

With Best Wishes  
for a

# Joyous Christmas and a Prosperous New Year

## Where Holiday Money Counts

WE have only room to give an outline of the various lines that compose our Holiday stock, but in each line you will find scores of gifts that are worthy of your attention. Gifts suitable for every member of your family from the youngest to the oldest may be found here. You cannot do justice either to those you have to buy for or to your pocket-book without seeing our magnificent assortment. We trust you will come, and come early and often.

**Books** Books are equally desirable for old and young. They are treasured for a lifetime and never lose their value. Our stock includes all the latest and most popular fiction, standard novels and essays, padded poems in limp leather binding, and a fine line of gift books, books for girls and books for boys.

**Pictures** Our line of pictures must be seen to be appreciated. It consists of pastels, largely in browns and greens; water colors, etchings, photo colors, medallions and a large line of novelties.

**Old Austrian Court Boxes** These come in French staghorn and highly polished hardwoods, such as mahogany, cocobolo, walnut etc., neatly bound in brass and lined with silk and satin of various colors. Made in toilet cases, jewel boxes, collar and cuff boxes, handkerchief boxes, cigar boxes, shaving sets etc.

**Tankards** Steins, bric-a-brac looking for ornamental and novel articles will be pleased with our line of these goods this year. This is a particularly fine line of steins and tankards. We show some new things in stein racks, pipe racks and statuary brackets, bronze, plaster and staghorn novelties.

**Toilet Articles** and sets in pearl, ebony, foxwood, cocobola and antique ivory. Few lines afford a wider choice than this. Handsome articles in all the new designs and prices very reasonable.

**Games** The sale of games increases yearly. Instructive and amusing games are part of the equipment of every home and make it attractive for both old and young.

We will attend to shipping of goods to go out of town. Articles for the city we will deliver for you.

**Art Vases** There is no lady in the land, married or single who would not prize one of our fine vases. They represent elegance and worth. Expensive some of them, but worth the cost for those who can afford and who seek gifts of exceptional beauty. Our assortment includes a wide range of items, some at very small prices and good values.

**China** Larger stock and a better assortment than we ever had before. China is one of those things you can always give with a certainty that it will be prized. Imported French, Austrian, Bavarian and English, as well as the finest American, goods. We have tea sets, sugars and creams, cups and saucers, trays, plates, chocolate pots, afternoon coffees, cake dishes, bread and butter sets etc.

**Edison Phonographs** It is sound sense to provide those things that are most wished for if the wish is a reasonable one. In every home music is desirable especially if there are children. Christmas is the ideal time to give this ideal present. No amusement of modern times equals the phonograph.

**Perfumes** You will want perfumes, of course, and we can supply you with nice package goods at from 15c to \$1.50. An especially fine line of imported and domestic odors.

**Other Articles** Bibles—Oxford leather Bibles, Family Bibles and Testaments. Infant sets, albums new styles; sewing cards, photo boxes and holders, novelties in silver, pearl, ebony and bronze; novelties in burnt wood and leather, book marks, fancy thermometers, Christmas cards, fancy calendars.

IN addition to an outline of our Holiday stock, we have indicated below lists of items especially suited for your friends of both sexes and of all ages. We are sure you will find these lists helpful and trust you will check them carefully. You will be sure to get hints that will save you both time and worry. Our superb assortment and low prices will make your holiday buying a very easy matter this year.

**Gifts for Ladies**  
Manicures in staghorn, ebony, pearl etc.  
Toilet sets in great variety.  
Jewel Boxes in metal, wood and celluloid.  
Handkerchief and Glove Boxes.  
Chafing Dishes and Five O'clock Teas.  
Fancy Candlesticks.  
Mirrors—Hand and Stand Mirrors in all styles.  
Vases and Rose Bowls—We have some beauties.  
Fine China—No woman ever gets too much of it.  
Perfumes and Perfume Packages.  
Toilet Waters and Sachet Powders.  
Work Boxes.  
Music Rolls.  
Pneumatic Sprayers and Atomizers.  
Novelties in sterling silver, pearl, ebony etc.  
Card Receivers, Hair Receivers.  
Comb Sets, Puff Boxes.  
Books—Padded leather, limp calf and chamois.  
Burnt Wood Articles—Medallions, Photo Frames etc.

