

Do Your Christmas Shopping Early---Let This Be Your Christmas Guide

The Open Door to Christmas Shopping

SAVE
25 to 50%



on all
Diamonds
Wrist Watches
Gold Jewelry

Take the elevator to the sixth floor, where my inexpensive rent enables me to sell jewelry at 25 to 50 per cent below the prices asked by "ground floor" jewelers.

We handle only the best makes of jewelry.

W. C. FLATAU
Established 1892
Sixth Floor Securities Bldg.

Good Old "Santa" Says:-

"Send Christmas Cards
to all your friends--
this should be a
sensible Christmas"



Santa Claus

A most complete
stock of stationery,
cards and Christ-
mas novelties.

Omaha Stationery Co.
307 South Eighteenth street



Says Kinca

These are surely wonderful bargains in Xmas slippers.

Slippers-Slippers Slippers

I'm gonna be sore like heck, if I don't get a pair of slippers for Christmas

Says Kinca

Slippers are the best gift that anyone can give for Xmas. They carry with them real cheer and at the same time are inexpensive. Put a slipper on that Xmas stocking.

Men's Fine Kid Slippers, just like cut,
98c to \$2.00

Novelty Felt Slipper, with soft elk sole, like cut.....
\$1.29

Comfy Felt Slipper, with heavy soft felt sole in all colors.....
69c

Ladies' Felt Juliet Slippers in all colors, with fur trimmed tops and leather soles
\$1.49

G. R. KINNEY SHOE CO., Inc.
207-09 N. 16th Street

Make This a Candy Christmas

Everyone appreciates a gift of candy. For mother, sweetheart or sister it has no rival in popularity at Christmas time—and it shares its "sweetness" with every member in the home.

When You
Are
Christmas
Shopping
Lunch
at the
Walnut
Room in
Candy Land

For a sensible
Christmas buy
Good Candy.

Candy Land

Walnut Room 1522 Farnam

Old "Santa" Smiles

when he thinks of
those richest of all

New England Fruit Cakes

now ready. Full of rich fruits and whole nuts, and made as we know Fruit Cakes should be made. Also a complete line of home-made breads, pies, cakes, etc.—everything for your Christmas table.

Ortman's New England Bakery

218 North 16th Street Branch Stores—Central Market, Hayden Bros.

We have often
been styled--

the Gift
store
for the
reason
that we
always carry so
many clever Xmas
novelties, together
with one of the best
stationery stocks in
the city. We invite
you to inspect our
Christmas showing.

**Moyer
Stationery
Company**
1611 Farnam St.

Do You Need Money for Christmas?

Let Us Supply It



IF YOU are a salaried man—or woman—and you have debts to pay—coal to buy—or if you are short of money with which to do what you wish in the Christmas season—come to us—we will lend it to you.

We loan money to salaried people at 8% per annum on the sole security of character and earning capacity.

OUR system does not involve the many embarrassing features of most loan associations—we are here to help honest working people work out their financial difficulties. This is a bank operated for the use of the people—the common people—a place where any upright, honest, salaried man or woman can obtain money to tide them through a difficult period, and for this service we charge a moderate interest of only 8%.

Call and talk to us about it.

Industrial Loan & Investment Co.

405 So. 15th St. Omaha, Nebraska.

Buy Me a "Tailor-Made" Shirt



--they wear better
--they fit better
--more economical

Order
Now
for
Xmas

A tailor-made shirt is just as distinctive as a tailor-made suit. In the matter of fit of the neck band, the sleeve length, the general adaptability of the body, the materials, etc., TAILOR-MADE SHIRTS give a degree of satisfaction not to be found in a ready-made shirt.

ALBERT CAHN 219 So. 14th St.

Christmas Cards

Our line is now
Ready--shop early

OMAHA PRINTING CO.

An Edison
Phonograph
will bring cheer
to your home



THERE ARE 1000
GOOD REASONS

why you should
buy a phonograph
for your home this
Christmas—and of
course it will be the
best—

The New Edison
"The Phonograph with a Soul"
We invite your in-
spection.

ROUSE'S
Edison Parlors
1924 Farnam St.