

# Christmas Cheer and Service

## Stores

FOR GROWING OMAHA

### To Mothers

WHO have to bring their little ones with them while they are doing their Christmas shopping, our children's play room in the Pompeian Room is a great comfort.

They can feel assured that the children are amused and given the best of care by competent attendants, while they are shopping in peace.

## Winter Coats in This Sale at Regular Prices

most advantageous purchase and unexpected transaction of years. The "Value" in each coat is accentuated by its

## From Two Large Assortments

at 9:00 A. M. and continues until lots are depleted.

### Group 2--

Wonderful coats, ordinarily sold up to \$45, Monday

At **28<sup>50</sup>**

COATS fashioned of Plush, Velours, Pom Pom, Broadcloth, Kersey, and lined in satin, peau de cygne and fancy silks. Wide range of desirable shades.

Fur trimmings of Nutria, Near-Seal, Opossum, Coney and Fancy Plushes.

SECOND FLOOR



## News of Hosiery

Useful Gift

At the top of the page because--first, in great demand as gifts and for holiday wear; second, because our stocks are unusually large and values exceedingly interesting due to early purchases.

### Women's Silk Hose

In all colors, styles and sizes, thread silk, good colors and good dye. Lisle tops, spliced soles, heels and toes. Black and white, at 1.50



### Women's Hose

Lisle and Fiber Hose, in colors, also white and black, fashioned and seamless, assorted qualities, 59c

### Women's Silk Hose

In black, white and all shades. Extra special value, all thread silk, at 1.00

MAIN FLOOR

### Misses' Thread Silk Hose

In black only, fine ribbed, sizes 6 1/2 to 8 1/2, at 50c

MAIN FLOOR

### Women's Hosiery in Pure Thread Silk

Some are plain, others have embroidered clocks, butterflies and floral designs, have lisle tops, double heels and toes. Colors, black, Cordovan and brown, all the wanted shades, at 2.00

## Christmas

ONCE more it may be merry, at thought of all refugee peoples returning to their lands, and families receiving again the boys who have been so long away. Never, perhaps, has the human heart had so much for which to be happy, and never has it realized how dear friends are, and how precious are the little expressions of love which people are wont to exchange at Christmas time.

Do your shopping early that we may serve you best--and packages to go away should be sent NOW to be safely delivered in time for Christmas

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SECOND FLOOR



## A Column of Useful Gifts

New and Attractive

### Lamps

Floor and Table Lamps, mahogany and gold sticks for Table Lamps, 6.50 to 20.00

SILK SHADES for Floor and Table Lamps, fancy and plain colored silks; 12.50 to 40.00

CRETONNE DOLLIE ROLLS, large variety of colors, ribbon trimmed, 1.75

### Pictures

A VERY large and attractive collection of Wallace-Nutting Hand-Colored Platinum Pictures, 50c, 75c, 1.25, 2.50 and 5.00 Unframed.

THIRD FLOOR

### Brassiers and Bandeaux

IN dainty flesh colored satins, beautifully trimmed in ribbon and fine laces. An unusually attractive gift, from 1.00 up to 5.00

THIRD FLOOR

### Children's Bath Robes

COMFY Quilted Bath Robes, in dainty pinks, blues, and reds, with touches of hand embroidery and ribbon trimmed. Materials are satin, silk and crepe de chine. Prices are very reasonable, 5.98 to 12.50

THIRD FLOOR

### Silk Teddy Bears

CREPE DE CHINE and Wash Satin Teddy Bears, in the strap or high-pointed shoulder effects. Polka-dotted Georgette yokes, beautiful lace insets, dainty rosebud trimmings; ranging in price, from 3.98 to 10.00

THIRD FLOOR

### Fancy Kimonos

FIGURED Satin with accordion-pleated Skirts and jacket effects. Crepe de Chine with Georgette trimmings, beautiful lace effects. From 19.00 to 35.00

THIRD FLOOR

### Bungalow Aprons

A VERY useful as well as acceptable Xmas gift. Come in plain pinks, blues, light-colored percales, checked or plaid ginghams, also dark blue with small white figures. Rick-rack or bias fold trimmings. Large patch pockets, fancy belts. Both regular and extra sizes. Prices, 1.50 to 3.98

THIRD FLOOR

### Tub Silk Petticoats

DARK Persian patterns, with deep tucked flounce; special at 1.95

SECOND FLOOR

## Very Pretty and Comfortable Union Suits

Useful Gift

are probably on the Christmas gift list of a great many women--and whichever quality or sort it may be, the gift will be appreciated most if purchased here--we wish to call attention to the following:

### Women's Italian Silk Vest and Bloomers

Tailored band or bodice top, embroidered fronts in pink or white, regular 3.50. On sale at 2.95

### Women's Italian Silk Union Suits and Envelope Chemise, 3.95

Daintily trimmed with touches of embroidery and lace, pink or white; regularly 5.95, on sale Monday only.

