



Happy will be the recipient of a gift in a box labeled

BROWN

Only four more days in which to do your shopping. Make it easy by going to Brown's for your gifts. The finest stocks and the finest store in Omaha stands ready to serve you.

C. B. Brown Co.
220 South Sixteenth Street
New U. S. National Bank Building

LEATHER GOODS

Party boxes, card cases, pocket books, wallets, engagement calendar pads, shopping bags, stickpin cases, telephone lists, address and visiting lists, engagement books, cooking receipt books, hasty lines, brush and manicure sets, medicine cases, glove and handkerchief cases, portfolios, tie holders, work boxes, hot water bottles, coat hanger sets. Game sets for cribbage, 500 and bridge. Picture frames in large variety for both pocket and traveling use.

Matthews Book Store
122 South 15th St.



Diamonds for Christmas

Are the most beautiful gifts from husband to wife or to relatives. They possess the great advantage of increasing in value as time advances; they are loved by almost everyone and for sheer beauty they have no rival. Diamond jewelry need not necessarily be expensive. Some very beautiful made up designs in earrings, pendants, rings, diamond set watches, brooches, chains, etc., are priced very moderately. We will be glad to show you our assortment.

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



OMAHA'S EXCLUSIVE CHRISTMAS GIFT SHOP

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

ALLA SHOP
1310-1314 W. O. W. Bldg.

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
- OSBORNES HUT \$4.75
- per ton, hand covered \$4.75
- NOVINGS—Fancy Lump, ton \$4.50
- ILLINOIS—Lump and Nut, per ton \$4.50
- RAHART—Franklin Co., per ton \$4.50
- SPADRA—Hard Coal, for furnace use, ton \$4.50

ROSENBLATT
OFF FINE COAL CO.
1222 Nicholas. Telephone Douglas 430.



Famous Masterpieces of the Piano Craft

Grand and Upright

Steinway Pianos

Our salesrooms are filled with our usual large Christmas assortment of these world famous pianos. All the latest models produced by the well-known Steinway & Sons are represented in our stock. In all Steinway instruments from the least expensive upright at \$500 to \$1,250 Grand will be found incomparable Steinway quality—the perfection of piano tone—the last word in piano construction. Every investor in a Steinway piano obtains a masterpiece, a production of Steinway genius and workmanship which has made the Steinway the most durable of all pianos and therefore in reality the least expensive.

Uprights, \$500 up. Grands, \$750 up. Terms arranged to suit your convenience.

SCHMOLLER & MUELLER PIANO CO.
Exclusive Steinway Representatives. 1311-13 Farnam St.



Christmas gifts for everybody

Best Xmas Gift—

A Savings Account

Always Appreciated

Deposits in this bank are protected by the depositors Guarantee Fund of the state of Neb.

German-American State Bank
16th and Farnam Sts.



I am the REAL source of supply—Santa Claus is merely my distributing agent.

See John's Xmas Cigars.
See John's Xmas Cigarette Holders.
See John's Xmas Fountain Pens in all makes.
See John's Leather Collar, Cuff and Tie Boxes.
See John's Pipe Racks.
See John's large line of Christmas Candles.
See John for any sort of gift that tickles a man of this day and age.

John's Cigar Store
16th and Harney Streets.

Pre-Inventory Special Sale

We suggest you buy useful and durable Christmas Gifts

- \$15.00 values in Men's Suits, choice of Blue and Fancy Serges, Mixtures of Cheviots and Worsteds, all 1914 winter models, hand tailored throughout, silk serge lining, on sale beginning Monday, your choice— **\$7.45**
- \$15.00 Men's Overcoats, choice of Broadcloths, Tibets, fancy shades, velvet, shawl and military collars or fur collars, silk serge or quilted linings, in all sizes and lengths. Greatest value in town. On sale beginning Monday, your choice— **\$7.45**
- \$3 Boys' Suits and Overcoats, sizes 4 to 16, at **\$1.45**
- \$4 Boys' Suits, the latest styles **\$1.95**
- \$1 Men's Heavy Fleece Lined Union Suits **65c**
- 50c Suspenders in Holiday Boxes **25c**
- \$1.00 Silk Ties and Hose in Holiday boxes **50c**
- \$1.00 Ladies' Felt Fur Trimmed Slippers **69c**

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

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

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

Laurie J. Quinby, State Senator-elect.



QUINBY PRINTER QUALITY

Telephone Red 4803
Rooms 304 and 305 Boston Store Building

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Your Friends Laugh at You when they find you spent all your money on them and neglected nature's greatest gift—

Good Teeth

Be wise. Spend some of your hard-earned cash on yourself. Make one of your expenditures read "Dental Bill." It will pay you big returns in your old days.

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.

Dr. Taft
Dental Parlors
1517 Douglas Street

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.
307-309 South 17th Street.

IF YOUR CLOTHES NEED CLEANING

Pressing or Dyeing Call Douglas 3889 for Prompt Service

ALL WORK GUARANTEED.

EMPIRE Cleaners and DYERS
302 S. 16th 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 house 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.



A Beautiful Reading Lamp Makes a Lifetime Christmas Gift

"Handsome in 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
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Electric Toasters
Electric Percolators, Etc., Etc.

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

The New Farnam Bowling Alleys

1807 Farnam Street NOW OPEN

FRESH AND BEST EQUIPPED BOWLING ALLEYS IN THE MIDDLE WEST. (31 ALLEYS.) We especially invite ladies and professional men. We cater only to the best.

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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. Pays for itself in saving of fuel. Makes windows and doors practically perfect.

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