



Let's Shopping with Jolly

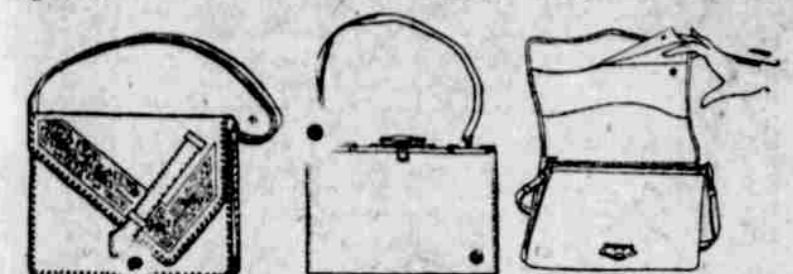


Welcome Nebraska Teachers

Teo Girdles Highly Approved by Health Authorities. Twenty Skilled Beauty Operators in This Shop.

NATIONALLY advertised is the Hattie Putnam Corset Shop, fifth floor, Karbach block, Fifteenth and Douglas. An ideally constructed corset is this for athletic pursuits or housework. This expert corseteer will be glad to demonstrate the Nu-Bone corset to teachers while in the city. These are the flexibly boned corsets, so smart in lines, so comfortably conforming to the figure.

Few white handkerchiefs are being used.



THE PURSE SHOP OFFERS DISTINCTIVE HAND BAG STYLINGS.

THE Purse Shop in the Omaha Trunk Factory, 1318 Farnam street, has a showing of handbags extraordinary. The display includes the practical bag for sturdy usage, the decorative hand-tooled Cordova of unlimited wearableness, alluring attractiveness and gift novelties of leather from tiny card cases of unobtrusive beauty to the elaborate cigarette case of ostrich skin, with name plate of gold. Everything in the way of leather purses, bags and folders is drawn absolutely unapproached in shopping experiences. (The cuts above are actual sketches. From left to right: first, a cowhide in black lined in brown leather, exquisitely finished, with cunningly contrived pockets, \$13.90; second, swaggar "open top" yachette bag colorfully lined, \$4.90; third, an exquisite Cordova, hand-tooled, at a pricing unbelievably low, if one is conversant with the prices usually quoted on these exquisite handbags.) Ideal Christmas giftings.

Milady of Fashion Dons an Adorably Arranged New Corsetage.

WELSH'S Flowers, lobby Brandeis theater, Seventeenth and Douglas, was the lettered name on the quaintly shaped little box in which the fragrant corsetage arrived the other night. And how bewitching it was to be sure! Very, very different, distinctive, easy to wear. You'll be wild to wear one at all functions, I assure you. Much more reasonable in price are they, too, than the old corsetage—because—well—they're different.

It is predicted that the new winter blouses will be of the pastel shades rather than the high colors now being worn.

Great Department Store Holds Open House for Teachers This Week.

THE Burgess-Nash store greatly enlarged in every way holds open house for the teachers this week. Truly metropolitan you'll find each and every department in the store up-to-date merchandise, offered at prices you can afford to pay. You'll enjoy the showing of artistic apparel on display during the week. You'll find for your convenience: A free checking stand on the main floor where luggage and other packages may be left. Rest rooms and waiting rooms on the third floor in which to snatch a bit of rest during hectic days of lectures, recitals and shopping tours.

The new tea room on the seventh floor, in rose and canary, exquisite color combination, where Robert Cuscaden's orchestra furnishes music of unusual beauty, has a luxuriously-appointed reception room adjoining in which to meet one's friends.

A sincere invitation is extended to the visiting teachers to make Burgess-Nash store their very own during the convention.



SHE WHO SAT IN A TOWER AND WOVE JEWELLED TAPES. TRIES ALL DAY.

HAD not one bit of fabric more lavishly lovely than the beautiful folds draped in high forms in The Silk Shop, 1517 Douglas. Wide open are the doors of this new shop at all times to make one welcome to view: lustrous lengths of velvet, gleaming folds of silks, satins and crepes, colorful breadths of metal brocades with unusual values in hosiery, and lingerie of finest silken threads.

A Corset to be Chosen for its Perfect Foundation of Poise and Support.

WHATEVER your career from the simplicity of home to the life before the public, Goodwin corsets give to you that unconscious poise and graceful ease which is the exquisite charm of womanhood. Catherine Dwyer, experienced demonstrator of the Goodwin corset, will select the model required by your individual figure in a manner most pleasing. 207 South Eighteenth street. Phone Douglas 4974.

