

Furs a Practical as Well as Beautiful Gift--Shopping News From Store of Individual Shops

GOLDSTEIN-CHAPMAN'S, Sixteenth and Farnam, present to holiday shoppers a showing of fur gifts specially priced for gifting purposes. Fur chokers and scarfs in a price range from \$5.95, \$12.50 to \$24.50. At \$5.95 are Fitch and Opposum pieces; in the \$12.50 group Thibet scarfs in gray, beige and white; priced at \$24.50 Fox scarfs in brown and taupe. For pre-holiday buying are coat values at \$98.50 up. Interesting.

PREHOLIDAY SALE OF LAMPS COMPLETE WITH SHADES.

GOLDSTEIN-CHAPMAN'S drapery department on the second floor has a lovely showing of polychrome base bridge lamps which they're placing on sale just before Christmas, complete with shades, \$16.75. Ideal for brightening the guest room for the holidays, sunfast voile curtains with valance drape across the top, double ruffled, choice of orchid or holly, \$6.45.

LINGERIE SHOP MOVES TO MAIN FLOOR--AN INTERESTING NOTE FOR THE CHRISTMAS SHOPPING BOOK.

GOLDSTEIN-CHAPMAN'S Lingerie shop, greatly enlarged, has moved down to the main floor, an interesting note for the Christmas shopping book! Here you'll find, in holly boxes, exquisite little lingerie blouses, \$1.95; blanket robes of fine fashioning, \$4.50 to \$12.00; petticoats in jersey and radium, smartly styled in lovely fabrics, \$3.95; bloomers in jersey in colors gay or somber, as Milady's taste decides, \$3.95; silk gowns, daintily made, embellished in delicately done lace and thread decorations; teddies, \$1.95 to \$5.50; sweaters in the popular vest models and the golf coats of equal favor, \$4.95 to \$6.95. A shop in which to fill one's entire gift list needs.

HATS FOR WEAR AT PALM BEACH AND VENICE CONCLUSIVELY PROVE THE CHARMFUL PSYCHOLOGY OF COLOR.

FLAMINGO crepe in softly draped crown scarf caught under two big pins of enamel is the color note on a little pull-down chapeau of rainbow straw braid at Golstein-Chapman's, conclusive proof of the charming psychology of color--for whether we're bound for sunny verandas of Florida resorts or the awninged patios on California beaches or the gay occasions of our holiday season in Nebraska, we marvel at the color fantasies.

Vividly checkered is a hand-crocheted Afghan, \$15.

Frocks as Lightly Joyous as a Gayly Liting Dance Measure Promise Happiness Through the Hoildays

IN the Edward Reynolds Shop, 1613 Farnam, one will find gayly bouffant little dancing frocks, combinations of taffeta, silken soft chiffons, glittering along edge, round neck and arm holes with gay traceries of gold and silver lace and ribbons--velvets of lustrous softness, sparkling taffetas of vari-tinted beauty combinations of fabrics soft and resistant in quality, an altogether bewitching showing of frocks for holiday donning, \$20, \$30 and \$35. Lovely!

Omaha Art Shop Presents Gifts of Smart Shoe Styles for Holiday Merry-Making.

THE Shoe Market, 320 South Sixteenth street, offers shoes for holiday merry-making. He the opportunity to buy at moderate prices gifts from beauty quality of materials and workman-and art centers the world over. An ship, smartness of fashioning, are exquisite bit of blue glass, the bon bon priced to appeal to purses tided by dish at \$3. A priceless offering, the gift shopping: Satins, dull kicks and golden flower bowl, widespread, \$10, patent models with fancy trims are high and heavy, the brass door stop, quoted at \$8; silver brocade, field a gift to be appreciated by anyone, mouse kid and patent with suede finely framed pictures from foreign trim, effectively strapped, \$9. All of these are to be had as low as \$5. A the models shown up-to-the-minute group of pictures in polychrome in lines. Louis heels with the new frames are priced at \$2.50. A gift semi-stage toe. Hosiery to match is showing not to be found elsewhere--priced from \$1.50 to \$3. Silver and visitors are especially invited during gold hose, \$1.95 and \$2.25. True values.

Let's Go Shopping with Polly

Up on the City Wall are Northern soldiers,
Six of them, who blow bright bugles
Made of brass.
They do not call for troops to wake,
To go to bed, or battle.
Chinese bugles are quite free and purposeless.
They are as much a part of every dawn

As swift, black wings of waking birds
Against a gold-lashed east;
So much a part of dusk,
When soft, smoke blankets
Dim the western fires,
That I shall find
The twilight incomplete in other lands.

