THE WIZARD NEVER SWEARS Neither Dons Mr, Gored smoke but B a man of silence and thought.













## DIAMONDS:

Our stock of Fine Diamond Jewelry is too large and must be reduced. $\$ 100,000$ is too much money to have invested in one line only-Diamonds. If low prices will do it, we expect to reduce this immense stock many thousands of dollars by Dec. lIst. We will now sell you Diamods for less than other dealers pay for them. If you do not think we mean it, just read these DIAYOND RINGS -Which were $\$ 20, \$ 25$ and $\$ 30$, now choice, $\$ 17.50$. Rings formerly sold at $\$ 35, \$ 40$ and $\$ 50$, reduced to $\$ 25$ and $\$ 30$. Rings worth $\$ 60$ to $\$ 75$, now go for $\$ 50$.
Large Fine Solitaire and Marquis Diamond Rings, wu e ti $\$ 100$ to $\$ 500$ each, reduced 25 to $331 / 3$ per cent. A great loss to us but a cortespodding gain to our customers. We have about 50 small diamond rings and offer them at $\$ 15, \$ 12, \$ 10, \$ 8, \$ 6, \$ 5 \$ 3$, and (Would you believe it? ) a few as low as $\$ 2$ each, being about one half regular. prices. DIAMOND EARRINGS, 250 pairs, all sizes ald stiles, at $\$ 2,000, \$ 1,500$, $\$ 1,000, \$ 750, \$ 600, \$ 500, \$ 400, \$ 300, \$ 250, \$ 200, \$ 175$, $\$ 150, \$ 125, \$ 100, \$ 90, \$ 35, \$ 75, \$ 65, \$ 60, \$ 50, \$ 40, \$ 35$, $\$ 30, \$ 25, \$ 20, \$ 15, \$ 10, \$ 5$.
An endless variety of Diamond Lace Pins, Scarf
Pins and Broaches, from $\$ 3$ up to $\$ 1000$ each
Diamond Studs from $\$ 5$ to $\$ 1,000$.
Diamond Collar Buttons, $\$ 3$ to $\$ 100$
Diamond Cuff Buttons, $\$ 5$ to $\$ 125$.
Diamond Bracelets, $\$ 10$ up to $\$ 1,500$.
Diamond Necklaces $\$ 150$ to $\$ 5,000$.
Diamond Pendants and Hair Ornaments at
All of these Diamonds are first class and are set in Fine Solid Gold Mountings of our own manufacture.
SPECIAL NOTICE-Above prices are open to Max Meyer

Bro. Co.
16th and Farnam Sis., Omaha.







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His oxporienco was he same

