

Let's Shop with Polly



Binoculars a Gift Acceptable to Every Man.

The Columbian Optical Company, 211 South Sixteenth street, are offering for the first time in five years a line of fine Prism Binocular Field Glasses which make a most acceptable gift for the men on your gift list. A constant pleasure throughout the year is a Binocular; on an overland trip by train or automobile, the daily jaunt in the car; when a skyline invites a viewing through the glasses or an airplane offers an opportunity for closer inspection; the horse and automobile races; there is scarcely an experience in the outdoor life of a man which doesn't allow the use of a pair of excellent binoculars. You'll find the prices quoted on these gift glasses pleasantly fair.

Square decolletage in the front and a high back is smart.

When Your Christmas List Demands a Fitting Gift for the Men of the Family

YOU'll find the conditions for making gift selections for men truly "comfy" at the J. T. McQuillen Shop for Men, 1512 Farnam. Plenty of fresh air and "elbow room" one will find in this shop, an augmented number of experienced and courteous salesmen, a stock displayed in clever manner to help in the wisdom of your choosing.

Knitted Neckwear—Of course you'll want. The grenadines are new this year. In smart colorings they range in price from \$1.25 to \$3. Gloves—Soft reindeer in patented washable style, beautifully stitched, \$7. Fur driving gloves, \$6 up. Buckles—Sterling silver "Kum-a-part" in the new patent adjustable belt buckle comes in little leather cases in different colors. In price range from \$2.50 to \$5. Caps—Ganey Seal, Hudson Seal and genuine Alaskan Seal caps are offered at from \$3 up, a gift which assures an appreciation for many years to come.

If you're in search of a gift for the fastidious masculine person, you'll find just what you wish here at moderate prices, pleasing, indeed. Black, navy and purple seem to be the favorite colors for afternoon frocks.

"Nancy Jane" Candies

LACK and white boxes hold the new "Nancy Jane" candies which the fastidious candy lovers adore. College Women's exchange, Fifteenth and Farnam.

Be Sure to See the Showing of Sturdy Toys

AT the Omaha Reed & Rattan company, Sixteenth and Jones, before completing your Christmas purchases, you'll find their toys well worth while in wearing qualities as well as price quotations. Dolls imported from Germany have durable kid bodies which promise several years of hard playing, formerly priced at \$6 they're now offered at \$4; red rockers range in price from \$3.50 to \$10; everything imaginable to delight the small boy in the way of "the gift that goes" tricycles, coasters, etc., are built with the thought of durability uppermost. Don't fail to see the "Mama" walking doll, \$4.50. A toy showing to delight.

An interesting collection of coats includes the redingote as well as the cape shape in velvet or woollens, finished with fur collars and cuffs.

Dundee Residence Beauty Parlor.

MARY E. BALLARD, beauty specialist, 3917 Farnam, has a residence beauty parlor where one can enjoy an hour of absolute relaxation from the attendant worries of a relentless business or society world. Evening appointments may be arranged at your convenience. Phone Harney 3555 for appointments.

As the season progresses, more full and bouffant dresses are seen for evening wear, while the long lines hold well for the frocks of the day-time.

"Lasse Kilt" skirts for school wear come in sizes from 6 to 12-year-old sizes in brown and bronze, black and gray, tan and blue, scarlet checked or plain with a bib and shoulder strap arrangement with buckles and metal eyelets. The price is \$9.95.

Gifts of Leather Gifts For Years to Come.

THE gift of leather is a gift which assures years of pleasant service in which there is a recurring appreciation of the thoughtfulness of the giver. Freling & Heinle's, 18th and Farnam, offer an extensive showing of leather gifts. The gift hand bag selection comprises bags of all prices ranging from \$3.75 up to the exquisite bags from a recent importation. For men are offered an 18-inch cowhide bag wondrously built for sturdy service, well edged, sewed corners, leather lined with three pockets, snap fasteners and inside lock in both black and mahogany brown at \$9.75. In the smaller gifts are notable: cigar and cigarette cases, \$1.50 up; portfolio cases, \$3.75 to \$25; toilet traveling sets, \$6 up; purses and card cases, \$50 to \$10; collar bags, \$1 up; manicure sets, \$1.50 to \$10; photograph frames, \$1 to \$10; fitted suitcases, \$25 to \$125; Thermos bottles, \$1.25; \$1.75, \$3.50. Gladstone bags, \$21 and \$22.50; music rolls, \$2.50 up; truly wonderful gift a Hartman Wardrobe trunk in price range from \$33.75 to \$125. If the gift of leather appeals to you as it should you'll find truly delightful the holiday showing at this specialty shop.

