



THE SPIRIT OF CHRISTMAS

Is in the air at Brown's and the Holiday Shopper will find in our magnificent new store a more complete and sumptuous assortment of gifts than ever before. We have this year anticipated that this will be the greatest gift-giving season in our history. We have made preparations as never before to meet every demand of the most discriminating buyer.

We offer below a few of our many gift suggestions:

Diamonds—of that superior quality and beauty always associated with our name—Lavalieres, Rings, Lockets, Bracelets, all set with beautiful cut diamonds.

Watches—combining beauty with utility. Neck chain watches, men's watches with a wide range of prices. For a man's watch nothing could be more appropriate than one of the new thin model watches. They are moderately priced and are a gift that will last a lifetime.

Gold Jewelry—A wide assortment of articles in gold for both men and women—Cuff Links, Scarf Pins, Tie Clasps, Bar Pins, Barrettes, etc. We specialize on the high grade—14 karat.

Sterling Novelties—A multitude of novelties in Sterling, practical and useful gifts from one dollar up. Nives, Pencils, Bottle Openers, Purse, Vanity Cases, Coin Holders, Etc.

Cut Glass—A wide variety of articles in many designs. Only the very best quality is handled at this store. Our specialty, Hawk's Cut Glass—the glass with the trademark of worth.

Silverware—Never have we shown such a display of fine Sterling Silverware as we are showing this season. All the newest styles to choose from at moderate prices.

Special new designs in Sterling toiletware. A large stock of the genuine Dupont French Ivory toilet ware.

C. B. BROWN CO.
240 SOUTH 16TH STREET.
U. S. NATIONAL BANK BUILDING.

Our Christmas Cards and Calendars are on Display

Japanese Baskets and Trays.
Copenhagen China.
A large line of Gift Books.
Many Attractive Books for Children.

Numerous Other Beautiful and Useful Gifts for the different members of the family.

Matthew's Book Store

122 South 15th St.



Gift Display for the Holidays

We make this early announcement because we want to acquaint everybody in the city with the especially large assortment of holiday goods in our store for gift purposes. Come in and look over our stock. You will have time to appreciate the high values several weeks before you have to make your purchases. We know we can interest you in the prices of our jewelry, silverware and cut glass.

JOHN HENRICKSON
THE LOYAL JEWELER.
Hotel Loyal Bldg. Cor. 16th and Capitol Ave.



OMAHA'S EXCLUSIVE CHRISTMAS GIFT SHOP

Here you will find exclusive Xmas gifts of rare Oriental pieces. Egyptian, Bead and Scarabs, Van Briggie Pottery, Hope Chests and numerous other antiques that make exceptionally appropriate gifts for those who appreciate rarities such as we sell.

ALLA SHOP
1312-1314 W. O. W. Bldg.

Artistic Novelties and Framed Pictures

Nothing so appropriate. Picture framing a specialty. We are closing out at greatly reduced prices all of our Christmas and New Year postal cards and letters.

Owl Moulding & Art Co.
1615 Howard Street

Everything in Pleating

The fashionable kind. Fancy and plain covered buttons. Hem-stitching and Picot Edging.

Ideal Button and Pleating Co.
107-109 S. 16 St.
Tel. Douglas 1936

COAL AT CUT PRICES

Just a Few of Our Many Kinds.

SPECIALTY—Lump and Nut, per ton \$4.75
CHEROKEE BUT — Genuine, per ton \$4.75
NOVEMBER—Fancy Lump, per ton \$4.75
ILLINOIS—Lump and Nut, per ton \$4.75
RADIANT—Franklin Co., per ton \$4.75
SPADE—Hard Coal, for furnace use, per ton \$4.75

ROSENBLATT
CUT PRICE COAL CO.
1821 Nicholas, Telephone Douglas 530.



Christmas for everybody

FATHER GRANDPA BROTHER THE KIDDIES THE COOK

Protection

Depositors in this Bank are Protected by the State Guarantee Fund of the State of Nebraska

German-American State Bank
16th and Farnam

I Am Going to Forget Trust Buster 6c Cigars for a Few Weeks and Will Talk XMAS GIFTS

A thousand merchants will try to sell you a thousand different kinds of gifts for men, but take it from me YOUR "Old Man" wants something that comes from John's Store. For instance, Meerschaum Pipes, Imported Tobaccos, a fine box of Cigars, Safety Razors, Leather Goods, Toilet Sets, Tobacco Jars, Humidors, Cutlery and the like. Remember, I am THERE with good advice.

JOHN'S CIGAR STORE
Sixteenth and Harney Streets

Visit Omaha's Real Bargain Emporium

A few squares from the high rent district enables us to give you the saving. So long as the supply lasts we offer you these:

\$1.00 Men's and Young Men's Jersey Sweaters69c
\$1.50 Wool Men's and Young Men's Sweater Coats85c
\$1.00 values in Hosiery, both Men's and Young Men's Silk Hose and Ties to match	59c
\$2.00 values Men's and Young Men's Silk Hose, Ties and Handkerchiefs, any shade you desire, in holiday box, sale price95c
\$1.00 Men's heavy fleeces Union Suits, sale price69c
\$2.00 Men's White or Fancy Pleated Coat style Shirts, all sizes, at95c
\$3.50 Boy's Overcoats, in gray or blue Chinchillas or fancy mixtures, sale price\$1.95
\$4.00 Boy's double breasted fancy mixture Suits, sizes 2 to 17\$2.00
\$15.00 Men's Blue Serge or fancy mixtures with silk serge lined, in all sizes, at, only\$7.48
\$15.00 Men's gray, brown or blue Chinchilla or Irish Frizee and Broadcloth Overcoats. These coats have the shawl, military or staple collars. Sale price\$7.48
\$2.00 Ladies' Cloth Slippers, fur trimmed, leather sole and heel, Romeo styles, in all the leading shades, sale price89c

We prepay express or parcel post charges on all orders of \$10.00 and over. Open evenings till 8 o'clock.

