## Gift Certificates

Are certainly the most convenient and probably the most appreciated form of gift giving, for the recipient is at liberty to select from our wonder assortments in every department.



## Plum Pudding and Fruit Cake

Made by our tea room chef. Orders taken in cafeteria and tea room. They assure the success of Christmas dinner.

Cakes are packed in attractive beauty boxes and plum pudding is in its original mold so that it may be steamed up and served piping

Tea Room-Seventh Floor-Cafetera-Basemen

# Candy Specials

fancy box of assorted 3 pounds .... \$1.00 Assorted nut top chocolates, pound. 49c Milk chocolate stars, pound..... Fresh salted pea-24c nuts, pound ..... brittle, pound.... 29c 500 Pieces of Women's

Jersey Silk Undergarments Sale Priced

First quality Jersey silk underwear, selling. Here you will find the loveli-est garments for gifts, vests, bloomers, step-ins and envelope chemises in flesh, white, maize and orchid. Some are

beautifully trainined with lace, some are daintily embroidered and others trimly tailored. All are well made and cut comfort-

ably large.	
\$4.50 \$2.5	95   \$6.95 S4.65
Value \$2	Value
\$5.00 \$3.3	35 \$7.50 \$5.00
Value	Talue
\$5.50 \$3.6	\$5   \$8.50
Value	- I raide
\$5.95 Value \$3.5	95 \$8.95 \$5.95
Value	Value \$0.30
\$6.75 \$4.5	\$6.35 \$6.35
Value	Value \$0.33
\$10.95 Values	
	Second Floor 471.00

# Gifts for Baby

Coats of cloth or velvet with bonnets to match,

Hand-made silk dresses,

89.00 to \$12.60 \$39.00 to \$50.00 Hand-made dresses, skirts and gowns, priced, each, \$1.25 to \$4.50 Voile dresses in newest styles

and designs. Each. \$2.75 to \$5.95

Velvet panty dresses, \$15.00 to \$23.75 Georgette and chiffon danc-\$10.00 to \$15.75

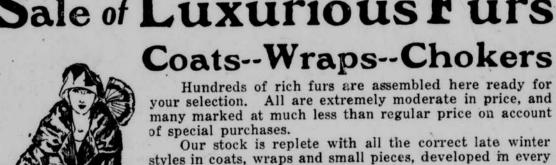
Infants rompers and creepe

Priced, each,
\$1.50 to \$7.50
Record books,
\$1.00 to \$4.50
Shoes, bootees and hose,
75¢ to \$4.50
Bath robes and kimonos,
\$1.50 to \$6.95
Beautiful blankets,
79¢ to \$5.50
Dainty bonnets, priced, each,
89¢ to 3.50



Extraordinary Pre-Christmas

# Sale of Luxurious Furs



popular pelt now in demand. 40-Inch Raccoon Coat with shawl collar, medium cuff and \$245.00

44-Inch Muskrat Coat with shawl collar, 2 stripe cuff and 5 stripe border ..... \$148.50

44-Inch Dark Northern Muskrat coat with zigzag pattern mushroom collar, and large \$298.50 for .....

48-Inch Hudson Seal Coat, with large chin collar and deep cuffs of viat-ka squirrel.. \$875.00 48-Inch Blue Scotch Mole Coat with large chin collar and 10-inch cuff of gray Siberian squirrel, beautifully lined . \$595.00

Chokers—Sale Priced

Two-skin sable choker-\$115.00 to \$195.00 wo-skin mink choker— \$20.50 to \$39.50 ingle sable choker— \$19.50 to \$85.00 Single mink choker— \$22.50

Stone marten chocker \$27.50 to \$59.50

Rose blue fox choker-879.50 Pointed fox choker-\$49.50 to \$79.50 \$18.75 to \$65.00 48-Inch Sealine Coat

With gathered shawl collar and large sleeves with revers- \$1 95 ihle stripe border....

48-Inch Black Caracul Coat with gathering chin collar and of marten.. \$325.00 30-Inch White Coney Coat with

chin collar and sleeves, trimmed with mon- \$75.00 or hand embroidered monokey fur ..... grams in our Handkerchief 32-Inch Black Caracul Coat Department on the Main with taupe fox collar and me-Floor. The prices are moder-\$225.00 ate and the work quickly and nicely done.

48-Inch Hudson Seal Coat with chin collar and large flowing fastening ... \$298.50

48-Inch Hudson Seal Coat with large shawl collar of black fox and large flowing sleeves, with 5-inch band of \$500.00

# Sale of Genuine Diamonds For One Week Beginning December Third

We have secured diamonds of purest color and exquisite luster, all in the latest mountings, and marked them at 25% off, for one week only. We advise you to make an early purchase, and take advantage of the larger assortment.

Off Marked Price

The Christmas spirit of joy reaches its fullest height only with the knowledge of a gift well chosen. There is some one you know, for whom a diamond would be an appropriate selection.

#### Beautiful Rings Set With Genuine Diamonds \$54.38 \$26.25

\$11.25 A fine assortment of 18karat white gold rings set with small, but brilliant dia-

monds. Regular \$15.00 value.

More elaborate mountings with larger stones. All brilliant white in color and of clean quality. Some have sapphire stones in the mounting. Regularly priced at \$72.50.

One of the feature values of our display-a lot of lovely white stones of larger size. Regularly priced at \$35.00.

A large size stone with beautifully carved and pierced white 18karat white gold mountings. We recommend these highly. \$115.00

## Watches, Bar Pins, Scarf Pins and Cuff Links

Full line of diamond bead clasps, diamond emblem pins, each one subject to the same discount.