Seal and mole coats are being clothed with fitch.

There's A Joyous Christmas Rush Evident in the Jewel Shop

O F C. B. Brown, 220 South Sixteenth street. For many months, in fact ever since last holiday time, Mr. Brown has been carefully buying original gift offerings, unique giftings at almost any price you wish to pay. Gifts, lots and lots of them you'll find in this beautiful jewel shop, attentive clerks who are truly sincere in their desire to help you shop to the best advantage. Those who receive gifts from Brown's this year will be sure to note the existences of the wrappings, they're truly lovely. A jewel shop which solicits your gift purchasing and which assures you true appreciation of your patronage.

Eastman Kodaks Offered As Ideal Christmas Suggestions.

THERE'S a certain satisfaction in the knowledge that one's gift is an Eastman Kodak known the world over as the supreme value in picture-taking. The Lee Kibitzy Drug Store, Fifteenth and Douglas, are offering an exceptionally extensive showing of Eastman kodaks ranging in price from \$2.50 to \$35. Books in which to mount pictures are particularly acceptable gift offerings, these at from \$1.25 to \$5. Give a kodak, the gift that's good the year round!

Felt hats are now being worn to match the earrings or vice versa.

For instance a gray felt hat trimmed with jade feathers was worn with jade earrings.

Fine Powders of Delicate Fragrance, Rare Creams in Art Containers, Gifts of Appeal.

THE Green Pharmacy, Sixteenth and Howard, has an artistic showing of holiday toiletries, fine powders, delicately fragrant perfumes and creams in exquisite art containers which will appeal to the fastidious person in the gift triangle, the recipient, the giver and the gift. Lovely atomizers are priced as low as \$1, there's one in delicately blue cloud glass with gold rim at \$5. The Karress and Finance requisites, face powders, talcs and perfume vanity case compacts are offered in containers unusual, indeed. Every desired importation in the way of gift toiletries will be presented in this gift showing. The gift sure to appeal to the feminine heart.

FOR THE GIFT LIST

- Chaise Longues
- Breakfast-Room Suites
- Towels
- Bath Mats
- Blankets
- Baby Blankets
- Bedspreads
- Comforters
- Couch Covers
- Pillow Cases
- Table Scarfs
- Bedroom Rockers
- Writing Tables
- Day Beds
- Chiffoniers
- Telephone Tables
- Cheval Mirrors
- Vacuum Cleaners
- Sewing Machines
- Kitchen Cabinets
- Electric Washing Machines
- Nests of Tables

O the barberry bright, the barberry bright!
It stood on the mantlepiece because of the height.
Its stems were slender and thorny and tall
And it looked most beautiful against the grey wall.
But Michael climbed up there in spite of the height
And ate all the berries off the barberry bright.

O the round holly wreath, the round holly wreath!
It hung in the window with ivy beneath.
It was plump and prosperous, spangled with red,
—SONG AGAINST CHILDREN, a bit of whimsical humor from the pen of Aline Kilmer in a new book, "Vigils" (Literary Digest).

READERS DEAR:

BUT six shopping days remain in which to complete our Christmas buying! The snow flurries and a rapidly dropping mercury have brought a complete realization of the nearness of the holiday and what a scrambling at the last moment! You'll need a helping hand I'm sure—someone with a big shopping bag. Don't forget that I'm ready to follow your slightest wish and if there's not enough time during the week, the shops are kindly keeping their doors open during the evenings of the week preceding Christmas. At your service upon request without cost! An offer which is extended to men as well as women gift seekers.