**Gifts for Men**  
Cigars always suit the smoker.  
Smokers' Sets.  
Tobacco Boxes.  
Cigar Cases.  
Shaving Sets.  
Collar and Cuff Boxes and Sets.  
Military Brushes.  
Military Brush Sets.  
Traveling Cases.  
Necktie Boxes.  
Handkerchief Boxes.  
Mustache Cups.  
Fountain Pens.  
Pocket Books and Card Cases.  
Pocket Toilet Cases.  
Soap Boxes.  
Dresser Sets.  
Hair Brushes and Combs.  
Cloth and Hat Brushes.  
Shaving Mirrors.  
Shaving Mugs and Stropps.  
Paper Knives.  
Ink Stands.

**Gifts for Girls**  
Books especially for girls.  
Pocket Books, Wrist Bags and Netsuka.  
Work Boxes and Sewing Sets.  
Toilet Cases and Sets.  
Manicure Sets and Single pieces.  
Perfume packages.  
Candy in packages.  
Toilet Articles of various kinds.  
Games and Game Boards.  
Writing Sets and Desk Sets.  
Autograph Albums.  
Box Papers in great variety.  
Novelties in silver, staghorn and pearl.  
Music Rolls.  
Mirrors.  
Trinket Boxes.  
Bibles.

**Gifts for Boys**  
Books written for boys.  
Game Boards and Games.  
Collar and Cuff Boxes.  
Necktie Boxes.  
Purses and Pocket Books.  
Toilet Sets.  
Hair Brushes.  
Clothes Brushes.  
Tooth Brushes.  
Fountain Pens.  
Paper Knives.  
Ink Wells.  
Bibles.  
Military Brushes.  
Military Sets.  
Pocket Toilets.  
Pocket Mirrors.  
Combs.  
A Picture for his room.

L. W. McCONNELL, McCook, Nebraska



## Christmas Gifts Should and Ought to Be Something of a Substantial Nature



No present at this time of the year can equal that of a nice piece of Furniture. It's a present to the whole house and becomes "a thing of beauty and a joy forever." Try this year in buying something that will always have a place in your house instead of buying several dollars worth of lighter novelties that are soon discarded. Remember we have the largest stock of complete housefurnishings in the city, every article being correct in style.



Nothing makes a more appropriate present than a rocking chair—a nice one. We have them for the little tots to the large leather ones at from \$1.00 to \$25.00.

