

Let's Shopping with Polly

The warmth of happy memories
Is in our hearts tonight
We may not hear your voices
But none the less we know

The miles of friendly faces
Are in the candlelight
Your thoughts and ours are meeting
In the Christmas candle glow.



MY DEARS: And had you noted that there's a bit of magic in the air and in our hearts? A gloriously exhilarating magic, love for our fellowman engendered by our common interest in the common cause of Christmas shopping, love that makes our eyes a bit brighter and happier, love that gives a softer tone of kindness to each spoken word, a bigger generosity for those with whom we come in contact. Wouldn't it be wonderful to carry such gladness throughout the entire year?

From the Time You See the Bizarre Striped Silken Awning
OF the gift department on the third floor of the Burgess-Nash store, until you leave the attractive showing of the treasures displayed there, you're just one big exclamation point of delight. For it is the unusual that has been gathered together under the gay awning, things of age and dignity, merry and unusual bits gleaned from unusual sources. Bronzes, marbles, china, silks and tapestries. Gift offerings in the unusual piece of furniture, crystals to adorn a sash, mirrors of unusual effect. It is here that you will meet the vague aspirations of your aesthetic longings in the way of gifting.

Be Sure to Make a Note on Your Shopping List
OF the Omaha Stationery Co., 307 South Seventeenth street, opposite the courthouse, for they have a remarkably complete line of Christmas greeting cards, desk sets, the largest assortment in the city of Crane's and Hurd's exclusive gift stationery. Conklin and Waterman fountain pens of recognized dependable quality, and an unusually original line of small leather gift novelties.

Elaborately Trimmed Novelties Found in a Beauty Shop
VIVIDLY tinted satin vanity cases I've found in the Drefold Hair Dressing Parlor, 1001 W. Q. W. Bldg., Fourteenth and Farnam. Long, narrow, exquisitely trimmed in gold and silver laces, with a touch of creamy thread lace round the tiny satin flowers are the satin vanity cases which hold powder and rouge compact cakes with tiny puffs for each, offered at \$3 each. Smaller double cases are \$2; a large compact box for the dressing table is \$2.50, and a single compact case no less decorative is 85c. Hand decorated manicure boxes of glass whose lid, when removed, discloses tiny compartments for various manicure necessities is \$4.50, \$5.50 when filled with the requisites used in this shop.

There's A Bit Of Romance In The Glitter Of A Slipper Buckle
FITTINGLY glowing 'neath mid-lady's party gown of frothy lace and silk. And nothing could make a lovelier gift than the exquisite buckles offered at the Thomas Kilpatrick company's shoe department. Witchingly fine are these rhinestone encrusted buckles ranging in price from \$5 to \$50. From France come the chic creations in cut steel in both plain and bronzed effects, ranging in price from \$10 to \$50, each tiny cutting done by hand, its price depending on the number of points and the fineness of the work. Infinitely careful have been the workmen of the far country making each buckle to last a lifetime of wear on smart foot coverings that play no unimportant part in mid-lady's social plans. Imported beads have been used on the effective shapings of ornament to make individual the finest pumps. You'll find this quite the most satisfactory buckle showing in Omaha for several years. Exquisite Christmas giftings.

Handbags, Smart Overnight Bags, Quality Luggage of All Kinds at 20 Per Cent Reduction.
THE Freiting & Steimle trunk and luggage shop, Eighteenth and Farnam, are offering a startling sale of handbags and quality luggage at a reduction of 20 per cent. Morocco leather handbag trimmed in patent vachette is now \$8. This is beautifully lined in moire silk with large pockets of surprising convenience just under the outer snap band. A popular big square bag of dull leather has long silver snap with banding of black enamel round the edge. A long arm strap and gold lining make this a fascinating buy at \$5.60. The new top-opening overnight bag is lined with rose silk, fitted in ivory vannies, now priced \$28.30. Art leather correspondence cases in brown with dull colors worked into the leather is now but \$3.20. A black vachette overnight bag with lining of gold has the new Tortoise shell fittings and is offered at \$40. A small suitcase in the same finish is but \$26. Luggage for gifts of supreme smartness at prices you'll welcome.