Electric Needle Now Used in Thoroughly Scientific Fashion as Aid to Beauty.

THE Salon de Beante, phone Atlantic 5778, Hotel Fontenelle, Eighteenth and Douglas, under the management of Frank Solontay and the Black and White room at Burgess-Nash under the management of Robert Siegmund, phone Douglas 2100 make a specialty of electric needle work assuring absolute satisfaction of work done by expert operators. It is not a recent discovery, the art of the electric needle as an aid to beauty in the removal of superfluous hair, but it is comparatively recent, the growth of popularity for this kind of beauty work. I'll be glad to submit all questions in regard to this or other beauty problems to these experts.

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New Cadillac "61" Gift to Delight.

WHY not a Cadillac in the new type "61" on display in the J. H. Hansen Cadillac Company's showroom, Twenty-sixth and Farnam. Its the best "buy" on the automobile market today according to one of my speed enthusiast friends—its many improvements planned for the comfort of the woman driver: the tires are smaller, the center of gravity lower. It has a new all wood steering wheel with shorter spark and gas levers which do not interfere with the driver when steering. The radiator is an improved one, and if one selects a touring car model there are swagger nickel plated steel trunk straps on the back of the body. Nickel plated guards just above the running board do away with scratching of the body adding not a little to the smart appearance of the new "61s". Select a Cadillac "61" for the Christmas gift.

The wrist vanity set on a grosgrain ribbon makes a delightful Christmas gift.

The little silk pocketbook, which comes where the watch usually is, is concealed in a bouquet of flowers so cleverly that it is difficult to detect it.

Christmas Plum Pudding and Fruit Cake Quite as Popular in the United States as in Good Old England.

ABSOLUTELY necessary to a perfect pleasure of the Christmas holidays is a goodly supply of plum pudding and fruit cake made only as they make it at the Northern Jones Pastry Shop, Sixteenth and Farnam. Phone Atlantic 2934. A sprig of holly atop, a gay bit of scarlet ribbon and crisp tissue wrapping and a pudding makes a gloriously acceptable gift on Christmas morning.

Yellow is a popular color for many of the new straight line dresses of sports silk.

If You've Left the Christmas Greeting Card Selection to the Week Before Christmas

THERE are still some very lovely cards shown at the Matthews Book Store, 1620 Harney. Original in art decoration and expression of sentiment are the cards shown, these at prices often quoted on very ordinary greeting cards. Too late for the engraved cards to be sure, but you can copy in a satisfactory manner your calling card plate in quality print work, attractive, indeed.

Hand-Tinted Flowers the Newest Note Among Artistic Giftings.

THE Mode Pleating Company, fourth floor, Paxton block, Sixteenth and Farnam, offer for your approval or will make up to your order the most adorable little hand-tinted ribbon flowers you ever saw. In tiny nosegay boutonnieres, the buds are arranged in charming color range at from \$1.50 and \$2.50. Hand-drawn handkerchiefs for men may be bought as low as \$1 in either white linen or pongee. All orders for hemstitching will be gotten out before Christmas.

Adherence to Standard Ruins Individual Style

"STYLE," says Webster, "is a mode or manner which is deemed elegant or in accord with a standard." All of us wish to be in accord with the mode which each season brings, and yet the woman who follows too unwisely this style standard loses all individuality, becoming simply a mummy or dummy upon which new garments are being displayed. The well-dressed woman while keeping to the modes of the season to a certain degree, still clings to a symmetry of line which is the most becoming to her, adapting and modifying the prevailing styles to suit her own personality. So that with the passing of the years her costumes will yet appear attractive. Thus we can look back upon the short waisted empire mode which the Empress Josephine wore so gracefully and still find it charming. The costume of the Greek woman with its draped tunic also is pleasing, as is the mode which was worn by Martha Washington when she was the first of that long line of first ladies of the land. On the other hand, the so-called Gibson girl with her enormous leg of mutton sleeves, her pinched-in waist and her broad sailor perched on top of a high ratted pompadour, really looked like a caricature of all that was beautiful if the public had only been wise enough to see it. The cape which is so in vogue this fall is extremely becoming to a certain type of femininity, but let the short plump woman beware of its alluring folds if she does not wish to emphasize her least charming characteristics. Many of these caps show the uneven hem, being longer at the sides than in either the back or the front. Often a gown to match is shown with these wraps, either of full or knee length.

