

To Stay Yong Is a Duty---To Stay Beautiful Is a Pleasure

M. R. ROBERTS of the Black and White Room, Burgess-Nash, reminded a bit the other day. Coiffure styles, how rapidly they change, yet each succeeding variation spells in yet larger letters the magic word, charm.

A Smart Shop for Smart Men---That's White Wool Hosiery the Season's Newest Style Note. THE KARGES Hosiery Shop, Sixteenth and Farnam, introduce to Madam et Mademoiselle Omaha, the season's style hit, the chic white wool hosiery.

Cobwebs of Gold and Platinum in Infinitely Delicate Weaving of Metal Meshed Bags

SO delicately woven the tiny cobwebs along the edges of the gold and platinum-finished mesh bags that one might think them Christmas gifts from one's fairy godmother, those exquisite bags on sale at the C. B. Brown Jewel Shop, 229 South 16th street.

From Switzerland, those lovely little embroidered and drawn-work handkerchiefs sold in Omaha three in gift box, \$1.50 to \$2.75.

A Lamp for the Family Gathering

THERE is never quite enough light even in a small room, that is one reason why there is such a diversity in lamp standards and shades. Every possible nook and cranny of the living room must be lighted.

Bridge Dress Presents Brave Back to Assemblage of Fashion Followers.

MADAM'S bridge frock is gayly decorated---but in the back---for 'tis the whim of Dame Fashion to weave intricacies of beaded embellishment on silken fabrics which fashion Milady's bridge frock.

Kiddies Set New Styles in Toys; the Year's Approved Gift Offerings to Be Tiny and Imported

I f you'll ask any kiddie you know just what are the most treasured toys acquired during the year, the answer will be, my tiny, tiny doll carriage, the cunning "teeny" tea service, the very small laundry set, the fully fitted little doll house, oh, all of my tiny toys, you know!

Jewel Shop Fills Windows With Gift Offerings of Unusual Interest.

THE Reese Jewel Shop, Sixteenth and Harney, have a most attractive window, gift suggestions for both men and women. Diamond rings and bar pins for the girls seem to find first and foremost place in the arrangement, while the showing of scarf pins would surely suggest the purchase to every feminine gift seeker.

Omaha Dressmaker plans Jolly Frocks for the Holidays! MRS. GREENE, 207 Neville block, 16th and Harney, will fashion exquisite little frocks in which to celebrate the holiday season. Her services are especially pleasing in remodeling the worn apparel of our wardrobes. Phone, J.A. 3367.

Such a Shame, Several Needlework Gifts Lacking Finishing Touches; too Late to Finish Them---Still---Listen

THE IDEAL BUTTON & PLEATING CO., 3d floor, Brown block, 16th and Douglas, keep a large staff of skilled needlewomen, each of them with her own hemstitching machine, to say nothing of two skilled hands for fanciful broderies that require the hand work only, and at this time of the year they quite expect you to find at the last moment before Christmas that this and that prevented the completion of your needlework gifts.

Mystic Symbols to Decorate Bone Bracelets Favored by Dame Mode---Milady's Silken Envelope Bag Pet Point Embroidered

WRITE about my treasure chest! La Boschin's decree the other day when I slipped into the amethystine interior of her smart shop in the Hotel Fontainebleau, Eighteenth and Douglas. A pleasure indeed decided Polly after a leisurely examination of the loveliest enamel. Just as they met the eye, my dears: gold and jade threaded velvet, the colors repeated in the metal framework and painted beads which hold the tassels.

Omaha Cafe Operator Returns From Successful Season at Carter Lake Club. One Week Sale on German Roller Canaries, Japanese Fish and Aquariums. THE Flower Department of the Brandeis Store, main floor, there will be a one-week sale on Syfer German Canaries, \$10, the exquisite song birds which make such delightful pets throughout the year.

Irene Castle dance frocks feature black net edgings on white chiffon fluffs on a white and silver combination, black on square-cut tulle edging of pink, with a delicious big net combination, from which are suspended rainbow ribbons to the skirt hem.

Let's Go Shopping with Polly

If it were not for little light, Set high above the plain When darkness comes, I think that there Would be no ease for pain; If never more a round, bright moon Would climb the hills at night, A million hearts would turn and break With longing for its light; If no white candle---anywhere

Would lift a tulip flame, The grief, for Beauty's sake alone Could never have a name; Each old loved room would be a bleak, Ungracious dwelling place; And oh, dear Heart---If suddenly--- One little casement's glow Should fail for me---the light would die In the whole world, I know.

Shopping Suggestions and Holiday News

But a few weeks until that beautiful festival of Christmas---are we in the mood? 'Tis a good time to begin the little loving kindnesses which characterize the keeping of our glorious Christmas time.

Let Your Christmas Gift Be the Remembered Gift Reflecting the Thoughtfulness of the Giver for Many Years to Come

IN the mind of every giver of gifts there is an ideal of generous thoughtfulness---truly generous in every regard the sentiment expressed by a gift so selected that it gives pleasure for many years to come.

Gifts to Delight Her on Christmas Morning

A VISIT to the new Silk Underwear Shop, 528 World-Herald Bldg., will result in "Gifts That Delight Her," for the display in this Omaha's newest shop is quite irresistible.

Diamonds to Mark the Christmas Gift Season Offered Omaha Public at Prices Unusually Low---A One-Week Diamond Sale

BURGESS-NASH have secured at remarkable prices a marvelous showing of diamond jewel pieces which will mark in a delightful way the Christmas gift season, all of them to be offered at prices representing a discount of 25 per cent.

Store of Specialty Shops Offers Holiday Suggestion of Value

GOLDSTEIN-CHAPMAN'S big shop on the second floor presents to Madam Gift Seeker, favored by all the shop owners just now, a collection of costume blouses of exquisite style detail.

Slippers---The Gift of Comfort for Every Member of the Family

THE Kinney Shoe Store, Sixteenth and Capitol, have a splendid showing of comfy slippers in colors bright and sober, a suitable gift for every member of the family.

Jewel Gifts Best Express the Spirit of the Donor, They're so Truly Exquisite; They're in Fact the Gifts People Do Not Buy for Themselves

THE John Henriksen Jewel Shop, Sixteenth and Capitol, each week fill its list, first printed by Polly in blank form for the convenience of those who had not sent in their own personal shopping list.

WELCOME TO TOYLAND. BRANDEIS TOYLAND is the attraction to all the kiddies they're exhibiting a circus of startling reality. Polly's chuckles were almost audible when she overheard different crowds of enthusiastic little people discussing the startling affair.

A Revelation in Accomplishments of Nebraska Flower-Growing

THE long show window of the Hess & Swoboda Flower Shop, 1865 Farnam, at all times provides a revelation to passersby in what may be done in the way of flower and plant growth when the culture is scientifically done.

Merchandise Gift Coupon Solves Problem of What to Give This Year

THE SILK SHOP, 1517 Douglas, are not only solving the difficult problem of a gift at once suitable and at the same time acceptable to the names on the gift list which represent the fairer members of the family and friendship circle.

Personal Attention and Expert Advice Have Proved Business Builders for Beauty Shop.

MISS PRUDIE of the Le Bijou Shop, 267 South Eighteenth street, Atlantic 0951, is responsible for the personal attention and expert advice which the patrons of her shop have enjoyed.

Gifts to Delight Her on Christmas Morning

DAINTY decorated softly silken Wool Frocks for All 'Round Winter Wear. TO BE worn under the luxurious for wrap is the chosen frock for winter, the silken wool frock of exquisite tailoring.

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