

BUY FROM THESE

BOOKS
Make the Best Gifts
KIESER'S BOOK STORE
Y. M. C. A. Building.

Smoke
Te-Be-Ce
Best 5-Cent Cigar

Christmas Gifts To Every Member of the Family
Can be had at this store at a most reasonable price—quality considered

A. S. Rips
THE JEWELER
Expert Watch and Clock Repairer
221 1/2 South 16th Street.

Leather Goods
—FOR—
Holiday Suggestions

Christmas Gifts That Are Sensible and Suitable

are the only kind we carry. Nowhere in Omaha can you find such a large assortment awaiting your most minute inspection.

Pleasing To Recipient

and making a lifelong favorable impression is what any of the following suggestions will do,

We Sell at Retail

Many of you good people do not know we sell at **RETAIL**. We wish to now inform you of this fact and invite you to visit our beautiful show room.

- EMBOSSED STATIONERY
- ENGRAVED CARDS
- MEN'S SMOKING SETS
- LEATHER BRIEF CASES FOR THE LAWYER
- LEATHER COMMERCIAL CASES for the TRAVELER
- OFFICE CHAIRS
- OFFICE DESKS
- OFFICE TABLES
- EMERLITE DESK LAMPS
- WATERMAN'S IDEAL FOUNTAIN PENS
- MACY SECTIONAL BOOKCASES
- LOOSE LEAF MEMO BOOKS
- SELF-CLOSING INK STANDS
- STEEL SAFE CABINETS

Omaha Printing Co.

Corner 13th and Farnam Sts.

For Your Boy

Let us help you select the Xmas present for your boy—something that will delight him and keep him satisfied for months.

NOTHING EQUALS CHOICE

Athletic Goods

for the boys of all ages. When you get them athletic and sporting goods they have what they WANT.

COME IN NOW and make your choice. We will hold them for you. Skates, Sleds, Foot Balls, Fishing Tackle, Sweaters, Wagons, Guns, Hunting Goods, hundreds of other splendid gifts.

Walter G. Clark Co.

1408 Harney Street.

Ralph Russel, Mgr.

J. W. Elwood, Pres.

YOU RING, WE CALL

Phone from your office or home any time—day, night or Sunday. Our man will call for your suit or overcoat. He will return it SPONGED AND PRESSED in one hour. Free delivery. Overcoats, 75c; Suits, 50c.

EMPIRE Cleaners and Dyers

Douglas 3889.

J. Schoenwald, Prop.

322 S. 14th St.

Help Mother Grow Younger

By eliminating the hard, tedious work of sweeping. Get her a

Frantz Premier Cleaner for Xmas

Free Demonstration. Cash or Payments.

E. B. WILLIAMS, 308 South 18th. Phone Tyler 1011.

Sale on Ladies' Suits

Unheard-of values for tomorrow. Monday, \$17.50 values at \$7.50

N. Y. SAMPLE STORE
206 North 16th Street

Rembrandt Studio

Women and Children a Specialty
20th and Farnam Sts.

CHRISTMAS SHOPPING EARLY

Save Money by Doing Your Xmas Buying at South Omaha's Quality Jewelry Store. Gifts That Will Last a Lifetime.

Jacobson & Furen Company
JEWELERS and OPTICIAN, 24th and N Sts. So. Omaha.

REACH THE ENTIRE FAMILY THROUGH PRINTING BY US

A Pleasant Thought Expressed in Good Form Makes Friends

DOUGLAS PRINTING COMPANY

314 So. 19th Street

PHONE DOUGLAS 644

HELP THE

For Fine Xmas Liquors
Bottled in Bond Goods
SEE
ALEX JETES
Corner 201 South Thirteenth St.

REVISED DECISION: GAYETY FIRST SAFETY SECOND

INSPIRATION:
A season ticket to the Gayety would be some Xmas present. See the Man.



CHRISTMAS JEWELRY

We wish to announce that our new store at 204 1/2 W. 16th Street is now ready for your inspection. A beautiful display of Watches, Jewelry, Silverware, etc. Special low prices this week to acquaint the public with the location of our new store.

GROSS JEWELRY CO.

204 1/2 North 16th Street.

YOU WILL ACTUALLY NEED

FURS

DON'T DELAY

Specially Priced This Week

American Mink Sets
Up From \$60.00

OUR FURS

Bear Comparison

Specially Priced This Week

FITCH SETS

Up From \$45.00

Superior Finish & Service Ability of Shukert Furs

We Specially Price This Week

RUSSIAN PONY COATS

Up From \$19.50

Being Manufacturers We Defy Competition

We Will Design and Make Your OLD FURS in the Latest Styles

G. E. SHUKERT 401-403 So. 16 St.



Hat Sale

OUR Hats are not for one day, but for all week. You will find our stock is nice and fresh.

Street Hats and Shopping Hats
\$2.50 and \$3.50

Dress Hats
\$5.00 and \$7.50

SHADELL'S

1522 Douglas



Chris Gifts Every

It Is Now Time

To think of

FURS

Are Yours Ready? If Not

Visit Omaha's Big Fur Tannery or Write for Catalog

The National Fur and Tanning Company

1925 South 13th Street, Omaha, Neb.

Surprise Her With a Practical Gift

When you've trimmed the tree and filled the stockings, and good old St. Nick is about due by the chimney route, why not play Santa Claus yourself to your wife?

Give her a policy on your life in "The Travelers Insurance Co."

Tom S. Kelly

"The Insurance Man"
Tyler 861

THE TIRED CLERKS



Fritz Sandwall Jewelry Co.
208 South 13th Street.



War in Europe. No Diamonds Imported. Prices Rising Every Day.

\$50,000 worth of diamonds left for security are placed on sale at less than wholesale prices.

greatest opportunity of a life time to secure a diamond. Come at once and secure these big bargains for cash or on Easy Payments. A large stock of manufacturer's samples in all kinds of jewelry and watches is also placed on sale at less than wholesale price.

Brodkey's Jewelry Loan Co.

(Not Incorporated)
DIAMOND BROKERS, WHOLESALE AND RETAIL
1401 Douglas St. Phone Bell Red 9782. Omaha, Neb.

Announcement!

This is to announce that we are NOW LOCATED in our new, modern home —at—

2203 Farnam Street!

We are the best equipped shop in the Middle West for

Radiator Repairing and Re-Building

You are cordially invited to visit and inspect our newly equipped plant.

Excelsior Radiator & Plating Company

2203 Farnam Street, Omaha, Nebraska.