Tailor Designs Suits, Wraps in Luxuriously Woven Fabrics, Warmly Fur-Trimmed.

L. KNEETER, exclusive ladies tailor, second floor, Sixteenth and Howard, daily designs intriguing suits and wraps for winter comfort, luxuriously rich in fabric, becoming in line, trimmed in the season's most approved furs. You'll be charmed to find the lowliness of the prices quoted on his tailoring!

A thickety path That clammers high, From a winding road Where the world goes by; A bit of a hut On a wooded hill,

FAIR FASHION FOLLOWERS:

AMONG all the fluctuating modes for the hours of candlelight, changing with a wind from Spain or a mere breath from the Orient, one silhouette will stand pre-eminent from dawn till dark. Everyone will wear it all of the time. Simple and beautifully developed in the fashionable fabrics and colors of the season, it really is a royal road to smartness. And here is the recipe: A long waist, a slim, short skirt, a long bell sleeve, if possible an irregular hem-line, and above all, an odd, a colorful, a fascinating girle.

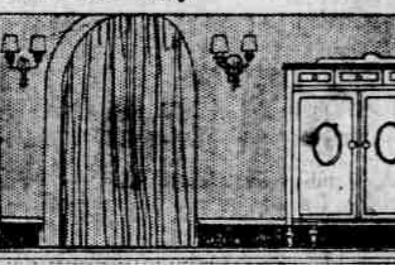
Specialty Shop Offers the Season's Newest Novelties in Apparel For Milady Teacher's Approval. THE Lamond Specialty Shop, Seventeenth and Farnam, is in complete readiness for Milady teacher, whose wearables are of chief interest, if she is a thoughtful woman, for clothes play an undeniable part in development of the young people of today. There will be found in the Lamond shop the most approved fashionings of the season: delightful little tailcoats for the schoolroom; draped and cleverly paneled gowns for semi-formal functions; interestingly decorative little wraps, adorably fur-trimmed and "brodered, practical enough to be worn to school each day. Thoughtful selection has been made with the teachers' needs in mind. Your viewing is solicited.

Instant Service a Feature of New Beauty Shop.

IRENE GRAY, who manages the Marinello System shop on the mezzanine floor of the new Herzberg store, 1519 Douglas, is, indeed, glad to announce that one of the features of her new shop is "instant service," that is, if one decides at the last moment that her coiffure needs a marcel, that there's a wee suggestion of weariness in drawn muscles round the eyes, she may drop into the shop without having made an appointment and enjoy expert services without delay. Special arrangements have been made to give permanent waves to the visiting teachers. You'll be surprised at the reasonableness of the price charged for the waving. Special treatment for skin and hair are suggested to teachers in the western part of the state. Phone Douglas 3946.

Hand Embroidery Designed and Executed.

THE Mode Pleating Company, fourth floor Paxton block, Sixteenth and Farnam, not only does exquisite pleating of all kinds, but designs, copies and executes exquisite hand embroidery. Place Christmas orders early.



FURNITURE STORE OFFERS HOSPITALITY TO TEACHERS.

THE H. R. Bowen Furniture Co., Sixteenth and Howard, invites all teachers to visit their greatly enlarged store during their week's stay in Omaha. All furniture in the store is offered at unquestionable values, prices quite within the reach of everyone. On the main floor will be found an artistic drapery department, bedding of all kinds, the Columbia Grafonola department, and a group of attractive separate pieces of furniture, suitable for holiday gift offerings: high backed chairs; gateleg, davenport and chair arm tables; tea carts, book benches, a delightful gift selection. Salesmen have been instructed to take everyone interested through the store, and giving price as desired. You will find the enlarged stock, the new richness of furniture shows a revelation in store growth.

Value of Scientifically Cleaned Clothes.

DRESHER BROS., Twenty-second and Farnam, have a thoroughly up-to-date scientific cleaning establishment with a marvelously complete equipment for the keeping clean of multitudes of persons. This great plant has extended a cordial invitation to all teachers in Omaha for the convention to make a personal observing tour through the plant, to enable them to talk intelligently during the coming campaign against disease which will be waged, urging more frequent cleaning of children's clothes to preclude dangers of sweeping epidemics, such as diphtheria, typhoid, scarlet fever, etc.

Sunny California Contributes Love-liest Offerings to Table in Art Department.

