



SHOP EARLY



XMAS

HINTS



14 SHOPPING DAYS LEFT

A Rebuilder of Gowns

A GOWN remodeled by me means a creation that is up-to-date in every detail, with all the chic and line of the latest Parisian ideas.

I REBUILD gowns successfully for out-of-town customers—let me give you my ideas and estimate before you discard any gown or suit.

Artistic Dresses, made to order only, for all occasions. Your materials accepted when desired.

LADIES---

Have you stopped to consider that materials in your dress, suit or skirt are 100 per cent better than you can now buy?

Conserve on your wardrobe that your boy may help more at the front.

For style and fit we guarantee absolute satisfaction.

I am doing remodeling as a part of my bit.



Often an old gown leaves the shop with a "character" that it never possessed before.

CHILDREN'S CLOTHES A SPECIALTY

Perfect Workmanship **WARREN** Prices Reasonable
Suite 24, Patterson Block. Tyler 3071. 17th at Farnam.

Christmas Shoppers Should Avoid the Rush as Much as Possible

We urge Christmas shoppers to attend to their shopping during the forepart of the week and during the forenoons of the day.

This request is made in the interests of both passenger and transportation utility. The passenger who observes this request will travel in greater comfort, because it is a well known fact that travel on the cars in the forenoons and during the forepart of the week is lighter than it is in the afternoons and during the latter part of the week. The transportation utility benefits, too. A more even distribution (as to time) of travel means a saving of fuel, which is a very important consideration at this time of fuel shortage; and it reduces the chance of accident to passengers. When travel is heavy the danger of accident is greatest. We are constantly striving to prevent accidents, and to this end we earnestly ask for your co-operation.

Omaha & Council Bluffs Street Railway Co.

Matthews' Book Store

1620 Harney Street

Gifts That Are Appreciated By All BOOKS For Christmas

When in doubt as to what to give, give books. They are most acceptable to Mother, Father, big or little Sister or Brother—in fact, they are good for anyone. In our complete Book Shop you will find at all times the very latest in good reading. If you are unable to procure the book you want we will within the shortest possible time secure it for you without additional charge.



THIS WILL BE A BOOK-YEAR FOR OUR SOLDIERS

OUR DOWNSTAIRS SALESROOM, DO YOU KNOW IT? EDUCATIONAL GAMES

Every game has its use in the mental development of a child and should be thoughtfully bought with an idea of stimulating.

Select Your Gifts at Loyal Jewelry Store

This season we have made greater preparations than ever before and are ready now with a notable collection of the most beautiful designs in jewelry, silver or cut glass. Any article you select, if you so desire, will be laid aside on receipt of a small deposit, and delivered at any time you wish. Our Location Always Saves You Money.



HENRICKSON
"The Loyal Jeweler"
Corner of 16th and Capitol Avenue.



Depositors are Protected by the Depositors' Guaranty Fund of the State of Nebraska

Deposits of Individuals and Firms Solicited

Pay Your Bills by Check

Then you'll have a receipt. It's a safe way. Then you have the advantage of not having to carry money with you and the danger of attendant loss.

Make Yourself a Xmas Present of a Banking Account

American State Bank
18th and Farnam Streets

Stationery That Satisfies



Crane's and Hurd's Xmas Stationery, ranging from 25c to \$5—The largest assortment and best selection of Xmas and Greeting Cards ever shown. Diaries, Calendars, Pads, Fountain Pens, Loose Leaf Books—all sizes. Games and Cards. Many other items.

Omaha Stationery Co.
307-309 South 17th St. Phone Douglas 805.

Magazines for Christmas

Phone Your Order **THE LADIES' HOME JOURNAL** (Monthly) \$1.50
THE SATURDAY EVENING POST (Weekly) \$1.50
Douglas 7163 **THE COUNTRY GENTLEMAN** (Weekly) \$1.00

There is no gift more appropriate, or so universally popular, than a year's subscription to the above magazines. Every issue a pleasant reminder of the donor, during the entire year. Gift subscriptions announced with a beautiful Christmas Folder to reach your friends Christmas Eve, or can be remailed by yourself, if you prefer. Why not call Douglas 7163, or mail your order now, ere you forget?

OTHER POPULAR MAGAZINES AT BARGAIN PRICES

THOSE MAGAZINES!

American Boy	\$2.75	\$2.75	\$3.25	\$3.15	\$3.50
American Magazine	4.00	3.00	3.50	3.40	3.75
Atlantic Monthly	6.00	5.00	6.00	5.90	6.25
Country Life	4.00	3.00	3.50	3.40	3.75
Country Gentleman	4.00	3.00	3.50	3.40	3.75
Country Life	4.00	3.00	3.50	3.40	3.75
Current Opinion	4.00	3.00	3.50	3.40	3.75
Delimitator	4.00	3.00	3.50	3.40	3.75
Etude (Musical)	3.85	2.85	3.35	3.25	3.60
Everybody's Magazine	4.00	3.00	3.50	3.40	3.75
Good Housekeeping	4.00	3.00	3.50	3.40	3.75
Harper's Magazine	4.00	3.00	3.50	3.40	3.75
Harper's Magazine	4.00	3.00	3.50	3.40	3.75
Illustrated World	3.75	2.75	3.25	3.15	3.50
Independent	4.00	3.00	3.50	3.40	3.75
John Martin's Book	3.25	4.25	4.75	4.65	5.00
Little Folks	3.75	2.75	3.25	3.15	3.50
McCall's Magazine	3.75	2.75	3.25	3.15	3.50
McCall's Magazine	3.75	2.75	3.25	3.15	3.50
Modern Priscilla	3.00	2.00	3.10	3.00	3.35
Outing Magazine	3.50	2.50	3.00	2.90	3.25
Outing Magazine	3.50	2.50	3.00	2.90	3.25
Pictorial Review	4.00	3.00	3.50	3.40	3.75
Review of Reviews	4.75	3.75	4.25	4.15	4.50
St. Nicholas	3.00	4.00	4.50	4.40	4.75
Scribner's	4.00	3.00	3.50	3.40	3.75
Warren's Home Companion	4.00	3.00	3.50	3.40	3.75
World's Work	3.00	4.00	4.50	4.40	4.75
Youth's Companion	4.50	3.50	4.00	3.90	4.25

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Scalp and Facial
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Ask to see our \$5.00 Wavy Switch. Headquarters for Natural Gray Hair.

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



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My collection of Rare and Genuine Oriental Rugs, with their Beautiful Colorings and Marvelous Designs, will fill the demand of the Lovers of Oriental Art.

I was born and spent my early life in that part of the country where the industry of making Oriental Rugs is practiced.

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