# ANNOUNCEMENT! 

In order to sell out our entire stock of

## Diamonds, Watches, Jewelry, Cut Glass, Silverware

before moving to Our New Quarters at the cornaer of 16th and Douglas streets (Opposite Brandeis' Store) we have resolved to conduct a big and eventful

## AUCTION SALE!

## At Our Store, 115 South Sixteenth Street

This is our last effort to close out the large, up-to-date Jewelry stock, wiich we had on hand when both the necessity and opportunity for a greater store became pressing and evident. Much of our spring display already had arrived, but it must all be sacrificed now on account of the important change, which we are about to make.

Thus we are in a position to offer our many friends AN Thus we are in a position to offer our many friends AN
UNPRECEDENTED OPPORTUNITY FOR RARE AND

RIDICULOUSLY LOW BARGAIT PURGHASES, compris. ing an absolutely unsurpassed and high class selection of leading makes in Watches and beautiful Jewelry designs, also the best established manufacturers in Silverware known to the world, and in fact every article in our old and well established store.

REMEMBER: The Auction Sale Commences Monday at 10 O'clock
115
South
Sixteenth
Street
Opposite
Boston
Store

$A_{\text {not equal. Diamond Tires not }}^{\text {Sa matter of fact }}$ only give greatest mileage, but they are as much superior in Repairability as they are in Mileage〔. Any repair man will tell you that a repair put in a Diamond Tire wit sick-
that he cannot guarantee a patch on any other tire, that even should you cut or smash a Diamond Tire hard enough to break the fabric, the injury is ooly local and can be repaired. The same accident
would ruin any other tire beyond repair. C. Diamond Tires suffer less severe injuries than any other tire, and when they are injured it costs less to repair them. a The most important poinat about a tire is quality,
the type is secondary. Diamood Tires are made the type ines. all sizes, and to fit every style of rim. You can get in Diamond Tires any type that you
want, and in any Diamond Tire that you choose wou will get what no other tire can give your the Createst Mileage and the best service that can

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AT YOUR DEALER'S OR
The Diamond Store
215 So. 20th St, Omaha.
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