

BUY FROM THESE

GIFT BOOKS
They Are Always Acceptable
MEISER'S BOOK STORE
Y. M. C. A.
Building.

Smoke Te-Be-Ce
Best 5-Cent Cigar

Christmas Gifts For Every Member of the Family

Can be had at this store at a most reasonable price—quality considered

A. S. Rips
THE JEWELER
Expert Watch and Clock Repairer
221 1/2 South 16th Street.

Leather Goods For Holiday Suggestions

Traveling Bags, Fitted Bags and Suit Cases, Toilet Sets in Cases, Manicure Sets, Tourists' Medicine Cases, Drinking Cups, Plaques, Traveling Portfolios, Cigar and Cigarette Cases, Folding Umbrellas, Can Be Put in Suit Case, Jewel and Stick Pin Cases, Men's Purse and Card Cases, Neck Tie Holders, Writing Portfolios, Medicine Cases, Folding Picture Frames, Glove and Handkerchief Boxes, Ladies' Hand Bags.

Freling & Steine
Trunks, Bags, Suit Cases and Good Leather Goods
1803 Farnam St.

GIFTS OF QUALITY
Individuality, Character, Endurance and Design

The kind of gifts that will be appreciated by the recipient. The kind that will last a life time and be prized more highly each year.

We Sell at Retail

Many of you good people do not know we sell at retail. We wish to inform you and invite you to visit our beautiful show room.

STATIONERY

We have the finest and largest display of stationery in the city to select from. The accompanying illustration is a hinge-cover box of Whiting Paper company's finest holiday display. We also are showing a big line of "Berlin's" quality first stationery. Our prices range from 75c to \$5.00 per box.

Cash and Bond Boxes

A fine line of Bond and Cash Boxes. A desirable gift. The above illustration is a Finnish Rich Maroon, enameled, with margins and handles, gold bronze, two keys. Price from \$4 to \$25.

Desk Sets

No where in Omaha or the east can our display of fine Burnished Brass Desk Sets be equaled—For quality, design, durability, also price. Come in and allow us to prove this statement is true. The prices range from \$2.50 to \$12.50.

OMAHA PRINTING CO.
CORNER 13TH and FARNAM STS.

Athletic Goods

Make Finest Presents For Men and Boys

Look the town over, inspect every Christmas display in the city, and think of every present possible to give "HIM" and you will discover nothing that is DESIRED so much, and that SATISFIES so well as SPORTING GOODS AND ATHLETIC SUPPLIES.

COME TO OUR STORE

and see the splendid array of HIGH GRADE, SERVICEABLE DESIRABLE articles for SON, BROTHER, FATHER OR FRIEND. Each of them is interested in some line of athletics or sports. Give "HIM" something pertaining to his hobby, and you have gone the limit to please.

READ the few suggestions in this announcement, and you will find the answer to "What shall I give him?" Dozens of other dandy presents now ready for your inspection.

Literally hundreds are coming every day to select their presents and every year the list increases greatly, for wise buyers have learned that WALTER G. CLARK'S handle only the CHOICEST MERCHANDISE AND GUARANTEE EVERY ARTICLE.

WE ARE GOING TO LOOK FOR YOU IN RIGHT AWAY.

Walter G. Clark Co.
J. W. Elwood, Ralph Russell, sole owners.
1408 HARNEY STREET

Asphum

Business is Normal
BECAUSE
Quality and Economy
Prevail Together

\$2 Stars Presented at 25c
MATINEES AND AT NIGHT FOR
10c, 25c, 50c, 75c

Sale on Ladies' Suits
Unheard-of values for tomorrow, Monday, \$17.50 values at \$7.50
N. Y. SAMPLE STORE
206 North 16th Street

Extra Value for the Early Shopper

The Hallmark Store
142 blue white Tiffany Diamond Ring \$20.00
A small deposit and we will hold it till Christmas. This is just one of many special offerings we are making for early shoppers.
Gifts in Gold and Silver for both men and women at very reasonable prices.

Jacobson & Furen
Jewelers
24th and N Sts.