And I thought it would cheer me, altho I were dead.
But Deborah climbed on a table beneath
And she ate all the berries off the round holly wreath.

O the mistletoe bough, the mistletoe bough!
Could anyone reach it? I did not see how.
I hung it up high that it might last long,
I wreathed it with ribbons and hailed it with song.
But Christopher reached it, I do not know how,
And he ate all the berries off the mistletoe bough.

Dainty Dancing Frocks in Which To Dance the Merry Hours of Christmas Time.

LAMOND'S, Seventeenth and Farnam, are offering at special prices a group of colorful little dancing frocks for the holidays. Noticeable for their charm are the two-toned tafetas in orchid and rose, the new yellowstone and rose, vivid rose velvets draped in Chantilly lace, black tafetas and velvets. These at prices within the reach of the purse almost depleted by Christmas buying.

Living Flowers Delivered Early Christmas Morning Breathe A Fragrance Which Is True Happiness.

WELSH'S Flower Shop, Seventeenth and Douglas, even in the Brandeis theater lobby, are now taking orders for exquisite flower offerings to be delivered early Christmas day. Some of the greeting cards to accompany the corsages bear the message, "Wear this nosegay the entire day. You'll find it makes you happy, sweet and gay." Many little potted plants which may be bought for a small sum promise pleasure all through the holidays, new blossoms each day. Place your order now, phone Douglas 8725.

Watch Specialist and Jeweler in New Location.

J. J. RICHTER, jeweler, well-known for his excellent knowledge of watches is now located at 1622 Harney with an increased amount of floor and jewel case spacing in readiness for the holiday trade. As could be expected this jeweler is specializing particularly on the sale of watches. You'll find many charming and inexpensive gifts in the holiday showing.

Special Boxings of Sweets For the Yuletide.

HELPS HUT, Athletic Club building, Seventeenth and Douglas, have boxed for Christmas a great number of their popular round boxes. In different sizes, one, two, three, four and five-pound packages, they're attractive offerings in their heavy white boxes with deep lace frills, gold lettering. An unusually delicious collection of chocolates, bonbons and tinsel covered sweets. They'll pack in expert fashion all boxes to be sent out of town. Send check to cover postage, with \$1 a pound for the candy.

Victrola Records in Holly Envelopes —Record Gift Certificates.

THE Victrola department of the A. T. Hospe Company Store, 1513 Douglas, offer particularly pleasing big holly decorated envelopes which to contain the Christmas gift records for the Victrolas. If in doubt as to the selection of records to make, send Victrola record certificates which may be substituted by records upon presentation in the department after Christmas. Make this a musical Christmas.

Have the Old Hat Reblocked, the Feathers Remodeled, Furs and Marabou Refashioned.

THE Kruger Hat Shop, third floor Barker block, Fifteenth and Farnam, work wonders in the reblocking of Milady's old hat, remodeling of frayed feathers, the refashioning of furs and marabou.

Every Song of the Golden Songster Brings Renewed Delight in the Gift.

TRELY appealing is a live gift, particularly when its one of the exquisite little golden feathered song sparrows in the Lee Larson Shop, Fontenelle Hotel, Eighteenth and Douglas. Excellently bred, finely trained, moderately priced, they're unique and appealing gifts for a woman of any age.

All Christmas Cleaning Orders Should Be in Early.

DRESHER BROS., Twenty-second and Farnam, offer the splendid modern cleaning equipment to get Milady Fair and her brother in perfect order for the holidays. But I'm giving you warning the garments to be cleaned, pressed and mended should be in the delivery automobiles early in the week. Phone Atlantic 0345 for prompt service.

Milady Omaha Will Feel Well Repaid For Visiting This Gift Shop.

