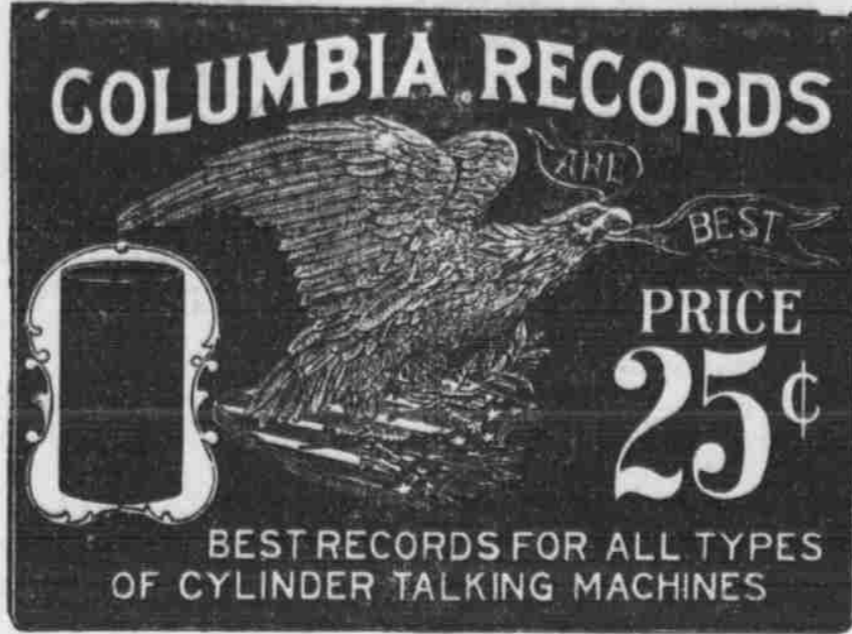


A Christmas Suggestion

BUY HER A DOZEN

Ten-Inch Disc Records
Reduced to 60c Each
 Fit Any Disc Machine

Clear Original Loud Unrivaled Musical Brilliant Inspiring Attractive



Rich Entertaining Captivating Outwearing Resonant Delightful Superior

Seven-Inch Disc Records
Reduced to 30c Each
 Fit Any Disc Machine

A Written Guarantee
 With every one we sell which cannot be duplicated by our competitors. We make our own goods and handle everything in the Talking Machine line. We sell them exclusively and we have to treat every-one right or we could not stay in business.

The Aluminum Tone-Arm



ONE OF OUR NEW MODELS

Machines
 Disc and cylinder—from \$7.50 to \$100.00. Columbia Graphophones and Records won **Three Grand Prizes and Four Gold Medals** at the St. Louis Exposition. This is more than all others combined received.

The Columbia Phonograph Company,
 Under New Management. Wholesale and Retail. 1621 Farnam Street, Omaha, Nebraska.

Tips for Xmas Shoppers
What to Buy for Mother
What to buy for mother is a question that arises in the mind of every thoughtful son or daughter at Christmas time. Hayden Bros. furniture department is showing some handsome rockers in mahogany, bird's-eye maple and oak, as well as a variety of sofas and divanettes for the dining room. They have plate racks, cut glass and china cabinets. For the library, morris chairs, bookcases and their new Shakespearean book racks. Another suggestion they make of something that would be all her own, is a sewing machine.
 Orchard & Wilhelm Carpet Company suggest a good present for mother in the way of a dressing table. This table in particular is probably one of the most exquisite pieces shown. It is in Circassian walnut, with the crotch veneers matched up on top, sides and front. This has a round French bevel mirror, carved French legs and carved standards. Particular mention is made of this piece on account of the very pleasing effect in the matching up of the figured veneer, and while there are less expensive and more expensive pieces, this is very moderately priced at \$3.
 When looking for something for mother, you are sure that anything that will complete her household furnishing, or would replace something that is worn, will be sure to please her. At the People's Store you might select a rug, a sideboard or a buffet. Perhaps nothing would please her as much as a new dining room table, a set of chairs or some new parlor furniture. Perhaps some of the handiwork specimens in the way of odd pieces for the parlor would meet the requirement.
 Mother usually doesn't want anything for herself. She would rather you would get something for some one else. But nevertheless she likes best of all things for her home. Something to make it bright and cheerful—something that she can see the rest of the family enjoy as well as herself. Miller, Stewart & Beaton make some good suggestions today. Rockers, clocks, writing desks, rugs, easy chairs, magazine racks, etc. By all means get her something for her house.
 How do you pass the evenings at your house? They would go more pleasantly if there were someone who played or sang.

