

Christmas Gift=What



Christmas Gifts FOR EVERY MEMBER OF THE FAMILY
 can be had at this store in a variety that will surely please you, and at a most reasonable price—quality considered. (We call for and deliver clocks without extra cost.)
LINDAY, THE JEWELER
 Experts Watch and Clock Repairing. 221 1/2 South 10th Street.



CIGARS For XMAS
 The smoker's Xmas is not complete without cigars.
 Our line is complete in fancy packages of Cigars, Tobacco Accessories and Briar Pipes, Cigar and Cigarette Cases, Cigar and Cigarette Holders, Cigar and Tobacco Jars, Humidors, Xmas Candles, German Pipes and Imported Smokers' Articles.
H. BESELIN & SON
 We give profit-sharing coupons with all purchases, good for Premiums. 1408 DOUGLAS ST.

Special for this week \$20 Diamond Ring \$12
 We Save You 25% on Every XMAS GIFT
 Before Buying See Our Stock of the Finest Line of Diamonds, Watches Rings and Novelties
Fritz Sandwall Jewelry Co.
 308 SOUTH 10th ST. ESTABLISHED 1894

A Christmas Gift for the Whole Family
A Player Piano of Genuine Make, the Technola, only \$450

This announcement will interest a great many people. The player piano is becoming daily more popular—more and more people want a piano that can be played in two ways, by hand and with a music roll, instead of the old style piano that can be played only after years of study.
 You have perhaps hesitated to buy a piano, you do not wish to pay a high price so widely and extravagantly as you have been. You are interested in a Genuine Acolian made piano bought on low monthly payments.
 Everybody knows that the Acolian is the most player piano, and make it yours. You must compare the Technola Player Piano sold elsewhere.
 Besides the Technola Player Piano, our entire line of Acolian Pianos includes the STEINWAY, WEBER, STEINWAY and
 We also have several slightly used pianos for sale at
\$290
 A small deposit will place you in possession of a piano. You can pay for it on easy terms. Your payment toward the purchase.
Schmoller & Co.
 1311-13 Farnam St.
 The only store where you can buy a piano on terms.

Xmas Books
 You Must Surely Visit
Kieser's Book Store
 In the Y. M. C. A. Building
 Where are assembled thousands of volumes for your Christmas selection of gifts.
 You will be surprised at the variety and the immensity of the world's greatest books in this store. This is the Christmas shopper's paradise. Look over our de lux sets of books.

"WE WANT YOU TO HAVE A VICTROLA"
Hospe's Great Victor-Victrola Offer
 For Christmas 1913
 This Beautiful Victrola, Style XI, and 20 Double Face Victor Records, all complete for ONLY **\$115.00**
We Will Send One to Your Home Free
ENJOY IT NOW—PAY FOR IT LATER
 Let us send you a Victrola, exactly what you want. A Victrola that will please you in every way. Our large stock guarantees this. Come to our store, secure the very Victrola that you desire, have it sent to your home on our remarkable FREE TRIAL PLAN. After you have fully made up your mind that it is just what you want, you begin paying for it FIVE DOLLARS A MONTH.
Santa Claus Can't Get Enough Victor-Victrolas
 No matter when you want your Victrola delivered, our advice is to order now and avoid possible disappointment later on, as the demand this year for Xmas delivery will be greater than ever.
A. HOSPE CO., 1513 Douglas "The Victor Store"

Traveling Bags, Suit Cases and Trunks for Xmas Presents
 Buy your traveling goods at a leather goods store, where they know 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 Robes at a big reduction.
Alfred Cornish & Co.
 Harness, Saddles and Leather Goods Store, 1210 Farnam St. Phone D. 2314.



Holiday Suggestions
 Wardrobes, Trunks, Good Leather Goods, Traveling Bags, Traveling Bags Fitted with Toilet Articles, Suit Cases, Ladies' Shopping Bags, Toilet Sets, Toilet Rolls Not Fitted, Music Rolls, Drinking Cups, Flasks, Pullman Car Slippers, Card Cases and Bill Folds, Manicure Sets, Lawyers' Brief Cases, Pocket Photograph Cases, Jewel Cases, Stick Pin Cases, Collar Bags, Handkerchief Cases.
Freling & Steinle
 Exclusive Dealers in Traveling Equipment and Leather Goods. 1808 Farnam Street.

Let us deliver your Xmas Goods by our Rapid Auto Delivery
IGO EXPRESS PHONE
 Douglas 2497
 216 South 19th. When Called—We Go. TRY US.



