Six-

9251, gives a relaxation facial with a

foot massage which is a sure headache

cure. News to interest the wornout

shopper! Just one of "Mary's" little

beauty tricks! You will enjoy a

demonstration of the excellent quali-

ties in the selected exquisitries for

Milady's dressing table. Interesting

is a new powder and rouge which

takes the exact coloring of one's skin

ARY BALLARD in her beauty

teenth and Howard, Atlantic

soms have faded.

after applied

WOMEN VISITORS TO THE RACES WILL ASSUREDLY

SPEND A PART OF THE TIME IN SHOPPING JAUNTS

While the lord of the famfly 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.

Club Verandas and Dance Floors for Her Frocks Will Be the Soft Silken "Washables" in Models Novelly Styled

A 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 inimitibly lovely lace in width corresponding to the boyish cut collar. Another white model, unrelieved by color has tiny tucks from shoulder to hem, these alternational states and the states alternation of the states and the states alternation of the states alternation ing with lace to give the sienderizing lines so much desired. A bit Russian is the heavy white crepe, its wide hem embroidered in black, gold and tan-Magazite Shoppe, 217 City National bank building, Sixteenth gerine 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 toggery wearers. Much might be said of the dashing top

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

vegetables, fish and meat, loed tea, coffee or milk, 'tis an excellent offering 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 Henrickson Jewel Shop, Sixteenth and Capitol, are showing with pardonable pride a three-piece set, large and A improssive in weight with unusual grace in the curving lines of the different pieces. The Reed & Barton standard of quality plate has Reporting a Bit of Conversation Over Spring Winds Have Whipped Milady's 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 owner; and the Pompeian which is a bit more decorative, this also a Reed & Barton product. A jewel shop which specializes n silver and where you will find every standard make of silver, both in sterling and plated ware. Mail order buying ina feature of the Henrickson 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

AYDEN BROS. have made a differentiation of the process of manufactured Mab Jong sets many scientific cleaners throughout bridge for "just small stakes, my monds in mountings of unusual The MATTHEWS BOOK STORE, 1620 Harney have placed on sale their entire stock of both American and Chinese manufactured Mab Jong sets many scientific cleaners throughout bridge for "just small stakes, my monds in mountings of unusual The matthew at a reduction of 40 per cent for one week with a 20 pen cent reduction on the racks. The sale will last for one week only and is a splendid the United States. Visit the great dear," a smart shop shows a tiny 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 many gift occasions of the month of June. Summer vacation days present the leisure hours necesfor the learning of this fascinating game. Your opportunity.

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

of Milady's head. ground for the diamond to seal the ORTRAIT BY MATSUO" engraved on a picture taken by Matsuo, Omaha's art photographer, Twenty-founth and Farnam, is a very eloquent engagement with a bit of rare sentiexplanation 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 ment expressed in terms of jewels. and engravings, uses the ingeniously arranged lights as a painter uses his paints and brushes to get the desired high lights. Very lovely are portraits using diffused lighting, their effect being most artistically "different," catching the prettiest line of throat, chin, mouth or head, a sugges-One of the loveliest gift conceits tion of expression. Charming! Matsuo will make Sunday appointments to your convenience. Telephone, Atlantic 4079. shown in the flower shops is a little

> 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 seem just made for the silky lovellsgainst a realistically pictured backdrop of ocean waves, their stockinged feet-"Jantez" stockinged to be surevivid against the sparkling grains of really truly sand. "Jantzen" sults are the ones recommended by all expert 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 size suits, \$7; cadet size. \$5.75, and the kiddles 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, 75 c. Hose of "Jantzen" make are \$1.65. Be a "Jantzen" bathing gird this year.

THE OWL MOULDING AND ART COMPANY, Aquila Court, Sixteenti 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 delightedly 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 show ing 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

"D AUL'S" METROPOLITAN DINING ROOM, Hotel Keen, Eighteenth and Harney streets, serves a deliciously varied noonday luncheon menu-all of the truculent spring delicacies in fruits and vegetables that go far to making spring a so delightful time. Soup, salads and relishes,

at 45c. . . . the Tea Cups the Other Afternoon. Skin Into a State of Unsightly

"W ELL, upon investigating Roughness. conditions I decided to put conditions I decided to put T HE Le Bijou Beauty Shop. 208 wault at Dresher Bros." stated a L South Eighteenth St., AT. 0991. is doing very successful work pretty little creature notably well in softening the texture of Milady's dressed and the possessor of many skin roughened by the hard-blowing lovely fur garments. "So many peo winds of spring. 'Tis the time to ple who say they have cold storage have the experts in this shop do a vaults do not have them," continued bit of Inecto hair dyeing. They'll do this fashion follower, "but I've been a rarely artistic bit of work whether through the vault at Dresher's and one has her "white threads" colored know just what it's like-I know to match the rest of the head or where my furs are going to be this leaves it to the skilled dyers to renew summer." A satisfaction you'll agree, the color of her entire coiffure. Dresher Bros. have a storage vault for

furs that has won recognition from For the woman who plays he establishment at Twenty-second and wrist bag, | envelope style, of crim-Farnam, or call for prompt delivery son mohair studded in rhinestones. service, AT. 0345. Unique. . . .

Scarlet to add a gay touch to the Imported French Art Crepes In All club veranda is the tiny chapeau with surance of Swagger Costumes for chie shaping as to crown-its almost brimless effect enhanced by stripped Club Wear. quills which give heights to the back THE SILK SHOP, 1817 Douglas,

introduce for swagger little costumes of vivid coloring for gen-Spring a Time of Frequent Rain. eral country club wear the imported

storms Spells Ruin To Many a French Art crepes. Forty inches wide, they're \$1.69, rather in the Chapeau Creation.

Chapeau Creation. THE KRUGER HAT SHOP, 303 Barker Block, Fifteenth and Farnam, is an excellent place to orange, green, orchid and gray.

. . .

. . .

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

New Jewel Shop Opens With Attractive Line of Selected Gifts.

THE Fick & 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.

-Title and Fradamark Registered D. .

know during the spring season when frequent rain storms spell ruin for the chie chapeau creations. Work on feathers, furs and marabou also done here. Closed at 2 on Saturdays.