### Boys' and Girls' Union Suits--Two Special Values Monday

Boys' and Girls' fleece lined Union Suits, white or gray; high neck, long sleeves, ankle length; regular 1.25 values, Sizes, 2 to 12 Years. 98c

Boys' and Girls' Wool Union Suits, natural or white; high neck, long sleeve, ankle length; sizes 10 to 18 years. Regular 3.50 to 3.75, on sale, 2.95

### Women's Italian Silk Camisoles

Daintily trimmed with lace or ribbons. Pink. Regularly 1.50, at 69c

### Women's Union Suits

Silk and lisle, mercerized lisle, heavy cotton and fleece lined Union Suits, pink or white; low neck, sleeveless or Dutch neck, elbow sleeve, ankle length; regular and extra sizes. Regular 2.95 values, at 1.95

### Women's Silk and Wool or Wool

Union Suits, low neck, sleeveless or Dutch neck, elbow sleeve, ankle length; regular and extra sizes, on sale, 3.95



MAIN FLOOR

## A Special Purchase and Sale of New Winter Coats for Girls

Sizes 6 to 16 years.

Choice at **15<sup>00</sup>**



SMART, girlish models, some are fur trimmed, lined throughout, cozy and warm, and ideal for school and dress-up wear. You'll have choice of all the new shades and such desirable materials as Velour, Pom Pom, Velour Plush, Velvet and Cheviot, and the values really range up to 22.50.

SECOND FLOOR

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SECOND FLOOR

## Perfectly Lovely New Gift Blouses Just Arrived

They are of splendid quality Georgette Crepe, Crepe de Chine and Satin, at

**4.95 to 10.95**

in pretty white, flesh and suit shades. A host of lovely styles available at these prices. Hand-beaded models, tucked frills and fichus and hand-embroidered models.



Useful Gift

## The Art Dept. Suggests

Useful Gift

Velour, silk and tapestry pillows, round, oblong and fancy shapes, variety of colors--

**4.00 to 32.50 Each**

Lace trimmed, stamped Scarfs, all white, dainty easy designs. Special price, each, 98c. Distinctive gifts for the Kiddies. Made up dresses and rompers, attractive little designs to embroider. Each, 1.00 to 2.75

Economy Parcel Bags of Cretonne, 75c each. Blue Print Scarfs and Squares, Japanese designs, fast colors, each 75c. THIRD FLOOR

## Toys Galore in Spite of Everything--and

Our big Toyland is running full blast. Drums are beating, trains are running and wheels are turning--everything is on the go--and Dear Old Santa Claus is here, too, and wants to meet every little girl and boy from miles around. He's jollier than ever. Come and whisper in his ear of the things you want.

DOWNSTAIRS.

Rocking Horses that rock like "Sixty" 7.50 to 15.00

Our Dolls were never more beautiful. Horsman, Art and Gold Metal, 75c to 15.00

Automobiles "just like Dad's." There are Buicks and Willys-Knights, Cadillacs and Marmons and Fords. The prices are 6.50 to 25.00. Red Cross Ambulances and Delivery Trucks, Wagons and Autos 1.00 to 3.00

Alphabet Blocks. Every little boy and girl likes blocks. Our blocks are the finest grade embossed blocks. Prices from 10c to 1.50. Games, all the new soldier and card games, board games, and, in fact, every kind of game you ever heard of, from 10c to 3.50

The great naval game, Blowing Up the German Navy, battle with two submarines and big battleship, 1.25. One Sub and Battleship, 65c

Every little girl wants a Piano. You will find every kind. Upright and Baby Grand, the prices 50c to 25.00. White Enamel Beds and Mahogany and Oak Beds, at 1.25 to 5.00. China Dishes are hard to get, but we have them, at 15c to 2.50

Velocipede, with iron wheels, 2.50. With rubber tires, 3.50. Ball Bearing 15.00 to 18.00. Children's Driving Reins will make all the noise you want, 25c to 1.50

Rub, a Dub, Dub Drums, Drums, Drums and drums that are hard to beat, 25c to 7.50. Flexible Flyer Sleds, the kinds with the grooved chrome steel runners. They are self-steering. We have them in all sizes 2.50 to 10.00

This Store is Santa Claus' Headquarters.

and Colored Goods Special Prices Monday

ton crepe de chine, quality, dainty evening blouses.

ide, 85c a yard

quality, highly mercerized for street and house every wanted dark

ide, 48c a yard

ck and cotton material designs, stripes light and dark

ide, 69c a yard

ies for aprons and in small checks and

ide, 29c a yard

pure white Bel-

ide, 65c a yard

## Victrolas

Buy Your Victrola Early

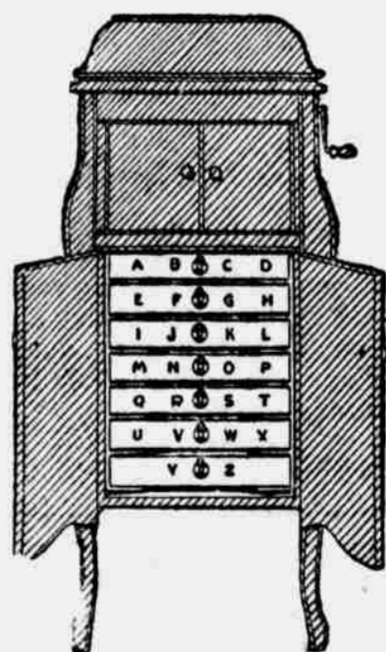
There should be music in every home on Christmas morning.

A Victrola puts it there

But you must not delay. A style for every purse.

POMPEIAN ROOM

Useful Gift



## A Sewing Machine?

An excellent opportunity to make wife or daughter a nice Xmas gift. Buy her the "Free" Sewing Machine. We have a few more that are marred from being used here on the floor, that are selling at greatly reduced prices.

MAIN FLOOR

Useful Gift