THE Brandeis Picture department, sixth floor Brandeis Stores, has an attractively arranged table of hand-painted pictures of the stretches of sand along the ocean, the unbelievably brilliant breakers, the exotic masses of bloom to be seen every where in this land of sunshine. Tall vases on the table hold eucalyptus buds and leaves in bronze, black, and silver, ebony framed trays disclose frothy grasses, flowers and butterflies on background of black velvet. These trays are adorably effective to be chosen with either black, ebony or silver handles in a price range of from \$5.50 to \$10. Original holiday suggestion, these!

Belted and short sport fur coats seem to lead in popularity.

School Pictures and Hand-Lettered Motives.

THE art department of the A. T. Hospie Music and Art Store, 1513 Douglas, have an unusually complete line of pictures suitable for school room decoration. Hand-lettered motives, framed, would be delightful additions to every schoolroom, principal's office or hall.

ORIENTAL RUG SALE ATTRACTS RUG CONNOISSEURS.

ONLY half what I paid for the same rug," regretfully murmured an attractive young matron at my side as I viewed the marvelously beautiful display of Oriental rugs offered at prices based on the replacement values, meaning in many instances half their former pricings in Orchard-Whitelm's. The rug in question has a colorful bit of blue in the background, now offered at \$57.50. There are delightfully effective Belouch rugs for \$15.00, \$19.50 and \$29.50; an Iran whose small figures are in rose and navy, \$42.50; another Iran in bronze, orange and blue, \$65; a big Kazak in Kerman for \$87.5. An exquisite big Kerim, \$950 with marvellously tinted blue flowers on brightly branching shrubs and a wondrous gold. Almost every rug area in the near east has contributed to this stock of Orientals. In size they range from the saddlebag to the large carpet. Colors are as many and varied as Christian or Moslem ever create. Designs are, as ever, intricate, beautiful and alluring, almost, it seems, as though the strife and trouble of the rug weavers during the last few years were but the merest incidents compared with their never-ending occupation of weaving rugs.

Where wind and weather May have their will; A bit of a door That has no key, And calls to the pilgrim, "Open me."

Paper White Narcissus, Golden Chinese Lilies Make Delightful Decoration for the Schoolroom. THE Nebraska Seed Company, Howard, between Sixteenth and Seventeenth, have a complete line of bulbs for indoor culture, delightful decorations for the schoolroom with their subtle influence on the minds of growing boys and girls. Paper white Narcissus and Chinese Lilies grow in manner most engaging when planted in the bulb fiber which may be purchased for a small sum. Kids will love to watch these lovely bulb plants grow!

One Can Fairly Hear the Bells of Christmas Tide Ring Out on the Clear Night Air. WHEN one reads the jolly jingles on the array of personal greeting cards shown by the Acorn Press, 1214 Howard. Large or small, elaborately or simply decorated, they're all expressive of the most excellent good taste. Especially attractive are the cards offered to be sent out by business houses to friends and patrons. A call to Atlantic 1390 will bring one of their representatives to call with samples of cards and price lists. Order cards to be engraved early—they will not be disappointed.



VELVET DRESSES ARE NOW ON THE RACKS IN THE SMARTEST SHOPS.

KLIPTRICK'S have received a marvelously attractive showing of velvet dresses, the season's most approved fabrics. For the stylish person who frequents the club and restaurant there is a long, slim model of brown velvet with straight stripes of bronze duvetyné. A little sleeveless evening gown of black velvet, but needs the addition of the new flowing georgette sleeves and a fold at the neckline to become a stately dinner frock. Velvet and lace models leave an impression of delightful femininity in the viewers mind, for they've one and all a touch of gleaming jet or cellophane.

A bit of a hearth With a shell above, For a greenwood bough And the books I love; A bit of a nook In the fire-glow

Fur Coats of Youthful Smartness Fashioned of Peltry to Withstand Rough Wear. THE National Fur & Tanning Company, Athletic Club building, Seventeenth and Douglas, are showing delightful little fur coat models, light weight and warm, which have been selected from practical peltries. Brown and tan is a spotted Jaguar coat with Raccoon collar and cuffs; softly cosy is the gray and cream Australian Gossamer with embroidered lining; of a dashing black and white the civet cat so smart with a scarlet velvet capeau. You'll find it be prices pleasingly low.

"Starlight," the Scientifically Constructed Shoe With Flexible Shank. THE K/Patrick Shoe department is producing a scientifically constructed shoe, the "Starlight," which is of especial interest to school teachers, nurses, sales and business women. Its flexible shank will cure weak arches and prevent normal feet from becoming weak. In high or low shoes they are to be had in black or brown and are style shoes, not the unsightly shoes immediately suggested to one's mind when scientifically constructed are mentioned. Unusually pleasing to women who demand smart appearance in a shoe as well as comfort. "Daytime shoe," said Mr. Tuttle of this department, "if you wear correct shoes in the daytime you can wear frivolous footwear at night."