Chiffon velvet handbags have elaborate beaded motifs and frames of carved gold, silver or bronze.
Of Inestimable Satisfaction
IS the chiropody work done by Dr. Irene Johnston of the Comfort Shop, 408 Securities Bldg., Sixteenth and Farnam. Wouldn't it be a comfort to have your feet doctored before the holidays?

Arrangement of Roses Unexpectedly Beautiful
SURPRISINGLY lovely was the arrangement of a mass of pink roses, which I saw on a table the other evening when calling upon a sick friend. When I remarked at the unusual arrangement, my friend of artistic accomplishments said with a sigh of satisfaction, "Oh, well, we always expect John Bath to do something like that." The unusual part of the arrangement lay in the fact that tall statuary Ophelia roses had been used for the central part of the bouquet, which those notoriously growing, heavy-headed Premiers, of a deeper pink had taken the place of a setting round the lower mass of foliage. Between the two "pinks" there was a fragrant mass of Stevia, that lacy, creamy little blossom so charming in combination. When you want something out of the ordinary, I'd suggest calling John Bath, Florist, Eighteenth and Farnam. You'll be delighted, I'm sure.

Jewels of Lavish Loveliness.
YOU may have longed to possess one of the new pearl tassel pendants with topping of platinum and diamonds, the whole suspended on charming narrow, black ribbon. Or your desire for artistic jewel adornment may have taken the shape of an onyx and diamond bracelet, one of the graceful, sinuously flexible creations, which are seen only in the jewel boxes of the discriminating woman. These are the jewels now offered in the great reduction sale at the C. B. Brown jewel shop, Sixteenth and Farnam.

HERZBERG'S Style Shop, 1517 Douglas, have an unusually pleasing line of petticoats for gift offerings this year. Soft dark brown kitten's ear crepe has a double ruffle of finely accoridian pleated silk in brown and green, another in soft tan and blue jersey has a fascinating knee-length ruffle of the two colors in novel color design. The petticoats are of a pleasing gift appearance in their shirred daintiness, a rather interesting change from the petticoat, and a much warmer article of wearing apparel. These are available at the low figure of \$4.95. Exquisitely dainty are the filmy negligees with cascades of creamy silk lace, flying tassels, or the bit more practical affairs in two-toned satin, pink and gold, with corded trim around neck and cuffs. Gifts to delight a lover of the beautiful.

Art Papers for the Home Follow the Pleasant Decorative Plans of Old English China and Oriental Rugs
IN the Sam Newman Paper Shop, Eighteenth and Farnam, they're having a marvelous closing-out sale at below cost prices of all their exquisitely artistic papers. Especially delightful are the living room papers which, in dark brown, living greens, dull old blues, rose and haked yellows, follow the pleasant beauty of old English china decorations, the age-old quaintness of oriental rug designs and coloring. (I'll be glad to send samples of these upon request).

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Sleeves in parti-color, heavily embroidered and flaring at the wrist, are featured.

Decorative Embellishments Without End
ARE shown for your selection when visiting the Ideal Button and Pleating Company, third floor Brown block, Sixteenth and Douglas. Embroideries of vivid hues often all but cover the entire frock of the present fashion season. A little high necked frock seen this week has winding threads of dull old blue over the entire blouse and yardle sash. Brown and pleasant gold is a charming little tulle over these deep gold silk embroidered traceries are made effective by outlining in gold stitches. The great number of machines in this establishment make prompt deliveries assured.

Manicuring an Art in Itself.
THERE'S an undeniable art in manicuring, an art which they have achieved in the Ideal Hair Parlor, room 8, Baldrige block, Twentieth and Farnam. They'll begin now to train the cuticle to a dainty smoothness, the nails to artistic shaping, a perfect manicure achievement, by Christmas time.

There's a Christmas Window
DOWN at A. Bonoff's, 1409 Douglas, which held extreme interest for me the other morning. Everything for Christmas, and at prices you can well afford to pay, a bathrobe in dark blue and red, its square collar, cuffs and pockets trimmed in red satin ribbon bandings—this at \$7.95. Crepe and jersey "petties" at \$4.95, the utility jersey "spotted" at the same price. Of heavy silk the kimono of canary color at \$12.50. Beaded georgette blouses at \$4.95. Muff and scarf in light fox fur for \$19.50; and a fine quality pleated navy serge skirt at \$10.

