

# Rudge & Guenzel Co.

YOUR Christmas Store Since 1886



Rudge's World's Fair of Gifts Offers You The Most Outstanding Array of Beautiful Wearables In Nebraska . . . Gifts From One Girl Friend To Another . . . And From One Girl To That Very Same Girl!

It's a Gift . . . To Lounge in Luxury and Loveliness

"because you love nice things!"



Sizes 14 to 20.  
Small, medium  
and large.

## Flannel Robes

5<sup>95</sup>

- Fitted
- Wrap around
- Zipper
- Button front

Warm for mid-night talk fests . . . all wool flannel of royal blue, navy or raspberry.

## Van Raalte "Stryps"

Empire Gowns

2<sup>00</sup>

Empire nightgown. Petal pink, azure, French blue, sun orange, Nile green, maize, coral, flame. Sizes 32 to 42.

Slips

2<sup>00</sup>

Van Raalte Knit Made with front and back shadow panels and adjustable straps. White, petal pink, royal, navy, black. Sizes 32 to 42.

Trunks

75<sup>c</sup>

Trunks . . . short cut panties of satiny stryp fabric. Sizes 5 to 7. Petal pink, sun orange, azure, black, navy, brown, Peasant red.

—RUDGE'S FASHIONS—Floor Two.



From You or For You  
.. No Lovelier Gift Could Be!

## Lounging Pajamas

- Gold and brown
- Black and red
- Black and green

5<sup>98</sup>

Two piece satin for the height of luxury . . . three quarter length sleeve, very full. Sizes 14 to 20.

—RUDGE'S Second Floor.

Scout Along The Midway of Rudge's World's Fair of Gifts . . . To

## Skirts

2<sup>98</sup>

Swing Into a Practical Christmas!

Practical . . . but ever so welcome. Silk crepe for dress, gored wool for office or classroom, tweed for active sportswear. Black, brown or green—mixtures. Sizes 24 to 30 (waist measure).

There Is 'A Santa Claus And You're It!

## Twin Sweaters

2<sup>98</sup>

All wool knits in 2 different and utterly wearable styles . . . rust and brown, brown, rust, black, or white.

Sizes 24 to 36  
(Waist Measure)

—RUDGE'S FASHIONS—Floor Two.



## Cotton House Coats

1<sup>95</sup>

- Zipper or button front
- Also wrap-around style
- All are floor length
- Clever prints—wanted colors
- Sizes 14 to 20, 38 to 44.

## Rayon Taffeta House Coats

Short sleeved styles with full length zipper . . . button styles with long sleeves. Royal, navy, or wine. Sizes 14 to 20.

—RUDGE'S Second Floor.



"Giveable" Wearable

## Blouses

1<sup>98</sup>

Rich-looking silk brocade . . . vestee style, high neckline, short sleeves. White or gold. Sizes 34-38.

—RUDGE'S FASHIONS—Floor Two.

Give Her a Scarf . . . A Gay Monogrammed Scarf!

## Scarfs

3-Letter Monogram Pressed On While You Wait!

A charming accessory . . . self-fringed ends, a tubular scarf of Neva-Wet processed acetate . . . pure dye, enhanced by a monogram that makes the gift personal! Black, white, red, royal, Kelly, brown, navy, gold, rust or wine.

—RUDGE'S Street Floor.

1<sup>00</sup>

Exclusive With Rudge's in Lincoln

It's Great Sport To Buy

## Jackets

• Toboggan Red • Tyrolean Blue • Snow Tan  
The smartest thing in sports wear . . . all fur fabric with knit collar and cuffs. Sizes 32 to 36. A different Christmas gift for her.

\$10

The Newest Thing In Sportswear:

## Muffy Mitts

1<sup>95</sup>

To wear with your baby buffalo jacket. Warm, furry gloves for cold nights.

Every Girl Loves Crisp, Fresh Air

. . . In

## Snow Suits

10<sup>95</sup>

Made by the House of Bradley!

- Fine wool fleeces
- Beautifully tailored
- Smartly styled

She'll love them for skating, and skiing, and school wear. Brown, black, or green. Sizes 14 to 20.

—RUDGE'S FASHIONS—Floor Two.

