

**BUY FROM THESE**

**GIFT BOOKS**  
They Are Always Acceptable  
**LESER'S BOOK STORE**  
Y. M. C. A.  
Build-  
ing.

Smoke  
Te-Be-Ce  
Best 5-Cent Cigar

**Your Last Hour Shopping**  
Can be done with ease here. Beautiful and useful gifts in jewelry for every member of the family.

**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, Flasks, 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.

**The World's Best**  
Individuality, Character, Endurance and Design.

The kind of gifts that will be appreciated by the recipient. The kind that will last a lifetime 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. Just received a large shipment of Fine Old Glass Ink Wells that will be sold from \$5.00 to \$15.00.

**Dad's Office Desks**  
Look 'em over. They're real beauties. Price very reasonable. Any man will be proud of such a gift.

**Other Suggestions**  
Greeting Cards, Engraved Cards, Brief Cases, Pocket Books, Men's Smoking Sets, Leather Commercial Cases for the Traveler, Office Chairs, Office Tables, Smokers' Desk Lamps, Waterman's Ideal Fountain Pens, Many Sectional Bookcases, Books Leaf Memo Books, Self-Closing Ink Stands, Steel Safe Cabinets.

**Stationery**  
The finest and largest display of stationery in the city to select from. We also are showing a big line of "Berliner" quality first stationery. Our prices range from 75c to \$5.00 per box.

**Desk Sets**  
No where in Omaha or the east can our display of fine Burnished Brass Desk Sets be equalled. The prices range from \$3.50 to \$32.50.

**OMAHA PRINTING CO.**  
CORNER 16TH AND FARNAM STS.

**COME IN!**  
And Get HIS PRESENT  
We will help you select a classy, appropriate, high grade GIFT that HE will APPRECIATE.

**...ATHLETIC GOODS...**  
satisfy MEN and BOYS as no other presents can. For FATHER, BROTHER, SON or FRIEND we recommend—

Guns	Fishing Tackle	Golf	Foot Balls
Skates	Hunting Clothes	Tennis	Hand Balls
Sleds	Thermos Bottles	Structo	Flash Lights
Sweaters	Punching Bags	Knives	Revolvers

Every man and boy has a "hobby" along these lines. Give him Athletic or Sporting Goods and you have made a real hit with HIM.  
Hundreds are coming every day to select choice gifts for the "men folks." We want to see YOU this week.

**Walter G. Clark Co.**  
1408 HARNEY STREET

**Store Open Evenings Until Christmas**

The store offering thousands and thousands of wonderful Xmas attractions—priced to please all pocket books—you'll find among other things:

**DRESSED KEWPIE DOLLS**... 19¢  
Other Kinds of Dolls... 25c, 55c, 69c  
Hill Climbing Trains; engine, car, 79c  
Engine, 2 coaches, baggage car, \$1.39  
Pianos—Upright or grand, 25c to \$5.00  
Structo Sets... \$1.00, \$2.00, \$3.50, \$5.00

Reading Lamps, Mahogany Trays, Smoking Sets, Easy Chairs, Rockers, Dining Tables, Set of Dining Chairs, Book Cases, Desks, Music Cabinets, Piano Benches, Kitchen Cabinets, Etc.

**Beaton & Laier Co.**  
415-417 South 16th St.

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

**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 some Xmas present. See the plan.

**CHRISTMAS JEWELRY**  
We wish to announce that our new store at 204 1/2 W. 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 GENUINE BARGAINS**

Five days sale to close out this enormous stock. Cost of goods not taken INTO CONSIDERATION.

All of Our Black and Brown FRENCH CONEY SETS  
That sold up to \$15.00, about 100 sets in all, choice... **\$4.95**

All of Our BLUE WOLF SETS  
That sold up to \$25, in this sale... **\$9.50**

All of Our ISABELL FOX SETS  
That sold up to \$40, in this sale... **\$19.50**

All of Our Ladies' RUSSIAN PONY COATS  
That sold up to \$45, in this sale... **\$25.00**

All of Our AMERICAN MINK, SABLES, CROSS FOXES, HUDSON SEAL, JAP MINK.  
In fact every garment in this enormous stock will be sold at a reduction of from 33 1/2 to 50 per cent.

**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

Only Your More Shopping Days Until Christmas! Do your buying at South Omaha's foremost Jewelry Store for better service and better values. Store Open Evenings. The Hallmark Store. 15 South Omaha. **Jacobson & Furen** Jewelers, 26th and N Sts.

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

**SPECIAL**—We place on sale two lots of beautiful brilliant diamonds—the 1 1/2 for \$39.50 and the 1/4 for \$15. We guarantee that no jeweler in the city can duplicate them for less than \$46 and \$18. 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 you any article advertised until taken out. **REMEMBER THE PLACE.**

**Brodkey Jewelry Co.**  
1401 Douglas Street.

**Just Received a Lot of New Switches**

Just the thing for a nice Xmas present.  
A good 3-stem wavy switch for... **\$1.50**  
A good 3-stem wavy switch for... **\$3.00**  
Also received a lot of the very latest in hair ornaments. The new small barrett for... **25c and 50c**  
The new feather pin amber and demi amber, from **50c to \$2**  
Hair watch chains made to order. Bring your combings to make a watch chain for your sweetheart.  
Doll wigs made from combings. No doll wig orders taken after Dec. 25.  
Hair dressing, shampooing, manicuring and scalp and face massage.

**F. M. Schadell**  
1522 Douglas Street

**Christmas Gifts Every**

GRANDMA  
SISTER  
THE KIDDIES  
BABY

**A Christmas Gift THAT IS APPRECIATED THAT IS SERVICEABLE THAT IS WORTH WHILE**

Is the kind you should give. Why not come to us. We can save you money. Our quality is unsurpassable.

**FURS and FUR REPAIRS AT FACTORY PRICES**

You should visit our display room and get our prices first.

**The National Fur and Tanning Company**  
1925 South 13th Street, Omaha, Neb.

**Radiator Repairing and Re-Building**

We repair leaky and frozen radiators.

**Bring Yours In**

We also do plating and refinishing. Our prices are right. All work guaranteed.

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

**DIAMONDS**