Charming Gifts of Cordova Leather Unusually Attractive.
THERE is a new shipment of the popular Cordova leather gift offerings in the art department of the A. Hospe Company, 1513 Douglas. Address books and shopping lists may be had at \$1 each but holds at \$1.75 each. An unusual selection, a pleasing price range.

Unusual Offering of Exclusive Tailoring.
JUST returned from the eastern style centers is L. Kneeter the tailor, 506 South Sixteenth street with the news that he is prepared to offer everything new in styles and fabrics, whether in a suit, coat, wrap or frock, at a saving of 25 per cent. If you're not now in need of a tailored garment he is prepared for a reduction on tailored apparel for the spring. The latest degree of styleline is guaranteed with unquestionable perfection of fit.

Especially Large the Picture Offering for the Holidays.
WHICH they have been busily gathering together in the picture department of the Brandeis Stores, southwest corner of the Fourth Floor, Drefold building, color prints, each framed in the color-toned frame to best combine its loveliness with the beauty of the picture. A special holiday pricing is a framed Garden of Allah at \$22.50—one a bit smaller at \$12. And I'm sure you'll all want one of the originally priced \$4 trays which they're offering at \$1.98.

Witching Caps, Chic Ribbon and Lace Garters, Fascinating Gifts of All Kinds in This Specialty Shop.
DELECTABLE gift creations of ribbon, lace and sheerly colorful georgettes one will find in Mrs. Donohue's Lingerie and Corset department in the McArde Shop, 1613 Farnam. Fascinating indeed is the window display offered each day. A robe de nuit, whose charming sheerness is exploited in tiny pleats of one-half inch wide; organza collar vesice and cuffs sets; orchid and jade party undies; with crisp moire ribbons, tiny frills and picoted edges its only decoration (for a tailored trimness is the thing you know, mes amies). Gifts of thrilling beauty, you'll agree.

Gift Boxes of Unusual Charm.
SOMMER'S Specialty Shop boxes have a charm which quite sets them apart from gifts from more ordinary shops. You will see them displayed in the window next door to the Brandeis theater, Seventeenth and Douglas—great flat boxes filled to overflowing with fruits from the world's garden spots, nuts of rare richness, candies from well-known sweet makers. A box at \$2.50 contains fresh fruits, nuts, figs and raisins with small boxes of candy hidden 'neath the streamer tissues. Of thin wood is a very flat box at \$3.50, which contains in artistic arrangement, black and white gifts, each with a perfect nut, goodie carefully pressed into its sweetness. Ranging in price from \$2.50 to \$7 they quite solve the gift offering for young or old. Martha-Anne fruit cake too, packed ready to send is a delectable gift, or a box of glace orange slices or lemon in attractive arrangements at \$1 a box. Finer than ever, the Mary Garden chocolates are in readiness, boxed in scarlet and back to the old price of \$1.50 a pound! Early shopping, to be sure, but wise shopping, and in this shop you're sure to hit upon just the gift sure of a welcome.

Tea Room Open During the Afternoon Shopping Hours.
THE Flatiron Cafe, Seventeenth and St. Marys, has arranged to keep "open house" in their delightful blue and white tearoom during the weeks of busy Christmas shopping. You'll find it exceedingly pleasant to drop into this quiet little nook for a bit of tea, a tiny square of cinnamon toast, or a luscious piece of homemade cake.

Hemstitching A Specialty.
TO introduce the new location the T. Kroger Hat shop, 303 Barker block, Fifteenth and Farnam streets, is making special prices on hemstitching until February 1. For silk hemstitching 10 cents a yard, for cotton 8 cents. This is the shop of versatile accomplishment, for they'll dye and remake leathers and marlons, remodel furs and reblock hats to an unbelievable smartness.

