LETTER Xmas! 2

investment -- a simple ONEnd Presto! you've a Christgreen for many YEARS to come

The "Club" piano is to cost you merely \$257.50. Last Christmas you could not have bought its equal for less than \$350.00.

and there's positively NO interest to pay. and you get your piano the moment you join. and you are offered a 30 day trial plan. and we tune the piano twice without charge, and you get a handsome stool and scarf free. and the piano is guaranteed in every respect. and you pay less if you get others to join. and if a "club" member dies during the life of his contract we immediately send his family a receipt in full for the instrument he purchased.

you live--it matters Ito YOU and your purse

ON'T think this "Club" proposition is meant for Omahans only. Indeed not! We are shipping pianos to all surrounding states; our mail department is equipped to handle "Club" members, no matter HOW far distant they may reside.

rly the Bennett Company

Tricks--

the attractive things that bring from the delighted recipient such exclamations as

"Oh. How Dear That Is!"

"Where Did You Find It?"

"Perfectly Lovely of You!"

WE HAVE

table after table spread for you with these Christmas novelties; cards that mean something; pictures with a purpose; sentiment rich in feeling, not mere twaddle. Bye the bye, have you seen those dear little plum puddings? Really quite English, y'know. And the Bayberry Candles, very American, Colonial, in fact old Connecticut. Artificial flowers should not be forgotten at the holiday time-they answer admirably at times and in certain emergencies. We carry only the best, exquisitely made, all varieties.

Pictures, Engravings, Etchings, Mezzo-tints

Framed as they should be framed.

A. Hospe Co.

Framers Craft Shop

"If You Don't Get Framers Craft Shop Frames on Your Pictures You Are Not Getting the Best."

Mason & Hamlin



The Supreme Artistic Pianos of Today

There is as marked development shown in the art of piano building as in any line of human endeavor. The highest type of yesterday is not the highest type of today. Old standards are transcended, new ones take their place.

In buying a piano, you want that ONE which is in the van of progress today, the highest type which has yet been evolved.

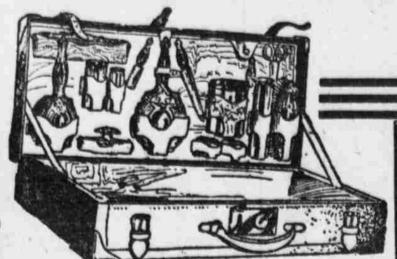
The Mason & Hamlin, through its exclusive features of construction, has surpassed all other pianos, and is now everywhere proclaimed the finest piano the world has ever produced.

Note the artists using the Mason & Hamlin Piano today - and for its MERITS

We represent the world's best makes, Mason & Hamlin, Kranich & Bach, Krakauer, Kimball, Cable-Nelson and others.



Traveling Bags, Suit Cases and Trunks for Xmas Presents

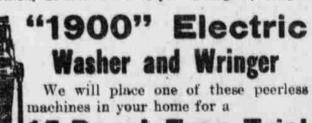


Buy your traveling goods at a leather goods store, where they knew what leather is. We will tell you just what you are buying. We have a large assortment and lower prices than anywhere else in the city. Automobile hobes at a big reduction.

Alfred Cornish

The Best Gift You Can Make Wife or Mother-A "1900" Electric Washer

Isn't the laundry problem a costly one to you under your present way of having it done? Costly not in money alone, but perhaps health. Not a pleasant thought. Let us show you how it can be done for you at practically no cost-about 2c per washing-by using a



15 Days' Free Trial We will help you get started right, and gladly aid you at any future time if occasion arises. Washes ALL kinds of clothing safely and well, and no more trouble than turning on and off the

electric current. Surely, you owe it to yourself and family to investigate this offer. Ask any one of the more than 1,000 users in this city. Sold

We also sell the "Eureka" Vacuum Cleaner-light weight and



If It Comes From Our Store the Gift Is Sure to be Right

Make your selection now and we'll hold for future delivery.