REACH THE ENTIRE FAMILY THROUGH PRINTING BY US
A Pleasant Thought Expressed in Good Form Makes Friends

DOUGLAS PRINTING COMPANY
314 So. 19th Street
PHONE DOUGLAS 644

HELP THE

For Fine Xmas Liquors
Bottled in Bond Goods
SEE
ALEX JETES
Corner 201 South Thirteenth St.

REVISED DECISION: GAYETY FIRST SAFETY SECOND

INSPIRATION:
A season ticket to the Gayety would be come Xmas present. See the Man.

CHRISTMAS JEWELRY

We wish to announce that our new store at 204 1/2 N. 16th Street is now ready for your inspection. A beautiful display of Watches, Jewelry, Silverware, etc. Special low prices, this week to acquaint the public with the location of our new store.

GROSS JEWELRY CO.
204 1/2 North 16th Street.

FURS
At Reduced Prices

Select your furs from the largest stock of fine furs in Omaha.

Near Seal Coats up from \$35.00
Russian Pony Coats up from \$25.00
Hudson Seal Coats up from \$85.00
Genuine American Mink Sets, scarf and muff, up from \$60.00
Beaver Sets, up from \$50
Otter Sets, up from .. \$60
Russian Fitch Sets, up from \$40.00
Genuine Black and Brown Coney Sets, \$3.50 to \$10
This means about one-half the regular price.
Natural Cat Lynx Sets up from \$20.00
Genuine Skunk Sets (Black Marten) up from \$50.00
Japanese Black Lynx Sets Worth up to \$30 per set, in this sale, choice .. \$15
Isabella Fox Sets, worth up to \$75, in this sale, choice \$30.00



G. E. SHUKERT 401-403 So. 16 St.
PRACTICAL FURRIER

The Most Sensible of All Xmas Gifts—
A Life Policy in "THE TRAVELERS INSURANCE CO."

Tom S. Kelly
"The Insurance Man."
Tyler 861.

Why Use Storm Sash?

The Monarch Metal Weather Strip is 75 per cent more effective and costs less; excludes draughts, dust and soot. Windows never rattle or stick. Pays for itself in saving of fuel. Makes windows and doors practically perfect.

F. H. Turney & Co.
Agents Wanted. 203 West Block, Doug. 4300.

DIAMONDS
1-2 Karat \$39.50
1-4 Karat \$15.00

SPECIAL—We place on sale two lots of beautiful, brilliant diamonds—the 1/2 for \$25.00 and the 1/4 for \$15. We guarantee that no jeweler in the city can duplicate them for less than \$40 and \$25. Our agreement to refund your money within a year guarantees the value of these diamonds.

Look at our display of diamonds in window—the great reduction sacrifice sale on all diamonds. Also a great reduction on all Watches, Jewelry, Silverware, Cut Glass, Gold and Silver Handled Umbrellas, etc. Come and see them and compare prices—you will find a saving of from 25 to 45 per cent.

Come early; make your selection. A small deposit secures for you any article advertised until taken out.

Brodkey Jewelry Co.
1401 Douglas Street.

The New Tam for Young Girls
The very latest in millinery—for
\$2.50 - \$3.50

Children's Velvet and Plush Bonnets
for
\$2.00 - \$3.00 - \$3.50

What is nicer for a Christmas present than a Pretty Hat for daughter or mother.

F. M. Schadell
1522 Douglas Street



Chris Gifts Every

Your Gift Should Have Quality, Individuality, Style, Class

There is nothing more appropriate, sensible and appreciated than a set of our

Beautiful Furs

We want the women and men of Omaha and Nebraska to visit our show rooms. They will be surprised at the beautiful furs we are selling at

Factory Prices

A visit will convince we can save you money. Come and see.

The National Fur and Tanning Company

1925 South 13th St. Phone Tyler 120. Omaha, Neb.

TIRE CLERKS

Radiator Repairing and Re-Building

We repair leaky and frozen radiators.

Bring Yours In

We also do plating and re-finishing. Our prices are right. All work guaranteed.

Excelsior Radiator & Plating Company
2203 Farnam Street, Omaha, Nebraska.