The Fair
S. E. Cor-12th and Farnam
S. E. Cor-12th and Farnam

STEINWAY



Steinway Skill, Experience and Ability Alone Can Produce a Piano of Steinway Merit.

To attain the world-popularity of the Steinway was possible only by superior merit.

This merit consists in the unsurpassed qualities of tone and workmanship. These are the distinctive features in the Steinway of today. The first Steinway Piano was the result of an art ideal. Through four generations this ideal has been upheld and maintained, to the end that proficiency has become a tradition in the Steinway factories and that the Steinways are recognized everywhere as past masters in their craft.

Purchase a Steinway and you possess the world's greatest piano—perfect in tone and workmanship.

Steinway Uprights\$500 and up.
Steinway Grands\$750 and up
Terms may be arranged to suit your convenience.

Schmoller & Mueller Piano Co.
1311-13 Farnam St., Omaha, Neb.
Exclusive Steinway Representatives.

A Dozen Portraits Solve, at Once, a Dozen Perplexing Gift Problems

F. A. RINEHART
PHOTOGRAPHER
18th and Farnam Sts. Douglas 1732

BLUE TAXI CO.

PHONE DOUG. 6

Office Stand 11er Grand Hotel



A Beautiful Reading Lamp Makes a Lifetime Christmas Gift

"Handsome is that handsome does" is the old axiom, and it applies to nothing better than to lamps. Beauty in a reading lamp is desirable only if at the same time the lamp serves its purpose of illumination. While we aim to show the most beautiful electric lamps the market affords, we look out first for the practical side, and in all our lamps made essentially for reading you will get a perfect reading light.

We now have a rich showing of new and artistic lamp designs especially selected for our large Christmas trade.

OTHER ELECTRIC GIFT SUGGESTIONS
Electric Irons Electric Grills
Small Desk Lamps Electric Heaters
Electric Toasters
Electric Percolators, Etc., Etc.

American Electric Company
"The Fixture House" 520 South 16th St.

Holiday Suggestions

Business Men—Your customers will be pleased with an appropriately embellished card or folder carrying Xmas greetings, an expression of appreciation for past courtesies and good wishes for a prosperous New Year.

Your Personal Friends—No gift could be more appropriate for a lady or a gentleman than a box of handsomely engraved visiting cards, a box of elegantly embossed monogram stationery, or a nicely worded holiday greeting printed on any dainty card you may select.

Please Remember—There's distinction in our work and our equipment and large stock of high grade domestic and imported papers enable you to exercise as much originality as you please.

A phone call will bring our representative with samples

Irvin A. Medlar Co.
Commercial and Society PRINTERS
Tel. Doug. 1262. 414 So. 14th St

Nature's Gift to you was a Good Set of Teeth

What are you doing to preserve them? Do you realize what Good Teeth mean to you health? Why not make yourself a

Real Xmas Gift

One that will preserve your health, appearance and give you that attractive personality so much needed in this very busy every day life.

Money Well Spent

Always Brings Back Good Results. You realize if you allow your teeth to decay, your health will be impaired—bad breath, sour stomach, poisoned blood, blotchy spots on face, tired, worn-out feeling—and a smile that spoils your progress in life will be the result.

Think a Little

of yourself. Don't spend your hard earned cash foolishly on friends and relatives—spend it on your teeth. Preserve your health, beauty, happiness—it will pay best in years to come.

Dr. Taft
Dental Parlors
1517 Douglas Street

Laurie J. Quinby State Senator Elect.

QUINBY QUALITY

Phone Red 4803
Rooms 304 and 305 Boston Store Building

Diaries and Desk Calendars

are office necessities for the coming year. We carry the standard line of HOLIDAY CARDS and BOOKLETS. See our display of beautiful seals and tags. Ask for one of our calendars.

OMAHA STATIONERY CO.
307-09 South 17th St.

For Your Xmas Baking

GO TO **Ortman's New England Bakery**

Good and Pure Like Mother used to Make

A large line of specialties and home baking. Fresh all the time. Just try one of our lunches or dinners. You will be pleased with both quality and service.

212 North 16th Street. Opp. Loyal Hotel.

Why Use Storm Sash?

The Monarch Metal Weather Strip is 75 per cent more effective and costs less; excludes draughts, dust and soot. Windows never rattle or stick. Pays for itself soon in saving of fuel. Makes windows and doors practically perfect.

F. H. Turney & Co.
Agents, Omaha
503 Ware Bldg. Doug. 4590.

An Ideal Gift for Xmas

A First Payment on a Home. Talk to **Bankers Realty Investment Co.**
Ground Floor Bee Building. D. 2926.

BUY WHILE THE ASSORTMENT IS BEST