IT's a True Delight to Have a Surprise Like This!
JUST arrived at the John Hendrickson Jewel Shop, Sixteenth and Capitol, is a desk set of Hawke's cut glass, hand engraved in dainty striping and exquisite basket design. Four triangular pieces of this art glass hold the corners of the blotter secure upon a foundation of tan moire silk, at the center back is placed a stationery holder for paper and envelopes. In front of this a gracefully effective long tray for pens, a low and broad inkwell stands at the right side; a pen and stamp box, covered, at the left. A set of inimitable charmfulness, it is offered at the new reduced price scale. An exquisite high rose vase and a cigarette box may also be added if one wishes, as it is an exact match in dainty designing. A Queen Anne design of Rogers silver in a 26-piece set is offered in a compact leather chest, velvet and satin lined in sapphire blue. The new price, but \$37.50; high and graceful one of the new standard cake servers in cut glass now offered at \$10. These are but a few of the tempting gift opportunities afforded by the Hendrickson reduction sale of 10 to 20 per cent on everything in stock with the exception of a very few contract goods.

As to Chairs
When it first occurred to occidental man that he could not be civilized without making practice of sitting in chairs he laid up no little trouble for himself. The Japs have achieved what we must admit is high civilization as ours and they have saved themselves a deal of expense and trouble by getting along entirely without chairs! We are told that bedsteads were first invented in India where nice little household pets in the form of venomous snakes and deadly spiders had less easy access to the sleeper if his mattress was elevated on a wooden frame with legs. The Japs had no such dangers to fear, hence always got along quite nicely on the floor and likewise saved themselves the expense of bedsteads. Of course as things are now the season why we sit in chairs is because we couldn't for the life of us squat in comfort on the floor in tap fashion. Our clothes and our muscles wouldn't permit it. So we just have to have chairs and there is no use trying to effect an economy by going without them now.

Men Will Love to Receive the Brocaded Smoking Jackets and Silk Pajamas
WHICH I saw several of our fashion leaders buying at the J. T. McQuillin Shop, 1512 Farnam. Such attractive bargains are represented in the house jackets of heavy quality silk brocade in richly glistening dark colors, lined halfway in heavy quality silk, the same silk on collar, lapels and cuffs. These at \$16.50, a specially reduced price. A long lounging robe, regular \$65 value is offered at \$32.50. Especially pleasing is the large selection of offerings are the Shearler pen and pencil sets in both long and short sizes, these in exquisitely engraved decorations on silver or gold.

Gifts to Bring a Sparkle of Delight to the Kiddies' Eyes
SUCH a jolly display of outdoor toy delights are they showing at Milton Rogers & Sons, 1516 Harney. Sleds to achieve remarkable fleetness, "Felixite Flyers," \$4.25 up; "Fleetwing," \$2.10, up. Skis of marvelous workmanship: Pine, varnished and line decorated, \$2.75; maple in mahogany finish, \$6; skates in all sizes, ladies', \$3; un; men's, \$2.25, up.

What a Very Smart Appearance Omaha Will Present
WHEN we have all taken advantage of the one-third and one-fourth off sale, which they're staging in the Lamond Specialty Shop, Second Floor Securities Bldg., Harney. Such a satisfaction, too, for in this shop you'll find coats, suits, dresses, bloomers, skirts, petticoats and underwear, everything to clothe Midlady of Fashion. And when you buy at this shop it is to possess novelty styles in fit and fabrics of irreproachable fitness.

Leather Novelties Offered by Specialty Luggage House
JUST arrived are the leather novelties at the Omaha Printing Company, Thirteenth and Farnam. Shark leather bill folds with 14-karat snap and name plate are shown at \$13.50. Very distinctive indeed! Without the snap another fold in the same leather is shown at \$9. Cigar cases of this unique leather may be bought at \$13.50, with its gold name plate very effective against the exquisite tone of brown. Imported willow calf in black and brown, silk lined are other bill folds and card cases at prices within the reach of all. For a family of grown boys there is a poker set in leather boxing for \$24.50. Unusually pleasing gift offerings are the Shearler pen and pencil sets in both long and short sizes, these in exquisitely engraved decorations on silver or gold.

