

# Let's Go Shopping with Jolly



What wind brings  
To the lagging sail,  
Rain to the drooping flower,  
Sweet fire  
And the broken bread  
And song's peace  
To the lonely hour,  
You bring,

And blithely, to your kind,  
You come, and lo!  
The sail is spread,  
The flower dances in the sun,  
The heart leaps heavenward  
Like flame—  
And God is in the broken bread.

To a Friend—By HARRY LEE.

## To You All --- A Happy New Year

THE beginning of the new year—a happy one may it be for you and yours, is the wish from your shopping lady. So much for the more intimate side, the heart interest one might call it. From a shopping viewpoint, the sales begin on Monday and Wednesday, January clearance and white sales which represent much in savings for the family exchequer. Please order early and send money with orders.

**Finely Made Frames for Framing of Christmas Photographs or Imported Prints Priced Very Low**

THE Brandeis picture department, sixth floor, have placed on sale hand-made picture frames, beautiful ones, values up to \$22 in a group sale pricing of \$4.95. These in 11x14 afford a splendid opportunity for the framing of the precious large gift photographs you received at Christmas time, or the finish exquisite for an imported print which one can afford to buy when the frame costs so little. Smaller frames offered at sale prices are grouped as follows: 39c, 79c, 98c and \$1.49. News!

**New Year's Day Dinner Plans Announced by Popular Cafe Owners.**

THE Timm, Wellington Inn, 1819 Farnam, are making most interesting plans for New Year's day—and the dinner menus are exceedingly interesting to those who have experienced the holiday culinary successes of Mrs. Cooke. In making reservations you may have a family service table if you desire. Quiet, unobtrusive service that distinguishes the Timm is an assurance to delight the fastidious holiday guest.

A bit obscure, the combination set for a child's Christmas tree gift, box containing knives, forks and spoons for the spreading of Dolly's Christmas feast, with an embroidery outfit in toto, \$1.60.

**Art Exchange Gift Shop a Place to Learn the New Gift Arts.**

THE Book and Gift Shoppe, second floor Eushman block, 16th and Douglas, will not only market your "made-at-home" wares in needlework and painting, but will give you lessons as well in the various new gift arts, painting of weeds and ovely gesso work for polychrome picture and mirror frames, glove candy and cigar boxes.

A favor for one of the big holiday dances is a giant rose of paper mounted on long stick with streamers of black tulle, rosebud weighted. In the heart of the flower is concealed a vanity mirror, its backing a dainty powder puff.

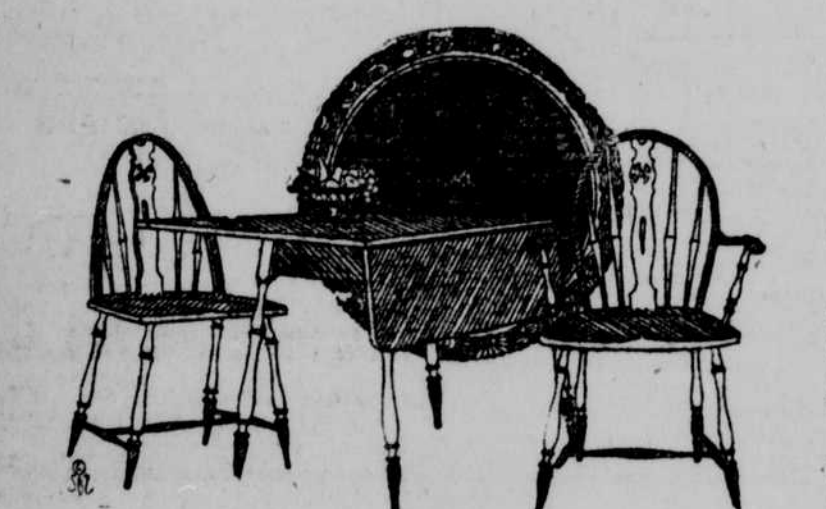
**Veritable Mountains of Merchandise From World Markets Offered in White Sale**

THE Brandeis Stores have been preparing for weeks for their January White Sale, a stupendous buying occasion as every wise shopper knows. This great sale will begin on Monday, December 31, with a display in every department of the store of veritable "mountains" of merchandise. Just the things you want in linens, domestics, towels, muslin and silk underwear, draperies, infants wear, embroideries and lace, gowns, vests, step-in trousers, petticoats, slips, camisoles and bloomers. The sale for which you've waited. Out-of-town customers should send itemized lists as early as possible to avoid disappointment, for the sale is a fast moving one, remember.

Italian glass gift pieces with hand-blown flowers in contrasting colors furnish the answer affirmatively to our question, "What will the gift be this year?"

