

Do Your Xmas Shopping Early!



Send Mother or Wife a Gift of Flowers

WHAT more beautiful thought could you have? What a happy inspiration. A beautiful box of Freshly Cut Flowers for her on Christmas Morn.

Their fragrance lend a certain zest to the very air that bespeaks refinement and loveliness.

At very modest outlay, you can make a wonderful showing with Flowers as a Gift.

Lewis Henderson
Florist
1819 Farnam St.

Oldsmobile for Christmas

A good car, such as the Oldsmobile, will bring more real pleasure during the years to follow than any other Christmas gift. It's a gift combining economy and utility.

Prices Range From
\$1145 to \$2625
(f.o.b. factory)

NEBRASKA **Oldsmobile** COMPANY

CHAS. A. TUCKER, Pres.
OMAHA DES MOINES
18th and Howard Sts. 920 Locust St.



Make That Xmas Gift

A Useful One For His Car
Cigar Lighter,
Ash Tray, Spotlight,
Flower Vase,
Rear View Mirror,
Heater, Robes,
Sun Visor, Steer-warm.

National Accessories Inc.
2012 Farnam Street

If you wish to learn to play the violin correctly, study with a competent teacher.

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Concert Violinist
and Instructor, Producers Results.
Studio, 807 Lyric Building.
Phone Jackson 1982

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Over 2,000 Rings to Select From
Beautiful diamonds, watches, clocks, silverware, fine jewelry and optical goods. With our lower rent and expenses we can make the lowest prices.
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Easy Terms

Larsen Jewelry Store
Jewelry Manufacturing
Expert Repair Service
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On Christmas Morning—
The Gift With a Universal Appeal

It Is Nebraska Made

Omaha Life
OF NEBRASKA

MATTHEWS Book Store
1620 Harney Street

A Home Without Books Is Like a House Without Windows

J. L. Jacobson Co. Sixth Floor World-Herald Bldg.

Christmas Shoppers: Get our prices before buying

DIAMONDS WATCHES SILVERWARE WALDEMARS
CUFF LINKS EMBLEMS (Pins, Rings)
PLATINUM OR 18K WHITE GOLD JEWEL MOUNTINGS
NU-POINT PENCILS SCARF AND BAR PINS

We Make Special Designs to Order
Our Location Saves You \$\$\$

J. L. Jacobson Co. Sixth Floor World-Herald Bldg.

Give Her a Wrist Watch
Gold-Filled, 14-Karat, 15-Jewel Wrist Watches with adjustable gold-filled bands.
Price.....\$12.75
Solid 14-Karat White Gold Wrist Watch, 15-Jewel, fancy shaped case.
Price.....\$26.50

Lowest Prices in Diamonds, Clocks, Cut Glass and Jewelry

Our inexpensive location enables us to give the best prices.

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Shop Early and Travel in Comfort

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ESSEX MOTOR CARS

For Christmas

The Essex Coach is a distinctive, superior sort of a closed car. One you can be proud of.

And it sells for \$1,635, delivered in Omaha—only \$310 more than the open car. Come in and see it.

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"SERVICE FIRST"
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—the Gift Electrical

Nebraska Power Co

15th and Farnam Streets AT lantic 3100 2314 M Street, South Side MA rket 1500

D.G. JAMES

A Fruit Basket from **FRUITLAND**

The appreciated gift for all the family. Fruits of all kinds can be purchased here at the lowest prices.

D. G. JAMES
1521 Howard St. AT lantic 4916

GIFT LAMPS

When the Lights Are Low

Saying it with a Gift Lamp on Christmas Morn'

We Extend an Invitation

To Out-of-Town Xmas Shoppers to visit Nebraska's Greatest Enterprise

Both Educational and Interesting
Take Crosstown Car

Union Stock Yards Co.
Omaha's Largest Business

We Have Often Been Called The Gift Store

For the reason we always carry clever Christmas Novelties, together with one of the best Stationery stocks in the city. We invite you to inspect the largest line of GREETING CARDS ever brought to the city.

The Well-Known Conklin and Waterman Fountain Pens

Omaha Stationery Co.
307-309 South 17th Street

and all within is snug and cozy despite the howling wind and drifting snow without—when sparkling eyes reflect the soft cheerfulness of a perfectly shaded and colored lamp—then do we appreciate the genuine cheerfulness effected by proper illumination.

Delicate and subdued lighting lends as much to the comforts of home as do pictures and music.

Our lamps this season are masterpieces of artistic creation and include all sizes and designs.

Such a Gift Makes All the Family Happy

—Give a Lamp This Christmas

Dependable Electrical Merchandise

Granden Electric Co.
Electrical Fixtures, Appliances and Supplies
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