

BUY FROM THESE

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

Smoke
Te-Be-Ce
Best 5-Cent Cigar

Christmas Gifts For 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

Traveling Bags,
Fitted Bags and Suit Cases,
Toilet Sets in Cases,
Manicure Sets,
Tourists' Medicine Cases,
Drinking Cups, Flasks,
Traveling Portfolios,
Cigar and Cigarette Cases,
Folding Umbrellas, Can Be Put in Suit Case,
Jewel and Stick Pin Cases,
Men's Purse and Card Cases,
Neck Tie Holders,
Writing Portfolios,
Medicine Cases,
Folding Picture Frames,
Glove and Handkerchief Boxes
Ladies' Hand Bags.

Freling & Steidle
Trunks, Bags, Suit Cases and Good Leather Goods
1803 Farnam St.

Gifts That Are Appreciated and Always Serviceable

is what you will find here. Nowhere in Omaha can you find such a large assortment awaiting your most minute inspection.

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.

Pleasing To Recipient

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

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

Omaha Printing Co.
Corner 13th and Farnam Sts.

YOUR MEN FOLKS

Both young and old, will be pleased and satisfied to the utmost, with Holiday presents selected from our fresh and abundant stock of

ATHLETIC GOODS

Every man and boy is interested in some kind of sports or athletics. Make your gift something along the line of HIS HOBBY and you will make a HIT.

A Few Suggestions

- SKATES, FOOT BALLS, KNIVES, "STRUCTO,"
- GUNS, BASE BALLS, FLASH LIGHTS,
- HUNTING CLOTHES, THERMOS BOTTLES, FLASH LIGHTS,
- SWEATERS, FISHING TACKLE, ATHLETIC SHOES.

And dozens and dozens of other choice gifts. Our goods are not "Jim-cracks," but strictly high grade, standard, GUARANTEED GOODS—the kinds that last and give satisfaction.

Walter G. Clark Co.

1408 Harney Street.
Ralph Russel, Mgr. J. W. Elwood, Pres.

Xmas 52 Times Per Year

Electric Washers and Wringers

I have more than 1400 in Omaha. There's a reason. Free trial. Cash or Payments. See me for Housework Appliances.

E. B. WILLIAMS

Tyler 1011. Formerly 1000 Washer Co. 208 S. 18th St.

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.

IF YOUR CLOTHES NEED CLEANING

Pressing or Dyeing, call
Douglas 3889 for Prompt Service

ALL WORK GUARANTEED
EMPIRE Cleaners & Dyers, 322 S. 14th St.

Extra Value for the Early Shopper

The Hallmark Store
14k blue white Tiffany Diamond Ring \$20.00

A small deposit and we will hold it till Christmas.

Jacobson & Furen
Jewelers 24th and N Sts.

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.

FURS

Specially priced this week. Genuine Alaska Cross Fox, latest style scarf and large animal muff, \$65

Black Canadian Lynx muff and two-skin scarf, specially priced at . . . \$100

Hudson Bay Sable, muff and stylish straight scarf, specially priced . . . \$125

Civet Sets, melon muff and handsome neck-piece, specially priced up from . . . \$25

Russian Fitch, the popular fur of the season, in all the new styles, up from \$45 per set.

We design and make any style of garment to order, also make over your fine furs in the latest models.



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

The Gift of All Gifts for the Family—
A Policy with "THE TRAVELERS INSURANCE CO."

Tom S. Kelly

"The Insurance Man."

Tyler 861.

NOTICE! Hotel Rome is Specializing

On 5th Moon Day Luncheon served in all dining rooms from 12:00 to 2:00 p. m. 40c After Christmas Supper served in Vineyard from 12 to 12 P. M. \$1.00 Sunday Table d'Hote Dinner served in all dining rooms from 5:30 to 8 P. M. 5 Cigarettes Entertainment every evening from 4:30 to 5:30.

DIAMONDS

1-2 Karat \$39.50
1-4 Karat \$15.00



SPECIAL—We place on sale two lots of beautiful brilliant diamonds—the 1 1/2 for \$39.50 and the 1/4 for \$15. We guarantee that no jeweler in the city can duplicate them for less than \$40 and \$20. Our agreement to refund your money within a year guarantees the value of these Diamonds.

Look at our display of Diamonds in window—the great reduction sacrifice sale on all Diamonds. Also a great reduction on all Watches, Jewelry, Silverware, Cut Glass, Gold and Silver Handed Umbrellas, etc. Come and see them and compare prices—you will find a saving of from 25 to 45 per cent.

Come early! Make your selection. A small deposit secures for you any article advertised until taken out. **REMEMBER THE PLACE.**

Brodkey Jewelry Co.
1401 Douglas Street.

Just Received a Lot of New Switches

Just the thing for a nice Xmas present.

A good 3-stem wavy switch for . . . \$1.50

A good 3-stem wavy switch for . . . \$3.00

Also received a lot of the very latest in hair ornaments. The new small barret for . . . 25c and 50c

The new feather pin amber and demi amber, from 50c to \$2

Hair watch chains made to order. Bring your combs to make a watch chain for your sweetheart.

Doll wigs made from combings. No doll wig orders taken after Dec. 22.

Hair dressing, shampooing, manicuring and scalp and face massage.

F. M. SCHADELL
2522 Douglas St.



Christmas Gifts Every

A Christmas Gift

THAT IS APPRECIATED
THAT IS SERVICEABLE
THAT IS WORTH WHILE



Is the kind you should give. Why not come to us. We can save you money. Our quality is unsurpassable.

FURS and FUR REPAIRS AT FACTORY PRICES

You should visit our display room and get our prices first.

The National Fur and Tanning Company

1925 South 13th Street, 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.