. . Omaha's Greatest Jewelry Store . .


Headquarters for Jewelry - Sterling Silver--Cut Glass and Diamonds-extraordinary combination of SUPERIOR QUALITY AND LOW PRICES-a $\$ 100,000$ stock of new goods to select from-Christmas presents lurking in every nook and corner of the big store-- The largest collection of beautiful-useful and ornamental gifts ever shown under one roof between Chicago and San Francisco

| Watch Department | Diamonds |
| :---: | :---: |
| Boys' or girl's Watch. reliable and warranted .............. . $\$ 5.00$ | Real Diamonds-not chips-but the regular cut stones, in Rings-at |
| Elegant eztra small sterling sil- <br> ver Chatelaine Watch …. 7.50 |  |
| Boys' or youth' Watch, , enu- ine Egin, in extra thin liat $\ldots 80$ | stones we have shown in five years- all dew new in Reings, Brooches, |
| Youth's Watch, small and new, full jeweled, sterling silver casz 10.00 | Pendantst eitc. Silitire Diamonds and Dia- |
| Gold filled case with genuine Elgin movement, for ladies,small or large size | monds in combination with Emeralds, Rubies, Sapphires, etc <br> An elegant lin2 of Diamond |
| Gold filled case, for ladies, large or small, Elgin movement, warranted 15 years. ......... 15.00 | Umbrellas |
| Gold filled case, for gentlemen, Elgin movement, extra flat and thin or large | Ladies' Umbrellas, Dresden top. $\$ 1.95$ Gentlemen's Umbrellas, Sterling top. $\qquad$ 2.25 |
| Our watch stock never was as complete and every piece in it is reliable goods. | Gentiemen's Umberlla and Cane <br> .. 3.50 <br> We have a large line of these in prices up to finest made. |
| priced goods, from these prices up | Pocket Books |
| We sefl a good rolled gold Chain <br> for gentlemen for $\$ 2.00$, warranted | The largest line of Pucket Books for ladies and gentlemen ever shown in Omaha-suitable for presents at |



| Stationery | Gorham Sterling Silver |
| :---: | :---: |
| A complete line of the latest in Stationery. <br> Elegantly initialed with your own initials at 35 c and 50 c per box, and up | Gorham sterling silver flat ware, spoons and forks, all patterns, copyrighted and cannot bz found in plated ware. |
| to $\$ 5.00$. We've what you want and you should not miss seeing it. <br> 100 Cards, with Copper En- | Set of Tea Spoons (6) sterling fine ......................... $\$ 3.50$ |
| graved Plate, for \$1.50. | Set of Fo:ks (6) sterling fine. .... 7.50 Set of Dessert Spoons (5) ster- $\qquad$ |
| Our line of Plated Tea Sets, | Set of Table Spoons (6) sterling fine............................ 11.00 |
| Water Sets, etc., is most complete. Tea Sets at $\$ 5.00$ and up. | Gorham silver handled Carving <br> Sets, Wade \& Butcher steel.. 9.00 |
| $\$ 5.00$ and up. | Sterling silver Sugar Spoon.... Sters Sterling silver Sugar Sifter..... 1.50 |
|  | Ste rling silver Butter Knife. ... 1.50 |
| Glass | Sterling silver Bon Bon Spoon . 1.50 |
| Ours is the finest made-the | Sterling silver Cream Spoon.... 1.50 |
| ss-every piece is a gem in itself- | A complete line of Gorhara's ster- |
| Hardlya thing in Cut Glass but what we are showing-and we've made the prices right-The display alone is worth coming to the store to se2. | ling silver pieces in cases suitable for presents-salad sets-carving setssalad forks-berry spoons-ice cream spoons-bouillon spoons-etc., etc. |

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