

For a Truly Wonderful Christmas—"Shop Early, Lay-Away a Gift A Day"

Key to making the glorious Christmas Holiday the most perfect event of the year — one full of joy, one free from any shadow of disappointment for you and your loved ones — is all wrapped up in just two simple little words: SHOP EARLY.

Here, today, with presentation of this special section devoted entirely to pre-venting the wonderfully glamorous, the excitingly practical gifts in store for everyone, comes both the "GET READY" and the "GO" signal for this Christmas season.

"Get Ready" by letting your eyes roam these pages. Here you'll find hosts of suggestions that will spark really brilliant gift giving ideas.

Make notes as you go along, for gift ideas are direct-

ly associated with people — the people you love — and you'll want to remember the suggestions that these pages will spark for Sister and Brother and Aunt Emma and Uncle Joe and for the postman too.

"Go" shopping tomorrow. Don't delay. The time for gifting is near, and Old St. Nick is here — with scores of deputies in every store in town — to help you choose from fresh inspiring stocks.

Half the fun of the Christmas season is in choosing the gifts you are going to give. The sooner you start your Christmas shopping, the more fun you are going to have.

Shopping early for gifts means leisurely shopping, time for comparing, for weighing, for selecting sure fire presents for everyone.

Shopping early frees your time for joyful hours spent in wrapping your gifts to enhance their beauty.

Shopping early can be easier on the budget, just as it can be easier on the nerves. For by shopping early — without undue pressure of time or crowds or last minute shoppers — you can shop more wisely.

Shopping early makes it possible for you to plan your gifting so that no one will be forgotten.

Shopping early means that you can take advantage of the convenient Lay-away plans made available for you by the stores.

Pick the gift you want now. Put a small deposit on it and the store will hold it for you to pickup later.

Tuck-away a gift a day, in the stores or in a hide-

away at home — starting tomorrow — and your gift shopping will be untrammelled fun.

Shopping early is a positive "must" if there are loved ones in the armed services or so far away from home they won't be able to be present Christmas morning.

For, in order to mail early — early enough to make certain your gifts are going to arrive on time — you're just going to have to shop early.

So—

Take a tip from Santa Claus, and start your shopping without pause!

Lay-away a gift a day — then at Yuletide, you'll have time to play!



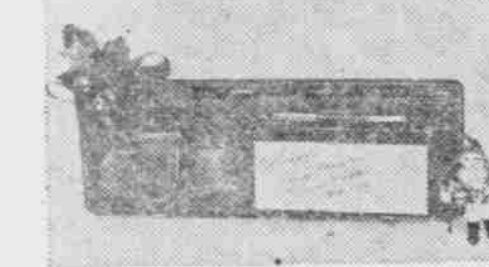
FEN AND PENCIL SETS are good candidates for gift giving to almost everyone. Shown here is the new C/F cartridge filled fountain pen by Waterman, eliminating the ink bottle entirely. Set is handsomely boxed.



FOR AUTO TOURISTS, a folding garment bag and matching duffel, available in patterns to match motor car seat covers or upholstery, suggests the Luggage and Leather



FOR THAT V.I.P. to use on his desk, a perpetual calendar pad, letter opener, desk blotter, single sheet memo pad, or all as a set in matching colors.



FOR THE MOTORIST, a "visor-ette" that clips to the sunshade, holds maps, papers, glasses or tissues, mirror, comb. Nice for either him or her.



ROPES OF BEADS are glittering, fashion-wise gifts, says the Jewelry Industry Council, and comparatively inexpensive.

YEAR ROUND BOON Children's clothes in easy-care materials give the kids a Christmas thrill — are a year-round boon for Mom.

Gifting Time Is Near, and Santa Is Here

Season Opens Officially Tomorrow; New Brilliant Displays to Be Unveiled

'Shop Early' Is Advice from Old St. Nick Who Broadcasts Invitation to Young To Come See His Toyland

The most comprehensive, the most varied and the most brilliant collection of gifts for Christmas giving ever assembled in this city will go on display tomorrow against a gay background of Yuletide decorations when leading stores open their doors to officially launch the happiest season of the year.

The time for gifting is near, and Santa Claus is here with a word of advice for the older folks and a special invitation to the youngsters.

"The earlier you start your shopping, the merrier will your Christmas be," is his tip to the wise.

"Come downtown and see me, and my wonderful collection of new toys," is the invitation he sends to the children. "And the sooner the better," he adds.

Old St. Nick will be present personally in Toyland to welcome the children with a cheery smile and an ear cocked to hear every syllable of their whispered hopes. Scores of eager deputies will be on hand to help Christmas Gift shoppers find their way through the brilliant array of gifts to the right solution for every gift problem.

This special section is devoted to presenting a preview of what is in store for gift shoppers, so that they may actually get a head start on the joy filled task ahead.

Though there are nearly a hundred or more gifts for everyone pictured in this section and literally hundreds of gift giving ideas listed, the picture cannot be complete for simple lack of space. There are many more gifts in many different colors and designs for the discriminating gift giver to inspect in all of the stores.

And it is important to the happiness of the selective shopper that no delay be permitted in viewing the fresh and complete displays because before very long, assortments, sizes, and wanted colors may be depleted.

Gift Lists Broadened Chief characteristic of gifts being featured for gifting this Christmas is their beauty and their festive appearance, no matter what their category. This is as true of the prosaic and practical things as it is of the excitingly glamorous thus vastly broadening the opportunity for giving useful as well as just gay gifts.

