



Do your Christmas

Xmas Greetings
Say it with Flowers

LEE L. LARMON
Fontenelle Florist
1814 Douglas Street Doug. 8244

ATA SKOP

Xmas Gifts

This season we have made greater preparations than ever before, and are now ready with a large assortment of beautiful Xmas Cards and Holiday Gifts for your selection.

Also an extraordinary collection of Oriental goods. We suggest your early selection.

207 South 18th St.
Douglas 6120.

The Leavenworth Street Furriers
Omaha's New Fur Store

Extraordinary collection of rare furbeltries of highest quality and priced low. Alterations and remodeling exemplifying clever designing and skillful workmanship.

J. Berkowitz Fur Co.
2818 Leavenworth Street

JULIUS GROSSMAN.

DESIGNED by artists, fashioned by careful workmen from the finest materials, perfect in fit and finish—F. & M. shoes are not only extremely good looking, but comfortable and durable, too. The new models await your inspection at our store, developed in the fashionable shades of the latest colors.

F. and M. Boot Shop
16th and Farnam.

The Richest of All New England Fruit Cakes

Nothing so fitting for Xmas time and winter luncheons as a rich

TUTTI FRUITTI CAKE

THE "Triumph in Cakes"

A Delicious Creamy French Icing, Almond Cream Filling, Combination Layers—Chocolate, Strawberry and Vanilla.

Ortman's New England Bakery
214 North 16th Street
Branch Stores—Central Market, Hayden Bros.

MAKE YOUR CHRISTMAS SHOPPING EASY

SHOPPERS may travel in more comfort, make Christmas Shopping easier and more satisfactory to themselves, as well as the salespeople who wait on them, if the shop early and shop in the morning habit is followed.

It is common knowledge that afternoon shopping is a habit, and at a time when the rush is on, the sensible shopper who really wants to buy judiciously, can be sure of much better service by shopping in the morning and during the first part of the week.

We also suggest that our transportation facilities are taxed to the limit during the rush hours, and we desire that your shopping tours should be as pleasant as possible. You can add to our service by arranging for the shopping visits when the lines are not taxed by the rush of workers.

The scarcity of fuel is a real condition and you will be doing your part by making your shopping easier by using the morning hours.

Omaha & Council Bluffs Street Railway Company

LARSEN JEWELRY STORE
LOWEST CASH PRICES
NORTH OF POST OFFICE

204 1/2 North 16th Street

1,800 BEAUTIFUL RINGS

At Cut Prices all Week.

\$2.00 to \$800

You can find just the ring you are looking for here. The newest and most popular styles at the most agreeable prices.

—Select Early—Pay Later—

DR. L. C. LARSEN
Eyesight Specialist

SAVE 25 to 50%

On All Diamonds Wrist Watches Rings

By taking 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 in jewelry.

Open Every Evening in December Till 9 O'clock.

The W. C. Flatau Store
Established 1892
Room 601, Securities Bldg.
FRED C. TAYLOR.

Candy At "Phelps" Hut

You will find those candies that are most appreciated in the home. Have what we call an "assorted box" of our specialties put up and see what a hit it will make at home.

When shopping make your luncheon appointment here.

Phelps Hut
1708 Douglas St.
Omaha Athletic Club Bldg.

A Milburn ELECTRIC

Is a Safe Gift

IT PLEASES

HANSEN-TYLER AUTO CO.
Joe Elfred, Mgr.
2514 Farnam St. Phone Tyler 1368.