**Jewel Shop Announces First Annual January Clearance Sale**

THE Reese Jewel Shop, Sixteenth and Harney, announces an annual January clearance sale, their first one. This, shoppers dear, is a sale which affords many opportunities for buying at an appreciable savings. In the jewelry art which are worth much more. Rings, watches, pearls, vanities, mesh bags, cigarette cases, flasks, cuff links, emblems of all descriptions, silver and glass, offerings that represent veritable "buys" at their original pricings, doubly appealing at "January Clearance Sale" prices.



**Furniture Store Quotes Prices of Remarkable Lowness on Sets for the Entire Home—Pleasing Prices on Occasional Chairs and Odd Pieces for the Whole House**

CORTE-ALDOUS-HUNT, Twenty-fourth and Farnam, have assembled an unusual showing of luxurious suites for bedroom, living and dining room. All of them now offered at prices of appreciable lowness. For the carrying out of interior decorating schemes are odd chairs, tables, cabinets, benches, stools and davenport, all exquisite in detail of workmanship, all priced exceedingly low.

**A Happy New Year---and Dinner---at My Popular New Cafe**

THIS is the New Year's greeting which Alfred Jones, eater and cafe operator, 1909 Douglas, sends his merry friends. So popular has the cafe been since Mr. Jones opened it that he has added another dining room. Proof! On New Year's day there will be a plate dinner at \$1.25 selected from a menu comprised of turkey, chicken and steak as the main items in an arrangement of dinner delicacies which prove to conclusion the reason for Mr. Jones' popularity among those who delight to eat away from home. Service in the new cafe from 6 a. m. to 2 p. m.

**When You Need the Services of a Decorator of Styleful Apparel**

YOU will find that the experts engaged on the staff of the Ideal Button & Pleating company, third floor of the Brown Block, Sixteenth and Douglas, will fill every decorative need. Buttons to be sure, these in every conceivable size and shape, quantities of them made from infinitely small scraps of your silks or woolsens. Pleatings and embroideries, too, nothing too large or too small in a decorative way to engage their attention and skill. They'll gladly send one of their catalogs on request.

**YOU DO NOT HAVE TO LIVE OUTSIDE OF OMAHA TO ENJOY THE BEE'S FREE SHIPPING SERVICE**

CALL ATLANTIC 1000

**POLLY THE SHOPPER WILL TAKE YOUR SHOPPING REQUESTS.**

Initials, Monogram Arrangements and Delicately Wrought Handwork in This Gift Shop.

Y E Handy Krafte Shoppe, 635 Securities bldg., 16th and Farnam, will stitch a beautiful letter or monogram on your new linens which will add immeasurably to the pleasure they afford you with each using. In fact, they'll do any dainty bit of handwork you desire in manner most skilful.

With gray-blue velvet and a motif of iridescent sequins. Worth convincing us that a draped frock may be tubular.



**Exclusive Shop Offers Stock Representing the Desirable in Adaptations and Copies of Rarely Beautiful Imported Apparel at Price Reductions of Fifty Per Cent**

LA BOSCHIN, Hotel Fontenelle, Eighteenth and Douglas, the exclusive shop which breathes the fashion influence of Parisian ateliers, announces a 50 per cent reduction on a stock collected by La Boschini herself who has won marvelous prestige for her wisdom in selecting the "wearable" from Parisian imports, these to be copied in detail or adapted as the case may be for her Omaha clientele. Dresses, coats, suits, millinery and furs, a delightfully modern showing of the desirable in fashion-fine apparel at prices just one-half their original markings. A marvelous opportunity.

**One-Half Price Sale on Winter Dresses, Coats, Suits and Furs.**

G OLDSTEIN-CHAPMAN'S Sixteenth and Farnam, are offering splendid values in their one-half price sale on winter dresses, coats and furs. The season's smartest stylings, the manufacturers' finest fabric masterpieces, a combination to convince the craftiest among shoppers, will be found in the Goldstein-Chapman sale. Values to encourage a following of values to be found in this store of specialty shops.

In Chanel's costume complete the matching is somewhat overlooked; amber velvet is banded with kolinsky fur for the wrap; the frock is blonde georgette crepe with gold fringe.

**Fur Coats of Unusual Exquisiteness Cling in Lines of the Most Popular "Wrap Around" Mode or Gracefully Exploit the "Straightline" Silhouette**

THOMPSON-BELDEN'S fur department presents unusual "buys" to the shopping public this year—noteable among the values offered a group of 48-inch Hudson seal exquisites in marten and gray squirrel collars and cuffs at a group price of \$295. Most unusual sale price you'll agree after seeing these coats which follow the latest and loveliest of Dame Mode's fashion lines in both "Wrap Around" and "Straightline" models. A bit of sale news of piping importance.