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Christmas Wrapping
BECAUSE paper is scarce why not wrap and trim the Christmas gifts with what we have in the house? You have no idea of the materials right under your hand until you look about. All the little breakable things can be wrapped in white cotton the shape of the cotton bales as they come from the south. Cut pieces of burlap just the right size to cover the gifts, leaving the ends open. The four or five pieces of red string around at even intervals and you have a perfect small bale. Make covers for gift books out of pieces of cloth from the piece bag, just as you used to cover your school books when you were in school. Gingham, percale, silk, stenciled oilcloth—all make charming covers. Wallpaper makes very effective wrapping, and there is usually a roll or two tucked away somewhere in the house. One very clever young woman wrapped all her gifts last year in a roll of gray imitation grass cloth which she bought for the purpose, and tied them with cords with gaily colored beads on the ends of them. She used greeting cards with Japanese decorations, and the effect was very lovely. If you have any bedroom paper with tiny flowers on it, it would be very pretty tied with cords and ribbons to match. The card could be decorated with the same flowers. If you cannot draw you could cut out the flowers from the paper and paste them to plain cards and write your own Christmas greetings. Another way to use burlap would be to wrap the gifts in it and sew up the seams in long stitches of bright-colored yarn, tying a bow in the top with little tassels at the ends. Plain brown paper saved from the store packages can be used to make pretty little bundles. It must be clean and smooth, of course. Save all the colored covers from magazines and pamphlets. Stencil the paper with appropriate designs and Christmas greetings and cut them out carefully with sharp scissors. Paste the pieces of the colored paper under the cutouts and tie with ribbons to match. Another way to use brown paper would be to make up little bags like

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Small crystal and steel beads are combined in embroideries.

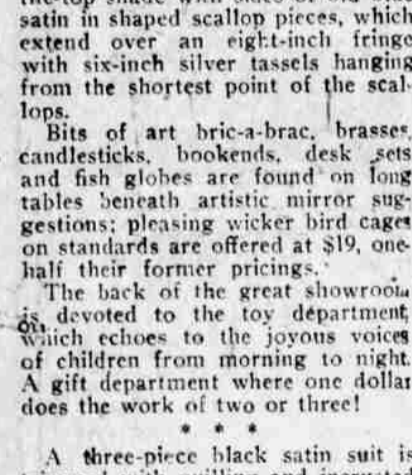
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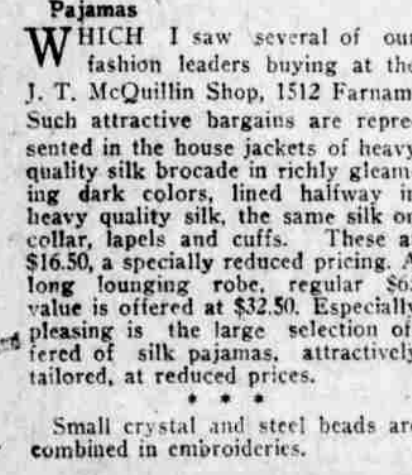
Short, belted jackets have full cape backs and double-breasted closing.



Gift Department Established on the Main Floor.



What a Very Smart Appearance Omaha Will Present



Men Will Love to Receive the Brocaded Smoking Jackets and Silk Pajamas



Petticoats, Pettiebockers and Negligees Offer Attractive Gift Possibilities



Especially Large the Picture Offering for the Holidays



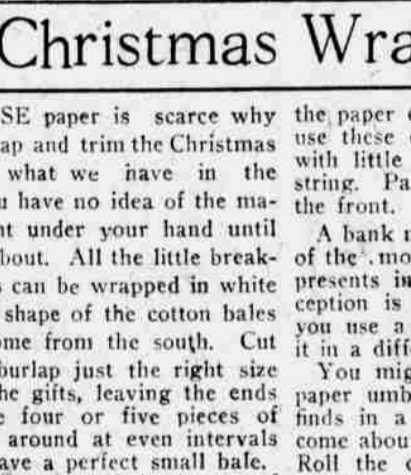
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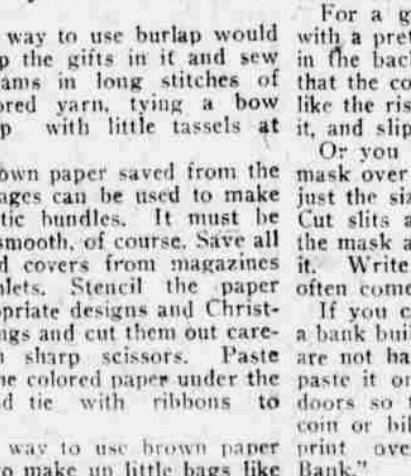
Gifts to Bring a Sparkle of Delight to the Kiddies' Eyes