Beautiful Handmade Hats on Sale This Week.

THE Botsford Hand-Made Shop, second floor Neville block, Sixteenth and Harney, will sell at special price reductions all this week hats valued to \$16 at \$3, \$5, and \$7.50. Unusual values, you'll agree.



Lacquer Red, Chinese Green, Delicate Cream, Pink of the Sea Shell, Blue of Summer Skies—The Colorings of Milady's Chapeau.

BELLE HATCH, milliner, 1820 Farnam, has a fascinating array of colorful hats this year. Exquisite creations from the skillful fingers working under artistic chapeau designers, the creations unusually witching, you'll find. Many models specially priced during the convention week.

Modiste Who Does Long-Distance Sewing.

TEACHERS visiting in Omaha should by all means snatch a few minutes to talk with Lulu Hampton, modiste, third floor, Securities building, Sixteenth and Farnam. She will take your name, address and measurements and file them for future reference.

Never Enough Silver, Consensus of Opinion Among Financiers.

NO matter how generous the check for silver services the hostess of today never has enough or too many pieces in either flat or hollow silver service pieces. The John Henrickson Jewel Shop, Sixteenth and Capitol, offers an unusually complete showing of silver in quality silver plated ware and sterling to match any standard design or to combine artistically with the design now in use. N. B. Hint to Christmas Shoppers—If I suggest your getting the low price promotions on silver offered in this shop. All gift departments now in readiness for the early holiday shopping.

Nothing More Becoming Than Cleverly Arranged Cluster of Curls on the Chic New Hair Bob of Curl.

THE Ikefold Hair Dressing Parlor, 1001 W. O. W. building, Fourteenth and Farnam, are showing hair novelties demanded by the new hairdressers: Japanese puffs across the top of the head or placed low from the ear to ear with artfully placed comb of Spanish lure; the new curl clusters which may be arranged according to the mood of the moment; the indispensable fluffy switch skillfully waved. Special hair goods valuable to teachers this week.

Bits of Rarely Appealing Sentiment in Christmas Card Selection.

THE Brandeis Book Department, main floor Brandeis stores, offer a very complete selection of Christmas greeting cards this year. Daintily decorated are they, delicately colored, they attract the most aesthetic taste and their rarely selected bits of verse express sincerest greetings for a merry Yuletide.

Don't Discard Entirely the Old Chapeau.

THE Kruger Hat Shop, third floor Barker block, Fifteenth and Farnam, will reblock it to unbelievable stylishness. If you're furs, marabou or feathers which need freshening, they'll do it most skillfully in this shop.

Wools which have a border trimming on one side only are being shown. They are worn in semi-draped fashion.



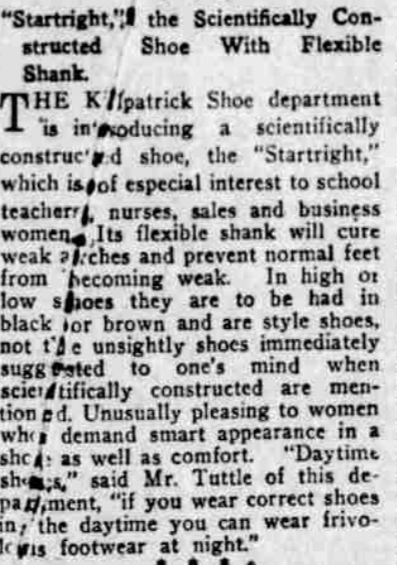
To dream with my dear Of the long ago; A pipe to smoke When the crickets cry— But near to the roof Where the world goes by. "Some Day," by Harry Lee.

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Welcome Nebraska Teachers

Coats of "Cuddling" Cosiness at Tempting Prices. HERZBERG'S Coat department, 1519 Douglas, is offering unusually pleasing values in practical coats. Soft, warm materials in the new dull finishes, browns, blues and black, they're plain, brodered and fur-trimmed, in the wide diversity of stylings which characterizes the fall and winter season, 1921 and 1922. Splendid "buys" at \$34.50.

Satin hats are being shown in the high-class specialty shops.