ets, tie pins, cuff buttons, bar

A Few Suggestions: Diamond jewelry, rings, lock-

pins, tie holders, watches, vest chains and fobs, sterling silver tableware, toilet and manicure sets, coin holder, vanity sets, military sets, silver deposit ware, tea sets, baking dishes, bread trays, crumb sets, shaving sets, smoking sets, mesh purses umbrellas, finest cut glass, leather bags, manicure sets in leather case, pocketbooks, card cases, coffee percolators, chafing dishes, Gillette's and Authostrap safety razors, pocket

> Our prices, considering quality, are the lowest in the city.

knives, silver thimbles, gilt mantle, cucko and chime clocks.

Gustafson & Henrickson

....Loyal Jewelers.... 201 North Sixteenth Street.





MAIN FLOOR

Gene Stratton-Parker's Delightful Nature Story

FRECKLES

(Will Be Presented in Play Form at the Brandeis, 3 Days Beginning Thursday, Dec. 19.)

Read the Book Before Seeing the Play; price per copy is 50c

Other Books by the Same Author Are

The Girl of the Limber Lost at 50c

Athletic Goods Guns

Among all Christmas presents none are more desired and appreciated than Sporting and Athletic Goods. Buy presents for your men folks and boys here.

Here are a few suggestions! Shotguns, Golf Goods. Tennis Goods. Air Rifles. Game Boards, Footballs, Skates. Boxing Gloves, Sweaters, Punching Bags.

Hunting Coats, Athletic Clothes, Fishing Rods. Poker Chips, Reels. Thermos Bot-Razors. Basket Balls, tles. Sleds, Dumb Bells. indian Clubs, Wagons.

Hundreds of other splendid, desirable presents for your se-

Walter G. Clark Co. NEW LOCATION.

1 108 Harney Street.

Gifts of Appreciated alue...

Our display embraces hundreds of appropriate, acceptable and really racticable gifts. If you seek a disinctive and inexpensive gift for HIM or HER, you should give a profitable

Bar Pins, Scarf Pins, old Lockets and Week Chains, Gold Cuff

Birthday Bings, Watch Chains, Gold Fobs, Silk Bibbon Fobs, Umbrellas

Flat and Hollow Ware. Special sale on Watches and Diands this week. A wonderful opportunity for early Emas shoppers.

LINDSAY, The Jeweler

Most Usetul and Most Desirable Gifts Are Here

Just a few good suggestions:

Resnor Portable Lamps Gas Logs **Toasters** Gas Irons

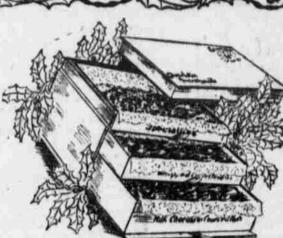
See our beautiful display of suitable Christmas gifts for a little money each.

Omaha Gas

for a Christmas

Nothing could possibly be more acceptable.

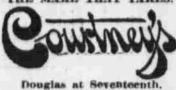
We carry them in stock §



The Best Christmas Candy Courtney's Chocolates Incomparable 20 Ounces \$1.00

Hand rolled, carefully made, deliciously sweet. Three separate box divisions—whipped cream chocolates, milk chocolate covered nuts and specialties. Many other perfect chocolates, including pound boxes of bitter aweets and milk chocolates at 60 cents a box. Courtney's is Omaha's best candy store. All candies are made here, and all are pure and sweet.

"THE MAKE THAT TAKES."



Schadell's Hairdressing Parlors



We make a specialty of correct and becoming coiffures. Scalp treatment for hair that is falling or turning grey. Our shampoos are the best that can be given. We give both egg and tonic shampoos. Our methods are the best known to science. We carry a complete line of hair goods.

Pure Hair Switches

20-inch Switch for \$3 Trans. from \$4 to \$8 Pomp from \$2.50 to \$5 Headquarters for Natural Grey Hair

J. M. SCHADELI