—Chinese Bugles by Dorothy Roze, Harpers, December, 1923.

HY-TEX BRICK

COLORS THAT REPRESENT NATURE'S OWN BEAUTY IN IMPERISHABLE MATERIAL VARYING IN TEXTURE AND REPRODUCED IN FOREST SHADES--GREEN, PURPLE, BROWN AND AUTUMN.

PLAN OF SECOND FLOOR

PLAN OF FIRST FLOOR

Why Not Build a Home With That Christmas Gift Check?

It's a good time of the year to change that remark of yours "When I build a home" to "I'm building a new home," this made possible by the Christmas gift check. And it goes without saying that when you build a home it is going to be of the Hydraulic-Press Brick Company's exquisite brick product, Hy-Tex, which has so engaged the admiration of Omaha's first families that one has but to drive through the city to see palatial homes now under construction, all of them attesting the artistic properties in texture and tint of the Hydraulic-Press Brick Company's manufacturing artistry. No matter what the type of architecture chosen, the size or shape of the lot on which the home is to be built, the showing in the Hydraulic-Press Brick Company's showroom on the main floor of the WOW Bldg., Fourteenth and Farnam, will furnish the brick best suited to your needs. You'll find here men well versed in the art of home building who will not only discuss with you the properties of brick but will show you the different brick as they will look in the living wall when put together with the various tinted mortars. A Hy-Tex home for beauty.

Little "Last Minute" Dance Frocks Need but a Drape Here, an Ornament There

THOMPSON-HAZEN'S Silk Shop, 313 South Sixteenth street, Cornwell Hotel Bldg., have materials wondrously adapted to the draping required of busy fingers who fashion a "Last Minute" dance frock: Satin Crepe, \$3.45, \$3.95 and \$4.95; Satin Panna, \$4.50; Brocaded Crepes, \$3.50 to \$5.50; Printed Charming exquisite when combined with velvet, a new Mallinson creation whose design has been called Belleau Wood, 40 inches wide it is \$5.95; Cleopatra blue and gold, it is best combined with a blue of the same shade in chiffon velvet, 42 inches wide it is \$6.95. This same velvet, all silk, may also be had in a lovely line of colors and in black. Samples sent the same day orders are received by the mail order department of this silk shop. Values extraordinary.

For gifts this silk shop has arranged the following: Muffler silks in the desired colorings, 24 inch width, \$2.50; shirtings, heavy broadcloth with the woven stripes, each broken a bit, very dainty and desirable, \$1.95; tubular vestings of a drop stitch effect, a three-quarter yard piece which costs about \$1 is sufficient; radiant silks for pajamas and the lingerie gift, \$1.75.

A cross-stitched and hand-quilted spread for the small person carries very interesting Mother Goose pictures, \$15.

Omaha Florist Prepares for Christmas

JOHNSON Bath, Florist, Eighteenth and Farnam, Jackson 1906, is a very person indeed in his preparations for the Christmas rush. You will find his shop well equipped to handle the orders from those who find that it is indeed a happy way to wish Merry Christmas via the flower route. "Christmas thoughts conveyed by flowers," whimsically remarked Mr. Bath. A shop whose service is always an assurance of prompt deliveries, flowers carefully wrapped, properly packed. Oh, yes, my dear, distance is no obstacle to Bath service, they'll telegraph flower gifts for you in manner most pleasing.

For Faith 'Tis the Wisp of a Feather Fan Which Blows Straws of Romance This Way and That

THOMPSON-BELDEN'S have lovely new fans to be purchased for gifting purposes or for the correct color note struck in Milady's costumes during the gay holiday season now at hand. Ostrich feathers, every one, seems to be curled this way and that, fairy lookouts in a world of romance. Lady Fair! Three big tips, the central one much longer than those at either side is a deep gold tinted dream on amber sticks, \$5. A bit of a thing, the blue feathered affair on ivory sticks, \$1.50. Exquisite combination of colors, rose feathers mounted on tortoise shell, \$2, the coral feathers on white, \$2. Truly regal, a rarely lovely gift, five tips on tortoise sticks, \$15, or a single feather on either dark or white stick, \$10.75.

To cover the telephone, a big crepe paper flower of exotic beauty, \$1.50.

Jet Combs Which Might Have Hailed Painted China Gift Pieces Added to From Sunny France, Full of Charm When Placed at Coquettish Angles.