A Wondrously Beautiful New Fur Style Catalog Now Ready to Introduce Furry Fashions to An Eager Clientele



Manicuring an Art in Itself



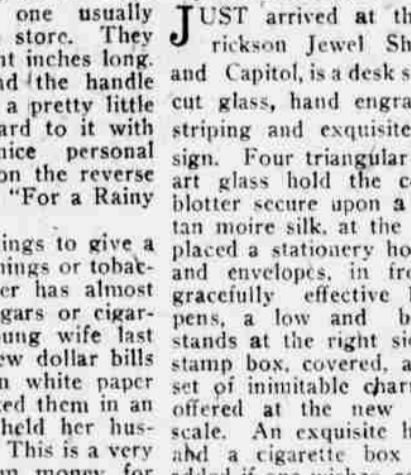
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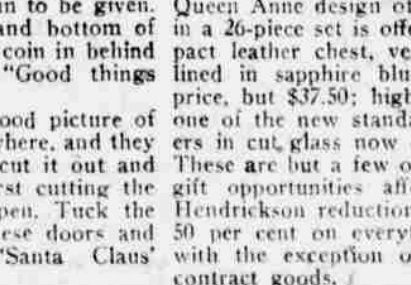
Chiffon velvet handbags have elaborate beaded motifs and frames of carved gold, silver or bronze



Witching Caps, Chic Ribbon and Lace Garters, Fascinating Gifts of All Kinds in This Specialty Shop



IT's a True Delight to Have a Surprise Like This!



Gift Boxes of Unusual Charm



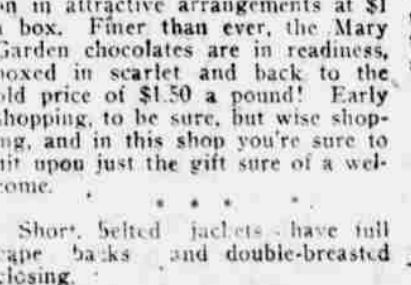
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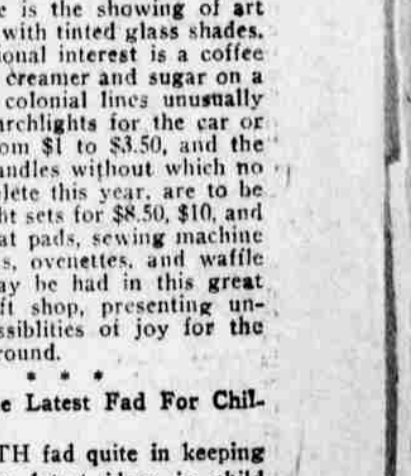
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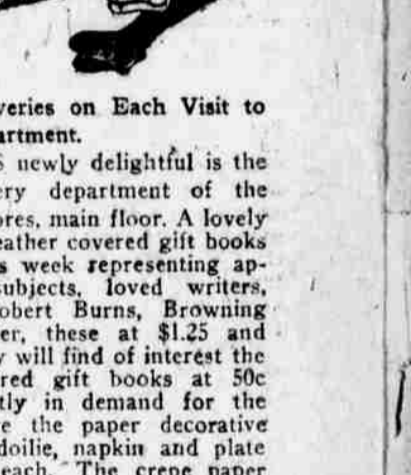
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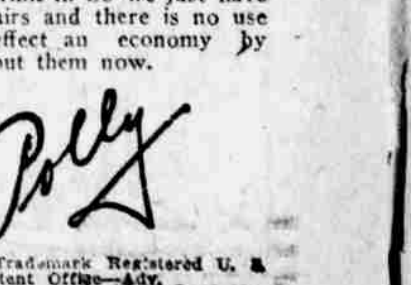
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