THE John Henrikson Jewel Shop, Sixteenth and Capitol, enjoys an enviable reputation for a well-founded policy of straight dealing, they stand back of every purchase made in their shop. "Established 1882," one frequently reads in connection with this business name which means a great deal to anyone receiving a gift in one of their holiday gift boxes; it means unusually high quality of merchandise, and it means as well an interest and solicitude in case anything is not entirely satisfactory after purchase. You will find unusually beautiful the showing of cut glass from such well-known art cut glass manufacturers as Libbey and Hawkes, houses which cut their names into every piece of glass sent. The silver in both flatware and hollow ware in quality plate and sterling is exquisite too, small pieces quite as beautiful as the large ones. A gift shop which invites your viewing.

True Christmas Gifts Soft Silken Fabrics Delicate Colorings.

LUSTROUS, lovely, true holiday gift offerings are to be found in The Silk Shop, 1517 Douglas. Negligees in delicate georgettes, crepe de chanes, lace and ribbon trimmed, pajamas, step-ins and chemise sets. Specially priced for this week at \$2.95 are hose formerly priced to \$4.50. Bright topped are they, gold, orchid, blue and green, also the new Persian top, all silk with novel drooping stitches by way of variety. Satin America is the silk featured this week, guaranteed to wear, its regular price is \$3.95, the week-before-Christmas price \$2.95. Send for samples of its two-toned loveliness. "If its silk think of The Silk Shop."

A Hint For the Delayed Shopper —There's Always Room For One More Picture.

THE art department of the A. T. Hospe Company Music and Art Store, 1513 Douglas, have made particular preparation for the delayed holiday shopper—she will find a large number of favorite studies cleverly framed in the exclusive art-craft framings, just the thing for the last-minute gift selection: Where the Dinkey Bird Sings, Bubbles, Wallace Nuttings, Spring Song, Garden of Allah. There is always room for one more picture, and there is little danger of duplication.

The Woman Who Counts Every Minute of the Day

WILL find the service rendered in the Ideal Button and Pleating Company, third floor Brown Block, Sixteenth and Douglas, unusually helpful. Dainty bits of silk and georgette need no stitching to speak of a bit of basting, the Ideal will do the rest, returning a completed bit of daintiness, pleated and hemstitched a delightful gift offering. The price, nominal, indeed. I'll be glad to take your materials up for you upon request.

Cream and Nuts and Fruits Rich As They Can Be

THOSE "Nancy Jane" chocolates and caramels at the Women's College Club exchange, Fifteenth and Farnam.

Popular Market Opens New Shop As Convenience For Christmas Shopper.

THE Central Market has opened an up-to-date new market at Sixteenth and Douglas, which carries the same quality of merchandise which has established the enviable reputation of their market at Sixteenth and Harney. The Omaha housewife can now shop for every seasonal dainty for the Christmas dinner at either shop, the one on Sixteenth and Harney or the new market at Sixteenth and Douglas. Your viewing of the new market is particularly solicited.

What They Are Wearing.

Scalloped hems are becoming more and more popular. A pretty little topless corset in brocade is priced at \$4.50. Ruffled linen collars and cuffs lend a feminine touch to dark frocks. Forecast—Straw will be used more as a trimming on silk than as a whole hat. It is predicted that corduroy skirts will be worn. Hats and matching neckpieces are being shown. A sweater, skirt and scarf of tan with trimmings of bright green comprise a smart tennis costume.

Some imported dresses show reveal the use of Czech-Slovakian embroidery on the side-slashed sleeves and up and down the simple bodice.

FOR THE GIFT LIST

- Centerpieces
- Doilies
- Chins
- Percolators
- Electric Toasters
- Electric Curling Irons
- Silver Table Service
- Vases
- Tea Sets
- Kitchen Utensils
- Magazine Stands
- Foot-Stools
- Sewing Cabinets
- Davenport End Tables
- Humidors
- Small Tables or Taborets
- Small Chairs and Rockers
- Androns
- Fire Screens
- Aquariums
- Couches