THE F. M. Schadel & Co. hair department, 1522 Douglas street, JA. 2870, suggest as gift of allure, the Spanish combs of black set with jet in solid lines. Exquisite gifts, \$6 to \$9. Charming combs in shell are shown from \$1 up. Pretty ing, lovely decoration, \$12.75; big nut new barrettes are shown from 50 cents up to \$2, these for every hairdress, in colors to match every frock. \$5. Hand-dressed dolls, line after bracelets either singly or in sets, 50 line of them, in this shop. Have you seen them?

Gifts That Last in Profusion of Beauty Presented in Well-Known Omaha Jewel Shop--The Treasured Gift Is the Jewel Gift--Its Loveliness of Duration Even to a Lifetime of Possession

THE John Henrikson Jewel Shop Christmas display for the season 1923 makes everyone quite in accord when one declares that the gift of acceptability on Christmas morning is the gift that lasts. Essentially a gift that lasts is the jewel gift, for one often sees a diamond worn proudly in the second, third and even fourth generation, not one but several lifetimes. Listed for the convenience of the busy shopping persons are the following:

- FOR HER--A diamond ring, \$15 to \$500, the rarely beautiful new mountings in white gold and platinum.
- FOR HIM--The gift of all gifts for a man, a watch, \$25 to \$80.
- FOR MOTHER--Platinum bar pin, \$45, or platinum and diamond dinner ring, \$200.
- FOR FATHER--To mark the happy days of many happy years, a prideful possession, \$20 to \$85.
- FOR SISTER--Strand of Richelieu pearls, \$25.
- FOR BIG BROTHER--Solid gold watch chain, \$20.
- FOR LITTLE BROTHER--Knife, fork and spoon set, sterling silver, \$7.50.
- FOR LITTLE SISTER--Add-A-Pearl necklace, genuine pearls, \$5 to \$25.
- FOR SON--Smoking set of unusual usefulness, interesting detail, \$20.
- FOR DAUGHTER--The gift of true loveliness, the costume addition to strike a note of luxury, a gold mesh bag, \$25.
- FOR AUNT--Long string of tiny pearls to be worn double round the neck, \$30.
- FOR UNCLE--Decanter of engraved glass with silver chain and padlock on the unique stopper, \$19.50.
- FOR GRANDMA--Black onyx 14 kt. white gold and platinum bar pin, diamond set, \$27.50.
- FOR GRANDPA--Clear jar of glass, silver lidded, a generous size to keep fresh the holiday cheer, \$10.
- FOR MAID--White gold bar pin with or without stones, \$10.
- FOR MAN--Scarf pin, a gift of lasting usefulness, an assurance of many pleasant wearing occasions, \$10.

In jewel shopping by mail, be sure to give references from your home town bank--you'll enjoy the mail services of this long-established Omaha jewel shop located at Sixteenth and Capitol.

Unique is the cutting of four pieces of onyx in a dinner ring of platinum which carries 17 diamonds, \$200.

Company of Decorative Accomplishments Offers Service Unique in Satisfying Suggestions--Lavish Embellishments

THE Ideal Button & Pleating Company, 3d Floor Brown Block, Sixteenth and Douglas, is an unusually satisfying place to take problems of all kinds if you're puzzled as to the kind of decoration best suited to your bit of apparel, the way to attain a desired effect, often the achievement of the seemingly impossible. The Ideal Button & Pleating Company's expert needle-workers and designers will quickly solve and smooth out all difficulties, a minimum of effort on your part, a decided saving of time. Very often when you're in a truly frantic hurry they'll finish your work so that you can have it the same day. Service! Their watchword at all seasons, not alone at this the busiest (and happiest) time of all the year. If you haven't one of their booklets, write for one. They're free of charge and prove very helpful to the home dressmaker.

"Learn Quick" printed and script blocks have the numbers for an eager little learner, \$2.

Vivid Towels of Linen, Stamped, Ready for That Bit of Embroidery You've Just Time to Do Before Christmas

YE HANDYE KRAFTE SHOPPE, 635 Securities Bldg., Sixteenth and Farnam, has lovely towels in colored linen, each stamped with decorative designs which require but little stitching. Just the few stitches you'll have time for now that Christmas is just 'round the corner. This is the shop where one finds such pretty gifts in hand-made exquisite towels, handkerchiefs, bibs, luncheon sets, Mah Jongh and card table covers, dainty gifties for baby, caps, booties, dresses and cuddle dolls, with a marvelous showing of tiny gifts of imported novelty. Ask one of the artistic ladies who reigns over this pretty huck to how you a towel designed to order with an irresistible little satchet tucked inside its solidly brodered nosegay in lacey fluff. Unique!

