

SHELDON'S

FOR WOMEN



Fashion Forward



CHICK CHAT

Fall is such a beautiful time of year. The fall styles and colors truly reflect that beauty.

It was a difficult summer because of the Missouri River flooding, but the water is down and we're moving forward. Now we are impatiently waiting for highway 2 to reopen so our Iowa and Missouri friends can get here. We have missed you!

I'd like to express my sincere gratitude for all your caring and hugs for my personal flood situation. It has truly been a comfort. From my heart I thank you.

Sharon

The Wise Shopper

What is the first thing you consider when shopping?

1. Need
2. Style appropriate
3. Appearance
4. Comfort & Convenience
5. Price

Working together, these reasons are all important. Putting too much emphasis on any one of these can mean disaster.

Need often leads to last minute panic shopping. Think ahead when you're shopping. You'll become a wiser shopper if you buy what you like when you see it. There will be an event in your life when you'll "need" it. When you "need" it you'll enjoy wearing it.

Style appropriate clothing can mean different attire for various

areas of the country. Dress up or dress down is a good question to ask your hostess or a fellow guest.

Appearance means a good color for your complexion. Proper fit is also essential. Accessories can make the ordinary extraordinary.

Comfort and convenience—If your clothing is not comfortable it shows. With today's lush fabrics, comfort is easy. Also, most all of our fabrics are washable for easy care.

Price is important to all of us. The sticker price alone should not dictate whether you buy a garment. Consider how many different ways you can use a garment then it becomes cost per wearing. We'll help you get the most value for your dollar.

Don't like to shop? Come see us at SHELDON'S. We get the most joy when we can help you.



Update your wardrobe every season without breaking the bank. When you buy better it wears better.

Remember the "one in - one out" principle. For every new garment you bring home take one old

and tired one out of your closet. It works!

Keep a "Good Will" box in your closet at all times. If you didn't wear it last season Good Will gets it.

GETTING OLD HAPPENS WHEN YOU FAIL TO CONSIDER NEW IDEAS.



Wedding Bells



There's been a drastic change of attitude in wedding attire. It's a new attitude from the bride to her guests.

It is no longer a violation of "proper etiquette" to wear black to a wedding. In fact many brides are choosing black and white for their wedding party.

For Mother's of the bride and groom it is easy to wear black

and use the brides chosen color for a top or jacket over a nice black skirt or dressy pants.

When selecting wedding attire if you are Mother or Grandmother consider pieces that photograph well. Those are the memories.

If you have a wedding coming up stop in and visit with us. Look around and get ideas for what's available. If you don't

see what you have in mind, talk to me. I go to market about five times a year. I can see if what you have in mind is available and we can go from there.

To save yourself a huge nightmare keep an open mind. There will be something that will be just right.

Easy Care Easy Wear



Bright ideas from *Brighton*

Every season is a new adventure with *Brighton*. Their fall line is sophisticated and girly. We're loving it!

We are having so much fun with the *Brighton* charms. Not only are there charm bracelets in several styles but

charm necklaces. A fun novelty are the charm earrings - just a little different.

Girls of ALL ages are loving the *Brighton* charm line. Oh yes, they make fantastic gifts for the "hard to buy for" gals.

FALL 2011 OVERVIEW

- Bling is alive and well
- Soft rich colors
- Scarves, scarves & more scarves
- Statement accessories i.e. chunky jewelry
- Longer tops that flow
- Versatile pieces that dress up or dress down



Holiday Happenings

Oh what a difference in holiday dressing from years past.

Come see us for sparkle to wear dressy or with your favorite pair of jeans. Anything goes for holiday parties.

The possibilities are endless. Come see us!

Don't forget our fabulous accessories.



Consider the possibilities

??? We Get Questions ???

What about navy??

There has been a noticeable absence of navy at the markets I've attended. When I asked why, the answer was very understandable.

Navy is an almost impossible color to match. If you

want to dress head to toe in navy you need to purchase them at the same time if you can find them.

Navy in a chino fabric fades quickly thus looking drab.

Also, please notice that navy shoes are almost nonexis-

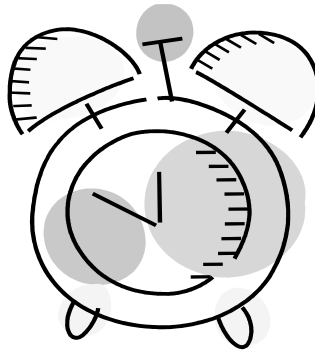
tent because they seldom match your hemline.

For the most part, denim jeans have taken the place of navy. Try it! You'll save yourself a lot of frustration.

So much to do ... So little time

Sometimes just getting daily tasks completed is a trial.

An upcoming event can throw you into a tizzy. Shop and buy before you know you'll need it and you'll be amazed at the time saved



and the stress relieved. Besides, you'll look and feel better because you bought it because you really like it!!

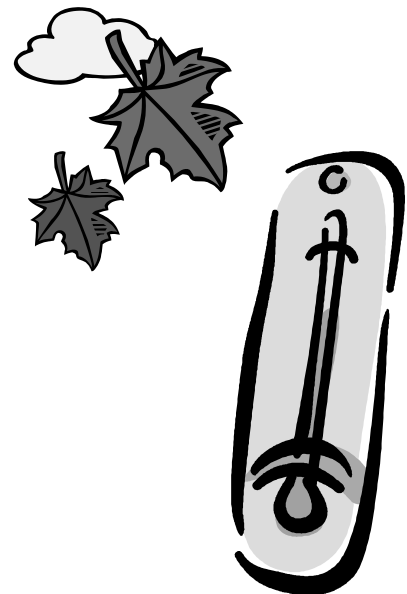
Fall Temperatures

With unpredictable temperatures of fall, dressing comfortably is a challenge. Softness and comfort are achieved this season with varying textures and weights.

Tissue weight knits in cardigans work well early fall and again in late spring. Also, lighter

weight sweaters work well to layer as temperatures dictate.

At SHELDON'S we enjoy wearing heavier weight cardigans as a coat sweater in late fall and early spring when a coat is just too heavy.



Made in America . . . There is a difference.



SHELDON'S

FOR WOMEN

802 Central Ave.
Nebraska City, NE 68410
402-873-4399
Hours: Mon—Sat. 9:00—5:00

Distinctive clothing for women who choose to keep their look their own.

It's A Wrap!

Again this fall scarves are a must have accessory! They offer such versatility and introduce a pop of color when you need it.

Our vast selection offers yummy fabrics and textures with sporty and dressy options. Sizes vary from skinny scarves to wider shawls. They are an easy accessory to add a soft touch of femininity.

A beautiful scarf can help you carry out a color scheme when

used as a table runner. It really works! Try it!!

The scarf “tying” days are gone. Come into SHELDON'S and we'll show you many ways to use a scarf. It's sooo easy!



www.sheldonsforwomen.com

sheldons4women@windstream.net