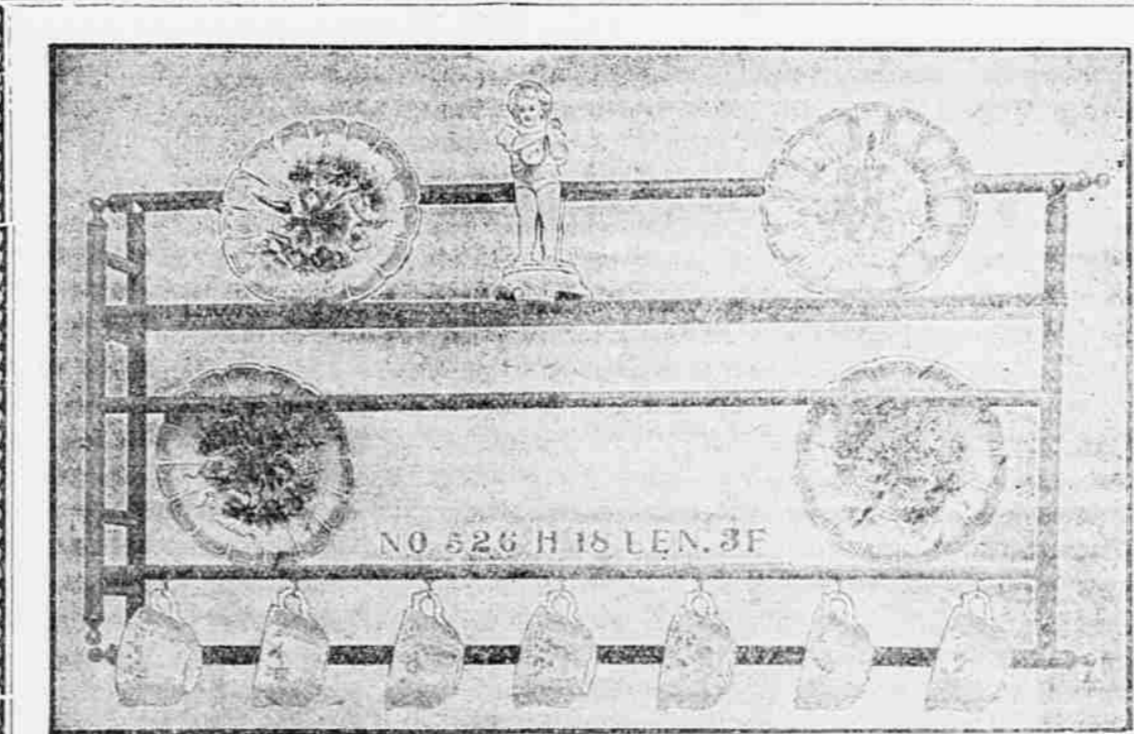
Make your parlor or sitting room a present of a nice couch. We can give you some startling prices on pantosote or leather goods. Beautiful patterns in velours.

If your friend has ever mentioned that he would like something that he could sit in with ease and read, we have just what you want—a line of Morris chairs. The new kind—no hooks, no rods. They adjust themselves to any position.

A combination book case and writing desk makes an ideal present. Our line is the largest we have ever shown.

For dainty gifts in the furniture line don't fail to see our music cabinets, ladies' parlor desks, dressing tables etc.

Pictures, wall pockets, jardiniere stands, plate racks and many other pieces in lighter goods.



ONE HUNDRED of these Plate Racks go on sale, for one week, commencing December 18th. Price only . . . . 98c  
Recently we sold 100 of these in two days. One to a customer. You will have to hurry. Plate racks not delivered. You will have to carry them away with you.

We have over 100 different styles in rocking chairs. We can suit you.

A china closet or buffet makes a most acceptable gift to your dining room. We have some beauties.

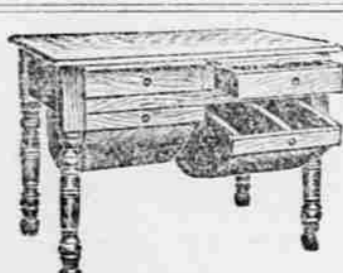
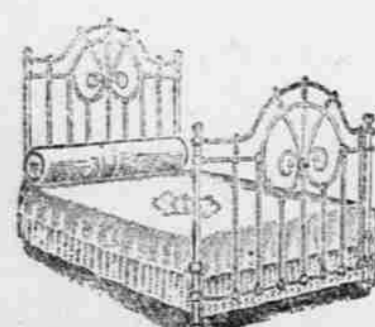
Positively the largest line of center tables ever shown in McCook, from \$1.00 to \$15.00.

See our odd parlor furniture—Roman seats, divans, davenport, corner chairs etc. Some very pretty designs.

Rugs—Patterns in oriental, floral, scroll and Indian effects.

If you were thinking of making your wife a present of a sewing machine don't forget the Singer. It has been the best for 50 years and always will be. There are reasons why.

Many people do not know we carry queensware. Come in and we will show you. We can save you money on a dinner set.



J. H. LUDWICK, McCook, Neb.

Store Open until 9:30 p. m. from Dec. 14th to Jan. 1st