A crepe de chine carriage robe and pillow case exquisitely hand-embroidered makes a delightful gift set, \$8.

Blackboards Educative Games Scores, Allen Solly, Ltd., Welch Marketers, Mottos, Pens and Pencils Spell a Merry Christmas.

THE W. R. Dalley Stationery Shop, 313 South Fifteenth street, have an interesting and Welch Marketers, Ltd., showing of gifts: blackboards of hyle-London makers of smart neckwear for plate in 24 by 36 oak frames to hang men. Sobotka's Shop for Men, Ath-on the wall, \$3.75, smaller ones from letic club building, 17th and Douglas, \$1 up; educative games, and novel have an excellent selection in knit and cards in gift packages, \$1.50 to neckwear, so purely silk that when \$1 framed mittens, 45 cents to they're gathered up in one's fingers \$1.50; Crane's fine correspondence pen they "scrunch" delightfully. All overpers in holiday array, 75 cents up; designs of an effectiveness to be Conklin and Eversharp pen and pen-chieved by the discriminating man, oil sets in gold and silver, \$8.50; Cut silk in marvelously smart models, cards, tags and wrappings of rich Neukirk imported and domestic at gaily that fill every holiday need. prices surprisingly moderate.

Silk Underwear Shop Presents Idea of Welcome Newness to Omaha Women--Exquisitely Fashioned Models Made to Order With an Appreciable Saving on Purchase Price

THE Silk Underwear Shop, 528 World-Herald Bldg., Fifteenth and Farnam, is a decidedly new experience to Omaha women, and a most delightful one, for one may have made to order from the models on display in the shop marvelous creations of finest materials at a saving on ready-to-wear pieces, this to introduce the shop to the public. Very full is a nightgown made Jenny neck, lace trimmed, with the wide armholes outlined in the same val edge, a circle of the lace holding in place hand-laid plaids of the silk. On each shoulder and in the center of the lace plaque is a flower ornament with knotted ends of two-toned satin ribbon. In radium, \$12.50; crepe de chene, \$11.50; Georgette, \$10.75. Finely tailored slips of radium are, \$11.45, crepe de chine, \$10.45. Very full bloomers of radium with pointed scallops round knees, \$4.95; crepe de chine, \$4.75. A holiday special in teddy bears is a model trimmed round the top in real flite lace, \$4.95. Lovely! Tea gowns and negligees may be ordered in Milady's chosen color, \$15 to \$29.50. Pajamas in lovely color combinations are, \$11.45 to \$15. Breakfast jackets, \$7.75 to \$8.50. The garment will be delivered one week from order date. Attractive these! Minnie Earl Williams who is in charge of this lovely shop is well known to the Omaha public as a person of unusual business ability. She invites you to visit the new shop for a leisurely viewing of its exquisite.

Sale of Columbia Records Offers Excellent Opportunity to Seeker of Gifts--Blue Label and Red Seal Records of Exquisite Selection

HARTMAN'S, 413 South Sixteenth street, are offering on sale any Columbia record in their stock of 10-inch regular blue label quality, 75c values and the red seal \$1 values at one price, 39c. A placing on sale of their entire catalogue series, which represents a reproduction of the world's foremost artists. In the 12-inch records, regular \$1.25 and \$1.50 values, one may have a choice at 69c. Gift news of startling interest: Make this a musical Christmas.

Corset Shop Obtains Agency of New Stocking Especially Suited to Use of Teachers.

HATTIE PUTMAN in the Barclay Corset Shop, Sixteenth Floor City National Bank building, Sixteenth and Harney, has obtained the agency of a hose which would be splendid as a gift offering to the teachers on your list. A seamless foot for comfort with a fine fitting foot and ankle. This in the Onyx for wearing qualities, \$3. Very moderately priced, \$1.75, are new hose models from a line which pays particular attention to outsize. These with the new elastic tops. Dainty little brassieres for gifting, 50 cents up.

Lady David Ribbon Gifts to Meet the Fastidious Requirements of the Most Critical Recipients.