For a young person's hat the white moire silk hat, box, handpainted, \$4.95.

**January Clearance and White Sale Combined.**

H AYDEN BROS. will have a combination January Clearance and White Sale this year. This great store, always noted for splendid buying facilities which enable them to sell at a close profit margin gives the buying public an assurance that in this big combination sale they have indeed outdone themselves. Your biggest shopping bag, madam, when you attend the January sales at Hayden's this year, for I'm sure you'll buy a great many of the lovely things offered.

From "little girl" sizes to "grown up" are the new rubber aprons, soft in coloring, wholly desirable with tiny butterfly pockets, 75 cents to \$1.75.

**A Wonder Showing of Jewel Pieces to Be Purchased by Delighted Owners of Christmas Gift Checks**

THE C. B. Brown Jewel Shop, 220 South Sixteenth St., has a wonder showing of exquisite jewel creations for the proud possessors of Christmas gift checks. The new conceptions in bar pins, exquisite shapings in combination oval-oblong loveliness, platinum in hand pierced intricacies of design to hold the marvelous diamonds of various sizing. Rings that tell in each detail of the artistry of dreamers who alone in the world of art achieve the wonderful rings which tell of love enduring, the message every lover would send with the multitudinous glintings of the priceless jewels in platinum ring mountings. A multitude of gift selections for the happy recipients of Christmas gift money.

**Much of Character May Be Expressed by the Graceful Lines of Milady's Coiffure if She Employs the Artists**

H EED YE! Heed ye! The coiffure is often the keynote to character, for many people judge and correctly too the appearance of Milady's coiffure, the texture of skin, the skillful shaping of her shell-like nails. 'Tis indeed a wise woman who realizes the importance which she should attach to the building of her coiffure, employing the artist in hair dressing and beauty culture of skin and scalp to properly care for her grooming. Many things are to be taken into consideration, the type of dainty femininity which Milady herself represents, the gown which the coiffure is to gloriously crown, the occasion which her queenly loveliness is to grace. All of these and more does Mr. Roberts of the Burgess-Nash Black and White Room, take into consideration when he establishes a new face-framing of feminine beauty. A consultation with him will successfully and becomingly solve your problems madam et madamoiselle.

**Jewel Gift Shop Arranges Window Filled With Gifts to Be Bought if One's Christmas Gift Check Is Written for \$25**

S URPRISINGLY helpful is a window arranged by the John Henrickson Jewel Gift Shop, Sixteenth and Capitol, in which the possessor of the Christmas gift check will find a surprising array of gifts to be purchased for \$25. Diamonds in rings, scarf and bar pins, birth stones in little finger rings, mesh bags and silver vanities, pearl beads and earrings, wrist watches in white gold with sapphire stem heads, and watches for men in the new thin model cases so popular this year, cuff links, cut glass flower containers of queenly beauty, silver services in flat service pieces and hollow ware of impressive loveliness. A window which represents a goodly number of different preferences, a wide range of personalities.

**"Greatest Linen Sale in Store's History," States Department Head, "Merchandise Absolutely Perfect---No Seconds Shown"**

B URGESS-NASH linen department, 2d floor, is offering only the best merchandise for their annual white sale, no seconds will be seen in any of the sale items advertised. A refreshing situation is it not? Now for the sale items just as I noted them in an interview with the head of the department. In ordering please clip the list, it will make matters much more simple for one who signs herself "Polly."

The celebrated "Derrynvale Irish Linen" table cloths and napkins—an unusually fine quality of linen table cloths and napkins carried only by Burgess-Nash in Omaha. Woven from the quality flax which gives them a beauty and finish which is retained after launderings. The following prices represent but one of the many qualities of this linen in the stock:

2x2 yard cloth.....\$6.45	2x2 1/2 yard cloth.....\$8.25	2x3 yard cloth.....\$9.75
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Dinner size napkins to match, \$5.50 a dozen. These come in six very beautiful designs and are suitable for use on the new style in dining tables.

Irish Linen crash toweling, the kind that leaves no lint, a 60c quality, 15c a yard.

Henstitched linen luncheon napkins, very fine quality, 24c each.

Handmade Madeira linens, 2,000 pieces in dollars, center pieces, lunch cloths, banquet cloths, scarfs, pillow cases, towels and luncheon sets—these marked at prices so economically inclined housekeeper a hold overlook.

A linen sale to command intent concentration on the values represented madam!

**No Shop More Surely Indicates the Beginning of the Springtime Style Season Than the Shop of Chic Chapeaux**

M ISS Shanahan in her shop of modish millinery in the Julius Orkin store, 1512 Douglas, has assembled chic chapeaux which sing a song of springtime. Each lovely model is in itself a telling of the joyousness of spring sunshine, the exquisiteness of showers falling through the sunshine itself, a birth to the rainbow tinted silks and straws which so gloriously fit into our modes of stylish costuming. The prices—moderate indeed.