Bar Pins

\$213.75 to \$337.50 Bar pins of 18-karat white gold with platinum top. All set with sparkling blue white diamonds. Regularly priced from \$285.00 to \$450.00.

**Bracelet Watches** \$50.62 to \$2**62.**50

Highest grade bracelet watch with 17-jewel movement, in an 18-karat case set with sapphires and diamonds. Many styles. Regularly priced \$67.50 to \$350.

Scarf Pins \$9.35 to \$37.50

Scarf pins in new designs. White gold or white and green combinations. Plain and sapto \$50.00 values.

The gift from here is always appreciated because of our reputation for high class merchandise and excellent

### Cuff Links \$33.75 to \$52.12

Diamond and sapphire set cuff links of 18-karat white gold with at \$45.00 to \$69.50.



# Gift Handkerchiefs



MONOGRAMING

Place orders for machine

At 29c

Sheer linen handkerchiefs, made with colored woven borders and 1/4-inch hems.

At 39c

Fine quality colored linen handkerchiefs, daintily hand embroidered.

**At** 59c Madeira handkerchiefs of fine linen with roise point scallops and embroidered corners.

For Men

Great Gray

At 35c

At 75c

Regular size linen handkerders. 4-inch hems.

Fine quality linen handkerchiefs with woven colored bor- chiefs, some with colored woven borders. Various width hems.

Plaid Blankets Soft fluffy blankets for full size beds. They

feel like wool and are neatly stitched at the \$3.75

Cotton Blankets

100 pairs of double gray blankets with fancy colored borders, size 54x74 inches. Spe-

cially priced, \$1.49 pair ..... Sub Wool Blankets

64x76-inch blankets of soft, fluffy gray, with fancy colored borders. An unusual value, \$2.79

## Sale of Blankets Cotton--Part Wool--All Wool

An opportune time to supply your blanket needs

Pair

Cotton Blankets

68x80-inch tan or white blan-

kets of excellent quality. Suit-

able to use as sheet \$2.95

Esmond Comfortables

The celebrated Esmond com-

fortables in floral and block de-

signs. Bound with 3-inch col-

ored ribbon. Size 72x84 inches.

\$6.95 value, \$4.95

for the coming cold weather.

Wool and Cotton Blankets These blankets have

All-Wool Blankets Double blankets, 70x just enough cotton to prevent shrinkage. All the wanted colors.

80 inches in size, and 5 pounds in weights A wide variety of colors from which to choose \$6.75

Pair \$12.95

Silk Mull Comforts Comforts filled with good quality white sanitary cotton. Made with 9-inch border in color to match the center of the com-

fort. Suitable for full size Bath Robe Blankets Blankets in beautiful floral designs with cord and tassel to match. In good colorings, each ..... \$4.95

# Furniture -- the Useful Gift



Spinet Desk

\$24.50 Regular \$32.50 values in Queen Anne or Tudor designed



#### **Book Blocks** \$4.75

End Tables

\$2.98 to \$65.00

Solid mahogany book blocks of great beauty. This will make a wonderful gift.

Tables \$24.50 to \$150.00 Davenport, library, English Italian and dozens of styles. Mahogany and walnut.

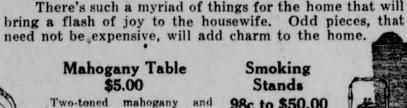
Wespico Mirrors

styles.

Any number of attractive styles and shapes \$15.85 from which to choose ......

Many other useful gifts of furniture, including tea wagons, foot stools, card tables and odd pieces for every room in the house, Shop early and avail yourself of a complete selection of practical

gifts for every member of the family. These need not be paid for at once, our Household Club Plan of Extended Payment enables you to select gifts of the more ex-pensive nature. These are held and delivered when you want them.



98c to \$50.00 Mahogany and walnut smoking stands and cabinets in variety of Mahogany, walnut and decoratsizes and shapes. ed tables in many attractive

> Desks \$24.50 to \$150.00

Spinet, secretaire, Hutch cabinet, wall and bedroom in all roods and finishes.

Chairs and Rockers \$7.50 to \$200.00 Cane, windsor and upholstered

chairs, of all shapes, sizes and

description.



# A Real Live Wild Animal Show

No Admission Charge---Starts Tuesday---Entrance, 17th and Howard You've heard of "the animal fair, the birds and the beasts were there," and that's just what

you'll find in this great big Wild Animal Show. Just think-there's a baby element, a baby camel (one of the three in the whole United States) there's lions and panthers and all kinds of bears. both large and small monkeys, whole cages of them-birds that really and truly talk, and many, many more animals which you've never seen, including-



Female Puma

Rocking Shoo Fly \$2.98

Rocking

Shoo Fly. 33

inches long,

and 18 inches

high, with seat for the hiddies, Pain

ed wise and

Cockatoos Male Puma

Indian Civet

Nubian Lion Coati-mundi African Leopard Panthers

Bay Lynx

African Lion Cub Bears Jaguar Cub

This show is your very own-it's free to all the boys and girls of Omaha. Have your father, mother, sister or brother bring you—they'll enjoy it, too!

## Santa Claus

Toy Town is the home of Santa Claus when in Omaha. You will find him in our Downstairs Store most any time of day. If you haven't seen him or wish to talk with him again, come in tomor-

## Fairyland

Have you seen our wondarful 'Fairyland" with the Beauthful Fairy Princess and her gnome witendants, the Candy Mine and numers, the Sunken Gardens and Fairy City? Don't miss it.



o, or paaned erephant whose mother died from a bruise received in the jungle.

Real Automobile Mama Doll \$1.98 \$8.95 Mama doll



Dad's

Tool Chest

\$3.49



China Tea Set

for the little irl, consist-

meter, bumper and other accessories