MRS. N. L. DAVID, 1733 South Twenty-ninth, HA. 6217, creates exquisite ribbons and lace which are so truly fine that the most critical recipient will find them entirely acceptable. Just finished is the little cap of blue moire silk with turn back edge of gold lace. Novelties of all kinds to delight the one who unwraps her gay tissue package on Christmas morning. Fashioned just like daddy's, is a blue quilted robe of Japanese silk, exquisitely embroidered in pink plum blossoms, \$6.95.

Men's Department in Big Store Buys Manufacturer's Line of Sample Bags and Suitcases--Gift Items From Stock

HAYDEN BROS. men's department has bought 700 bags and suitcases, the entire sample line of a New York manufacturer, which they have placed on sale "at about 40 per cent off the lowest wholesale price," to quote Mr. Culkins. In the selected leathers, hand sewed frames, leather lined, they're priced at \$4.98, \$6.95, \$9.95 and up to \$14.98. A representation of values from \$5.50 to \$25. Items of interest from the department are: silk four-hand tea 49c and 69c; Angora mufflers, values to \$3, now, \$1.50; men's sweaters and sport coats, all wool, \$2.95 to \$5.95; Manhattan shirts, \$2.50 to \$10; Pajamas, outing, silk, nainsook, \$1.25 to \$10. Fownes dress gloves, gray, tan and brown, \$2.50.

"Bummy Stocking" is a cuddly sort of little fellow, soft and comfy for tiny fingers. In all colors--a person to hold close to a child's heart, \$1.50.

Books and Toys, "A Thousand Joys," for Omaha Girls and Boys on Christmas Morning

MATTHEWS BOOK STORE, 1628 Harney, is a place of magic the last few days before Christmas, for there are literally thousands of things to bring the joyous sparkle to children's eyes. Books of an exquisite nicety of binding, type and illustration of which we never dreamed in our childhood days--books by famous writers who well know how to gather up the threads of imagination, weaving a fabric of dreams to carry the child into the happiest world he will ever know, the Land of Make Believe.

- Once Upon a Time stories, 75c; Really Truly Fairy Tales, 75c.
- Roly Poly, 75c. All these in words easily read by a young person of 7 years.
- Remember Rhymes, \$2.00; Mother Goose in Prose, \$2.50; Wonder Book of Mother Goose, \$2.50; Mother Goose (Volland edition), \$3.00; Boys and Girls of Bookland, \$2.00. (A lovely big, flat book in which are the graciously lovely pictures by Jessie Wilcox Smith--stories by Nora Archibald Smith.) The Asson Children, \$2.00.
- Old, Old Tales Retold, \$2.50 a gift book of such exquisiteness of binding that it might well take its place among priceless editions of the finest library.
- In the floor below toy room one finds hundreds of the tiny imported toys which never fail to delight the fanciful hearts of children: In a foreign-made merry-go-round the tiny figures really "go round" much to the delight of the assembled kiddies, 40c.
- Arranged according to the "best musical directors" dictates are the musicians in a doll-house size orchestra pit, each member with his own tiny music stand before him, \$1.
- A glass carafe with glass fitting tightly over the top is of a size to hold a drink or two (three-drop capacity) for Miss Doll, 20c.
- "Lollyanna" is a ready to make doll clothes set containing a dress with the lace laid on ready to sew, also thread, snaps and thimble, 40c.
- New Bathroom sets to make modern the doll house are delightful indeed with real faucets, tub, lavatory and stool, \$4.
- "Little Dolly All-Fair" sets carry perfume, powder, cream, face and talcum powder in decorative boxes, \$1.25.
- Sewing Machines that truly sew are \$2.50.
- Electric Irons just like mother's with cord and everything, \$2.50.
- "My Name is Suzie Snail" is the tag carried by a young doll whose cheeks are muchly tearstained.
- Others of the character dollies are the Mad March Hare, the two Frog Footmen, the jolly little monkeys and the patent leather animals.
- For the little birds that hovers round the window sill for crumbs from the holiday table are the tiny enameled bird houses, \$1.50.
- Crowded with tiny furniture pieces, the doll house at, \$3.
- Oh, what joy, a doll sized "electric" player piano, \$2.75.
- "Instructo" blocks in letter shapes enable the youthful person to write big signs for his play store, and to make all the words needed in his business career, \$2.35.
- Tool chests for the "handy man about the house" the little man of two or three years, \$4.50.
- Nine piece aluminum kitchen sets of a size to cook enough for a little hostess and her tiny visitors, \$1.50.
- Bird Out-Animals or Birds are 35c a set.
- Foreign Made Jack-in-the-Boxes, 35c.

Send check with order, please, and give us enough time to pack and ship before Santa is started on his way