Tips for Xmas Shoppers
 pocketbook, card case, beautiful framed picture, or a silver bread tray. The above goods can be found at Hardy's, the 5th store.
 Mother likes good coal. The "crub" tastes so much better when the coal burns right. Hard to cook well with stubborn, unreliable fuel in the range. "Sunderland" is adjective, expressive of high, dependable quality, when used to qualify or describe coal. "Sunderland coal"—that's the whole coal story.
 Has mother a good sewing machine? If she hasn't it is one of the most sensible presents you could give her, and one that she would always be grateful for. The Singer and Wheeler & Wilson machines are for sale by the Nebraska Cycle Company.
 Centerpieces for the tables and artistic cushions, etc., may be bought of Wellander & Smith, 1310 Douglas street, and they make very nice Christmas presents.
 If she travels occasionally a handsome suit case would be nice. They can be bought at from \$5 on up to the most elaborate of Alfred Cornish & Co.
 Christmas gift making is easy if it's pictures—At Bennett's, and they have them in endless variety.
Pretty Things for the Table Always Please Her.
 If you are at loss to know what to buy, something in the way of silverware is always something that mother wishes Santa Claus would bring her. A few of the suggestions made by B. W. Lindsay, the jeweler, are silver spoons, forks or knives, chafing dish, baking dish, silver bell for the table, some plated or solid silver salts and peppers, all of which he has in many handsome designs.
 The Bennett company are putting forth a big effort to outdistance the competitors in their lines of holiday china and cut glass. Handsome English dinner sets, as well as the beautiful French, German and Austrian importations, are as fine as can be found in any of the great cities. Nothing is more suitable than a handsome piece of crockery. Dinner sets are sold at an especially low price for Christmas.
 "What shall I get for mother?" is one of the leading questions now. A few minutes spent at Jas. Morton & Son Co.'s store on Dodge street, and you will save both time and money by selecting for her a carving set, or a pair of scissors, shears, manure case, table cutlery, spoons—any of these will please mother.
 Mother is the one who always admires anything to make her dining room more cheerful and for that reason is always pleased with silver-salad forks, carving sets, oyster cocktail outfit, cut glass, berry spoons—you will find many beautiful things in this line at Albert Edholm's, Sixteenth and Harney streets.
 At Christmas time the exhibitions of china in the stores are unusually attractive. Everything in the way of china and cut glass will be found at Hayden Bros. You can pay as much, or as little, as you like and you can be sure that no housekeeper has too much china or cut glass.
 Where is the housekeeper who does not admire cut glass? There is always room for one more piece in her china cabinet. You will make no mistake if you will look over the assortment at J. L. Brandeis & Sons. They have some for from \$1.50 up to \$25.00.
 Do you know of any more welcome gift

Tips for Xmas Shoppers
 than a new dinner set? At the People's Store they are showing their annual Christmas selection of china and you are sure to find something there in their china department which is beautiful and in good taste.
 You may be in doubt as to what to buy mother, but linen table cloths and napkins and dollies will please her, if purchased of Thompson, Helden & Co.
 If you want to be sure to please her, see what Fred Brodegaard has in the way of cut glass, painted china and table silver ware.
For Her Desk and Reading Table.
 Perhaps never before has such a beautiful display of art calendars been shown in this city as one can now see at the Moyer Stationery company's, 222 South Fifteenth street. There are so many beautiful things shown this year for ladies at this store which would require a whole page to describe them. There are elegant box papers, address books, portfolios, laundry lists, stamp cases, handboxes, desk sets, bridge whist sets, cribbage sets, Christy & Fisher's cartoons, desk blotters, penwipers, photo frames and hundreds of other things to please the most fastidious woman.
 A. I. Root, incorporated printers at 1212 Howard street, can show you some of these type tones. You ought to know A. I. Root, proprietor, and Gus Wiese, general manager. There are hundreds of people in Omaha who say that whenever they want a really good job they "have Root print it," because these gentlemen are not only practical printers, but men of culture and refinement, who know the difference between the merely unique or garish and the really artistic and attractive.
 Printing is one of the delicate arts. Everything depends upon the good taste and dainty conception of the craftsman. Spoken words convey a meaning most readily because of the tone of your voice tells half the story. In artistic printing the style of type and composition must reflect the tone of your voice.
 Fads come and go and many people blindly follow what the stationer says is new. The point we wish to make is that visiting cards, wedding stationery, letterheads, envelopes or announcements may be unique, but utterly lacking in artistic merit.
 In considering Christmas gifts that will be acceptable to your friends, don't forget that nothing could be more pleasing than appropriate stationery and that Root prints everything from the simplest to the most elaborate.
 The character of the writer is reflected in the stationery used. The charm of the message is often destroyed, not only by poor taste in selecting materials, but also in the style of printing or engraving.
 Engraving, embossing—steel-die printing—combined with the most pleasing effects in materials, has given them a reputation

A Handsome Christmas Present
 If you want to read with the greatest ease and comfort you should have one of our **Artistic Reading Lamps** Gas or Electric
 We have the finest line of these lamps ever exhibited in the west. Everyone of them a work of art, everyone the embodiment of graceful outline and perfect proportion. An endless variety of styles and materials—polished bronze, corroded bronze, porcelain, polished brass, Venetian iron—all in the most pleasing designs and at reasonable prices.
No Holiday Gift Would Be More Welcomed
 We also carry a complete line of electric gas and combination fixtures.
BURGESS-GRANDEN COMPANY
 313 SOUTH 15th STREET

...HOLLY-DAY SUGGESTIONS...
 HERE ARE A FEW:
Gillette Safety Razors Will shave any beard. A boy can use them, 12 blades, 24 shaving edges, \$5 400 shaves. Per set..... \$5
Henckel's Emperor Razors, \$2 Ea. Every one warranted. Don't throw your money away on cheap affairs. Then we have lower priced good Razors.
Manicure Sets, Shaving Sets, Scissor Sets
Table, Cutlery, Carvers for GAME ROOM STEAK
SCROLL SAWS For the little folks, to the larger ones for foot power for larger boys.
Pocket Knives.... Never before have we shown such an immense variety of patterns. All prices from 25c upward to the finest sterling silver and pearl handled scissor knives. Combination hunting knives. Don't miss our Pocket Knife sale. Remember every one guaranteed. Sale lasts only for the Holly-Day trade.
Tool Cabinets... The largest line ever shown here. Just the gift for the man of the house or his son or some other man's son. Nothing but the best tools in them.
MANUAL TRAINING TOOLS Your boy knows what he wants. We show a full line.
 Remember the rush for HOLLY-DAY shopping has commenced. Don't delay. Make your selection now.
JAS. MORTON & SON CO., 1511 DODGE ST.

A fine room with a vault—heat—light—water—janitor service—in a fire proof office building for \$18.00—
The Bee Building.