

TRUTH IN



JEWELRY

The Retail Jewelry Merchants of Omaha and South Omaha, who are represented on this page, have adopted a "Trade-Mark" for YOUR Protection.

They have spent a great amount of time, thought and money to familiarize you with this seal which stands for the utmost in quality and workmanship.

In each of their windows you will note a replica of this "Trade-Mark," which is a guarantee to you of courteous attention and quality merchandise.

They have made every effort to make your Xmas shopping pleasant as well as profitable and they deserve your patronage.

C. B. Brown, Albert Edholm, T. L. Combs, Copley Jewelry Co., Reese Jewelry Co., Louis A. Borsheim, M. D. Franks, Joe Frenzer, John Henrickson, F. E. Sandwall, Larsen Jewelry Store, B. O. Haines, Carl Hansen.

SOUTH OMAHA Flitton Optical and Jewelry Co., Jacobson & Furen, Chas. Belohlavek.



C. B. BROWN
Diamond Merchants
Jewelers

Sixteenth and Farnam



HARRY COPLEY
WARES OF GOLD AND SILVER
DIAMONDS

OVER 51 YEARS IN OMAHA
OVER 39 YEARS IN JEWELRY BUSINESS
OVER 21 YEARS IN PRESENT LOCATION

215 South Sixteenth St. **JEWELER**

COPLEY



M. D. FRANKS

WATCH AND DIAMOND EXPERT
Southeast Corner 15th and Douglas

Quality Diamonds

We feature the finer grades of diamonds exclusively, artfully mounted, competently bought, truthfully sold and honestly priced.

Rings, \$15.00 to \$750.00



ALBERT EDHOLM
Omaha's Oldest Established
Jeweler

16TH AT HARNEY ST.
DIAMONDS, PEARLS AND
PRECIOUS STONES

Sole Agent
Patek Philippe & Co. Watches

**XMAS GIFTS AT THE LOYAL
Jewelry Store**



**WRIST WATCHES -
The Ideal Xmas Gift**

Here you will find an unlimited collection in all styles and prices. Come and look them over.

Our assortment of Xmas jewelry is large and well selected and there is just the article you wish to give, with just the price you want to pay.

HENRICKSEN

"The Loyal Jeweler"
201 NORTH 16TH STREET.



A JEWELRY STORE

Established in 1894 and always doing business on the solid basis of honest goods at honest prices.

Our location enables us to sell quality diamonds and jewelry at a wonderful saving to you.

See our stock of Xmas jewelry.

The Old Reliable
**FRITZ SANDWALL
JEWELRY CO.**

308 S. 15th St. Douglas 2938

POPULAR GOODS—POPULAR PRICES

We have a select line of the most popular diamonds and jewelry on the market. Specials in near diamonds and reconstructed rubies. One cash price to all. We handle the best watches on the market—Howard, Hamilton, South Bend, Elgin, Waltham, Illinois, accurately adjusted and closely timed. Specials in ladies' and gents' wrist watches. Large stock of low priced watches.



Complete Optical Parlor
SEE US AND SEE BETTER
Give father or mother a pair of Kryptok glasses for Christmas.

THIS IS YOUR
**GIFT
SHOP**

YOU CAN MAKE
A WISE CHOICE
IN

**BEAUTY
AND
VALUE**

**REESE
JEWELRY
AND
OPTICAL CO.**

403 South 16th St.
City Nat'l Bank Bldg.

"What Reeves says it is it is."



SOUTH OMAHA JEWELERS



Jacobson
and
Furen
Jewelers



Godfrey's
Jewelry



South
Omaha

2409 N St. Peone So. 1270

Chas. Belohlavek



"Home
Town
Jeweler"

2412 N St.,
So. Omaha

Repair Work
My Specialty.
Clocks and Jewelry.
Complete Line of Watches.

Flitton
Optical
and
Jewelry
Co.



Manufacturing
Opticians and
Jewelers

24th and M Sts., South Side. Phone South 78

B. O. HAINES, Jeweler

2236 Farnam St. :::: Tyler 1067

**EVERYTHING IN JEWELRY AND
WATCHES**

BUY JEWELRY in a TRADE-MARK Jewelry Store



Established 1890

DIAMONDS