**Omaha Tailor Sells Men's Overcoats A Visit to This Showing of Chinese Treasure Pieces an Education.**

L KNEETER, tailor, second floor, 1916 Farnam, is offering on sale men's overcoats worth \$40 and \$45 for a sale price on the entire group of \$30. These, in pretty shades of gray, tan and brown, are sized 36, 38, 40 and 42. Also offered at a sacrificial price is a beautiful black coat trimmed in silky taupe fox fur, a marvelous "buy" at the price quoted.

If you're puzzling as to what your Christmas gift check will best buy, you'll value the suggestion that it would be a pleasant reminder of the giver throughout many years to come if it went to purchase a Seth Thomas kitchen clock. One of the new round ones, in white enamel, specially baked for kitchen wearableness, \$15.

**The Kind of Food You Most Enjoy Has Found a Place on New Year's Day Menu**

THE Metropolitan Dining Room, Hotel Keen, Eighteenth and Harney, has arranged a menu for New Year's day dinners which they're planning to serve from noon until 9 o'clock in the evening which is sure to have its appeal for even the most fastidious among epicures. No matter how cunning you may be in planning, your success could be no more exalted than Paul's, for he has placed on the list the very dishes which he knows you most enjoy. Your dinner will be served family style if you wish.

Hand painted satin in Baby Blue is a carriage pillow with big ribbon bow, \$3.50.

**"Brisk Selling of Quality Garments" Is Report From Specialty Shop**

J UST out of the beaten path, 1621 Farnam St., Lamond's Specialty Shop, is enjoying a very satisfactory business in their after-Christmas sale of models which embody unusual styles and splendid qualities in workmanship and wool and silken fabrics used. Especially to be noted among sale models offered are the coats and dresses. Garments in this shop are sold on a basis of "Greatest values for the price you pay," rather than greatest discount from a certain marked price. An interesting feature of their sale which has its appeal to the thoughtful buyer.

Seven and nine threads pulled through the linen of one of the little hand wrought handkerchiefs has a tiny rosebud on each thread; these with cross stitched edges are, \$1.75 each.



**For Those Who Appreciate the Luxurious in Silk Undergarments ---Apparel Pieces of Finest Weave With an Assurance of Enduring Wearing Qualities**

M INNIE EARL WILLIAMS, in her new Silk Underwear Shop, 523 World Herald Building, Fifteenth and Farnam, presents to Omaha women the new and lovely in silken under apparel, "Luxury Knit" which in rich lustrousness and assurance of long wear far surpasses any silken wear it has been my lot to see. An admirable way to invest the Christmas gift money is suggested by the sets assembled by Miss Williams. These include Luxury Knit vest, step-in, teddies and petticoats to match in the chosen colors of the fashion world, peach, orchid and flesh. You will marvel at the beauty of the Lady Tiffany silk hose shown in this shop, 50 shades to be exact, a color range which affords absolute matching of any frock, gown or whimsical fancy.

"The delightful fragrance in this Rose Bag was produced after several years' experimenting—trying to produce a perfume for sachet that is lasting—thus a process of freezing this fragrance is developed, lasting from three to five years." This is copied from a card which is enclosed with each potpourri of rose leaves and flowers in chiffon coverings on sale in the Omaha shop. The gift pieces of rare fragrance range in price from the tiny offering at 50c to the great box rose decorated which is filled by a silver and mauve chiffon in creation which holds thousands of tiny Sweetheart rosebuds for the bride. This at \$1.

**A Lovely Way to Spend Your Christmas Check**

THOMPSON-HAZEN'S Silk Shop, 315 South Sixteenth street, have priced some of their loveliest fabrics for the spending of milady's Christmas gift check—and what a glorious creation the gown will be—ginting color and metal in a soft crepey metal texture. Formerly \$15, now \$10.95; moire metal cloth is \$7.50 in its new pricing. For combining with these, crepe chiffons in vivid evening shades, \$1.95, this a \$2.25 value.

Decorations, Favors and Plans to Interest the Holiday Hostess.

THE Pomgranite Shop, 303 Gardner Block, Seventeenth and Dodge streets, makes the kind of decorations and favors that bring delighted chuckles from the guests. This week tiny white birds carry on their funny necks calendars for the new year. Fanciful, freakish, wholly delightful!

The Beauvais stitch is French embroidery in its last-minute form. For a costume designed by Groult, colored wool Beauvais embroidery is used on heavy black crepe.

**HAPPY NEW YEAR**

*Polly*

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