Embroidery in Exotic Colors Need Have no Terror. EVEN on the most sheer of frocks if Milady brings her clothes cleaning problems to the Pantorium, Sixteenth and Jones. Versatile are they for their cleverness in cleaning is endless; not only do they solve the most intricate problems of restoring pristine cleanliness, but they do unusually skillful work in alterations, adapting a frock or wrap to the mode's latest and loveliest decrees.



MEN WILL BE PLEASED TO KNOW.

WHAT the J. T. McQuillen Shop, 1521 Farnam has just received a complete line of the smart new grenadine ties. Conservative color combinations, odd novelty weaves tend to vary their tailored correctness; tiny dots and stripes, oblong meshes; white and black, green on blue, green on brown, gold on blue and gold on brown. A bit smoother in effect when than the crocheted tie.

"Mums" in Their Glory Now.

DELIGHTFUL, indeed, was the John Bath Flower Shop, Eighteenth and Farnam, this week, for its "Mum" season and never have I seen more beautiful specimens of the glorious chrysanthemum than those this year. Great shaggy petals hang in artistic disarray on some of them, a notably lovely bowl full of white ones was very effective. Another massing showed a bit different formation, closer growing of the flower, each petal cupped closely round the heart of the blossom. And what wondrous vividness of coloring they show! Soft dull rose and purple merge in an especially lovely "Mum," clear gold is fitting decoration for the golden fall, white and stately as tall candles are others while there are the new tinted rose and orange particularly lovely in combinations for decorative purposes.

Many and Varied Are the "Made in Omaha" Products.

BUT none as beguilingly lovely, I'm sure, as the platinum ring mounting which C. B. Brown, Jeweler, 220 South Sixteenth street, showed me. "Made right here in our own shop," said this art jeweler, and well might he be proud of a platinumsmith who could achieve a finished mounting like that one shown. With a two-carat diamond as inspiration, this master craftsman took the raw platinum, which is unwieldy, indeed, in the raw state, working with infinite patience and cunning he has wrought an unbelievably beautiful design of trailing arabesque with tiny scintillating diamonds mounted here and there along the vines. Perhaps, you didn't know that this store will submit, free of charge, artistic drawings and color washes of designs for your diamonds. Be joyous, indeed, if redressed in a platinum mounting individually suited to your personal preferences.

Just Round the Corner From the Auditorium.

SO easy to find, the Chocolate Shop, 411 North Sixteenth street, which is planning to serve hot chocolate, coffee or tea with delicious sandwiches during the busy days of the teachers convention. You'll find their candies fill the longing sweets, the salted nuts of fresh crispness.

Big Shop Has Much of Interest to Visitors at the Convention.

BRANDEIS Stores will prove a revelation in development to the visiting educators, I'm sure. Several floors have been added to the store, chief in interest the great new furniture department. Then there's the exquisite Italian Renaissance room, where one may meet friends for a leisurely visit and reminiscing fest over choicest creations of a famous cuisine. If one wishes to dance there's an unparalleled orchestra. Special values have been planned for the advantage of the state teachers and a cordial attentiveness will be noted on every floor of this great store. Especially attractive to the eternal feminine is the ready-to-wear apparel on the second floor. Here one will find a separate department of carefully chosen models for the small woman, another for the large woman with, of course, many styles from which to choose for the woman who is "twixt and 'ween." Welcome to the visiting teachers!

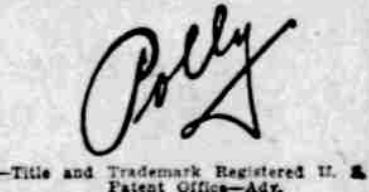
Pleating Shop Prepares for the Made-in-Omaha Display on the Eighth Floor of Brandeis Stores.

THE Ideal Button and Pleating Company, third floor, Brown block, Sixteenth and Douglas, presented a busy appearance, indeed, the other afternoon, when I slipped into their corkroom, for they were preparing bits of their work to be placed in their "made-in-Omaha" booth, eighth floor of the Brandeis stores. Everything lovely in decorative embellishment for feminine wearables will be found in the presentation from this pleating company. If you're not able to present your trimming problems at the booth this company extends a cordial invitation to visit their shop in the Brown block.

Buyer Makes Trip to New York Every Month to Keep Stock Up-to-Date.

MR. FRED, buyer of the Emporium, 310 South Sixteenth street, makes a trip once a month to buy in person the chic blouses, wraps, and dresses which you will find in this shop in such delightful selection. You'll be surprised to find such stylishly new wearables sold at reasonable prices quoted.

"Wash Ball Blue" is the newest color for underthings. A delightful set made up in the new shade is trimmed with bands of gold lace.



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