Presents for the
 Ready for the
BLACK the \$
 Same Old Location 109 So. 16th St. Ch

Beautiful and Useful Electrical Gifts
 From this splendid line of Electrical Appliances, you can select gifts of beauty and real utility.
READ OVER THIS ELECTRICAL GIFT LIST
 Electric Library Lamps
 Electric Irons
 Electric Toasters
 Electric Percolators
 Electric Vacuum Cleaners
 Electric Curling Iron Heaters
 Electric Arnold Vibrators
 Christmas Tree Electric Lighting Outfits
 Electric Pocket Flash Lights
 Electric Warming Pads
 Electric Chafing Dishes
 Many other Electrical Appliances
BURGESS-GR
 1511 Howard St.

For Reliable Dental Work Consult
Zoro D. Clark
DENTIST
 OPPOSITE ORPHEUM.
 Consultation Free.

Serviceable and Suitable Christmas Presents
 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, Embossed Stationery, Engraved Cards, Season's Greetings.
Omaha Printing Company
 Now, 918-924 Farnam Next Year, 13th and Farnam

The Gifts That Delight
 Give lasting pleasure, service and satisfaction, are of use daily, are the kind you'll find in our magnificent Holiday stock. Don't delay, but come in early and make your selection before the stocks are broken.
 Card Cases
 Letter Books
 Pocketbooks
 Bridge Whist Sets
 Cribbage Sets
 Poker Sets
 Brass Desk Sets
 Address Sets
 Address Books
 Calendars
 Christmas Box Paper
 Paper Cutters
 Ink Stands
 Bank Racks
 Desk Sets
 Portfolios
 Writing Cases
 Rubber Band Boxes
 Twine Boxes
 Ink Stands
 Etc., Etc.
The Moyer Stationery Company
 1616 Farnam Street

Diaries, Desk Calendars
 Are office necessities for the coming year. We carry the standard line. HOLIDAY CARDS AND BOOKLETS
 Our new line now on display.
 A beautiful assortment of seals and tags will soon be on display.
 Ask for one of our free business calendars.
Omaha Stationery Company
 307-309 S. 17th St. Look For Our New Signs.

NOVAK CAFE
 Merchants' Lunch Served
 11 A. M. to 2 P. M.
 We guarantee to please with food and refreshments and service.
 Cor. 15th and Howard

For Your Xmas BAKING
 go to **ORTMAN'S NEW ENGLAND BAKERY**
 A large line of specialties and home baking. Fresh all the time. Just try one of our lunches or dinners, they speak for themselves.
 212 North 16th St. Opposite Loyal Hotel

WE KNOW WHAT MEN and BOYS WANT—IT'S SPORTING GOODS
 You cannot buy anything of any kind that is so much desired and appreciated for Christmas by the men and boys as **SPORTING GOODS**. Come in and look over our magnificent stock that has been especially selected to please father, brother, son and friend at Christmas time.
 Here are a few suggestions:
GUNS **FLASH LIGHTS** **HUNTING CLOTHES** **GOLF GOODS**
SKATES **SWEATERS** **VOLLEY BALLS** **TENNIS SETS**
SLEDS **GAME BOARDS** **REVOLVERS** **THERMOS BOTTLES**
FOOTBALLS **FISHING TACKLE** **DUMB BELLS**
STRUCTO—The wonderful solid steel building sets for boys from 5 to 15 years. The greatest NEW educational outfit that keeps them busy and interested the year around. By all means see these outfits before buying the "main present for the boy."
HUNDREDS OF OTHER ITEMS THAT WILL FILL THE BILL EXACTLY.
 Decide right now to come in and see what wonderful and appropriate presents you can secure at our store for just a little money. Don't forget the new location, 1408 Harney street. Come in tomorrow, select anything you desire and we will keep it for you until wanted.
 We want your business. We will treat you right: that you can rely on. We're going to look for you in sure within the next day or two. Our friends, the SPORTSMEN will, of course, be in for everything they need.
 Did you know that the TWO of us had bought out the old-time stock holders and that we are working like Trojans, pushing, boosting, expending and making this the **ONE GREAT EXCLUSIVE SPORTING GOODS HOUSE OF THE WEST** it's the truth. We want your business. We want to know you. Come in often, but especially NOW—Just before CHRISTMAS.
J. W. ELWOOD and RALPH RUSSELL, Proprietors
THE WALTER G. CLARK CO., 1408 Harney St.

THIS SAFE IN YOUR HOME MAKES YOUR HOME SAFE
 Built for private homes exclusively, in two sizes and at prices within even a poor man's reach. The burglar passes it up and jewelry and valuable papers repose in great security. Right now it's the most valuable household article you can purchase.
COREY & MCKENZIE,
 1407 Harney St. Doug. 2644.