The trend is credited to the resourcefulness of American designers in producing useful items at low cost, that are endowed with satisfying eye appeal. One need only examine some of the electrical housewares to get the point. As another example, some of the newer things made for mother to wear around the house.

It is clearly apparent among things for men which must, of course, always be useful as well as attractive, to be most appreciated. It reaches a new height in gifts for the home—for the kitchen as well as the living room, and even for dad's workshop.

There has been a remarkable advance in the design of toys for the children which will be welcomed by parents and yet thrill the youngsters. Toys are far more educational than they ever have been but now they're designed to make it possible for the children to engage in and really enjoy their favorite pastime, which is playing grown up.

Do It Yourself Thus, taking a tip from interests of the older folks, they'll be learning while playing, to "do things themselves."

Heavy emphasis is being directed this year toward the major electrical appliances as gifts that really do something and that keep on giving. Important advances in design have been made here.

And television takes another step forward among the more important gifts — but at lower cost, this year—with the trend toward second sets for the family. There now are fine models available—some of them portable—for less than \$150.

With the gift shopping season starting officially tomorrow there's a new high road to soul satisfying adventure in gift giving opening up for everyone, among the things on display for Christmas 1954.

Christmas Cheer

*Christmas is a children's time
When carollers are gay
And Santa takes his yearly climb
Into his deer-reined sleigh.*

*The evergreens a-glow with light,
The churchbells' merry peal,
Bring magic to the starry night
When hopes and dreams are real.*

*Angelic little girls and boys,
Taking time out to pray
For stockings stuffed with shining toys
Await the coming Day.*

*But Christmas is for grown-ups too
A time of satisfaction
As busy shoppers take their cue
For early gifting action.*

*For every man's a Santa Claus
And every girl's a fairy
Enjoying Christmas-time because
They're making someone merry.*

*It's fun to shop—to see the show
Of gala gifts this year . . .
The world takes on a happy glow
Of heart-felt Christmas cheer!*

—R. H.



REDWING POTTERY

OPEN STOCK



Nationally known and advertised . . . the kind everyone wants. Featured is the popular Midnight Rose Pattern.

16 PIECE STARTER SET ONLY \$13⁹⁵

CHEVY CHASE

CARPET CRAFTSMANSHIP
FROM THE
Mohawk

- new 3-dimensional design brings distinctive beauty to your modern or traditional setting.
- luxurious, deep pile has more spring, gives softer step.
- thick, closely-woven tufts assure lovely, lasting wear.
- six decorator shades—green, beige, nutria, silver grey, meadow green or rose quartz.
- exclusive patented willow weave cannot be duplicated.
- in 27", 9", 12" and 15" widths—for wall-to-wall carpeting or room-size rugs.

\$14⁹⁵ Sq. Yd.

PAINTS — CARPETING — WALLPAPER — FLOOR COVERINGS

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530 MAIN ST.

PHON E 3138

PLATTSMOUTH

The shortest distance to the happiest gift suggestions is a straight line to this "Merry Christmas Store." Here, all under one roof, is the greatest, grandest galaxy of dreams-come-true gifts you've ever seen anywhere, any time. Here are gifts practical and sentimental . . . gifts sumptuous and simple . . . gifts to suit every fancy, pamper every taste, please every pocketbook (including yours!). Here, where the holiday spirit runs high . . . and the prices low . . . you can make your Christmas dollars buy the most happiness for everyone!

They'll Love It . . .

Malibu Modern

OVENPROOF DINNERWARE
DIRECT FROM
HOLLY DALE POTTERIES

Assorted in 8 Brilliant California

Coastline Colors.

Golden Yellow — White — Black

Sable Brown — Driftwood Red — Mist Grey

Grotto Green — Chartreuse

Open Stock \$9³⁰
16 Piece Starter Set

ALL PURCHASES GIFT WRAPPED
OPEN EVENINGS STARTING DECEMBER 17TH

GIFT SUGGESTIONS

DINNERWARE — 32 Piece Set \$8⁹⁵

Blueridge Patterns Only

All Dishes Are Open Stock Here

SWEDISH COFFEE HOTTEN \$8⁹⁵

Hostess Service

INLAND CAROFETTES — Individual \$2⁹⁸

Coffee Service — Prices Start at

LIQUID EMBROIDERY SETS — Complete 69^c

Line Patterns and Stencils, as Low as

TRI-CHEM 75^c

PENS



Our store is brim-ful of fine gifts for everyone — We invite you in to browse through our store and make your selections at leisure.



TOOLS & SUPPLIES
You'll find what you need and want here.
Electric Sanders and Jig Saws

Prices \$14⁹⁵
Start at

Here's

THE ORIGINAL
Tole Craft

with new designs—
with new art objects
to "paint-yourself"



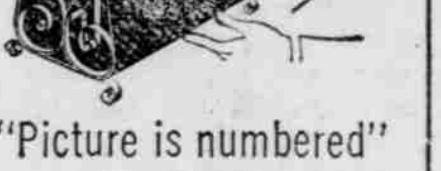
"It's easy! It's fun!"



"Paints are numbered"



"Just match 'em up!"



"Picture is numbered"



"No lessons needed"



"No paint mixing!"



Priced as Low as 69^c