

Christmas Shopping Early

Her Gift

Is of First Importance

It must please her by its usefulness and appeal to her thrifty judgment of essential values.

Accident Health Policy

AN IDEAL GIFT

Provision for her comfort and guarantees your peace—AND HERS.

Life & Surety Co.

ARNLEY, President

OMAHA, U. S. A.

"Much—Just the Lion's Share"

DIAMONDS PEARLS GEMS

Jewelry Watches Clocks Silverware

OUR GUARANTEE IS ALWAYS GOOD
30 YEARS IN OMAHA
And We Are Going to Stay

Competition makes the prices; so we are going to give our friends a wonderful opportunity—buy now.

20% From All Our Prices
Except Contract Goods

Fritz Sandwall Jewelry Co.

308 South 15th Street

DIAMONDS

Diamond Platinum Bar Pins

Cameo Brooches, Rings, Scarf Pins and Cuff Links. A large assortment of Platinum and White Gold Ring Mountings. Special order jewelry made in our own factory.

FROM MANUFACTURER TO CONSUMER.

Six Floors Above High Rent

J. L. JACOBSON CO.

Factory and Sales Room, 636 World-Herald Building.

Oldest Manufacturer in Omaha



WHAT IS AN IDEAL CHRISTMAS GIFT?

It should be unusual, and what is better still, useful. Always to be sure, it must be a surprise. Then we enjoy not only the pleasure of unexpected possession of what we have never had, but that pleasure is sustained day by day by its usefulness; and in using, there is ever a pleasant memory of the thoughtfulness and kindness of the giver.

Such a Gift Is an Electrical Gift

We are sure our display will afford new suggestions. The service rendered will be one of positive satisfaction.

DEPENDABLE ELECTRICAL MERCHANDISE

GRANDEN ELECTRIC CO.

ELECTRICAL FIXTURES—APPLIANCES—SUPPLIES

1511 Howard St.

Tyler 0681.

CHRISTMAS STATIONERY

We have the latest styles of stationery for Christmas letters and "thank you" notes.

IMPORTED FRENCH, JAPANESE, FILIPINO, ITALIAN AND WHITING'S PAPERS MAKE UP OUR STOCK

A Few Christmas Cards Still on Hand.

J. PORTER ALLAN

Douglas 1945

203 So. 19th St.

For Your Boy's or Girl's

CHRISTMAS PRESENT

BICYCLES AS LOW AS \$35.50

Toy Autos, Velocipedes, Sweaters, Roller Skates, Coaster Wagons, etc., etc. All at reasonably reduced prices.

Compare our prices before buying.

Haverford Cycle Company

Omaha's Greatest Bicycle Store

2043-45 Farnam Street

ATTENTION!

Music Lovers, Teachers, Students

We are placing on sale from the Schmoller & Mueller damaged stock, a few items at greatly reduced prices. This stock is practically perfect.

Records—Okeh, Columbia, each 25c, 50c, 75c
These are Dollar Records

Books—Schirmer's Library, values up to \$3.00, at 50c
Sheet Music, values up to \$1 per copy; your choice 10c
Needles, 15c package 5c

New Columbia and Sonora Phonographs, particularly good cabinet machines, in Oak and Mahogany, values from \$120.00 to \$250.00; now \$35.00 to \$120.00.

SPECIAL FOR THE CHILDREN

Harper's Bubble Books, books of rhymes and records, \$1.50 value, 50c

Farnam Music Shop

2107 FARNAM.

When SHE comes home from school for the Holidays, the Christmas parties and the Christmas morning gifts, do you realize how appropriate would be an enclosed

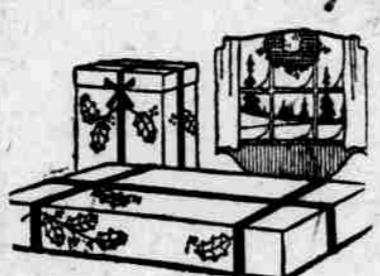
CADILLAC

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What delight she would take in driving it herself with all her friends. The pleasant memories of this Christmas would last as long as the car itself.

J. H. HANSEN CADILLAC CO.

Omaha—Lincoln



A COMPLETE LINE
—OF—

Christmas Candies

Both Box and Bulk

Rogers Confectionery
24th and Farnam



And Avoid Gift Difficulties

See our choice stock of Christmas novelties, together with the best stationery books in the city.

We carry a full line of Conklin and Waterman Fountain Pens, Diaries, etc.

Omaha Stationery Co.

307-309 South 17th Street
Douglas 0805

The Omaha Bee's Rotogravure Section
an exceptional medium for your advertising

Buehler Bros. Market

4903 So. 24th

212 No. 16th St.

2408 Cuming St.

Quality Meats, Quick Service and Lowest Prices

Sugar Cured Breakfast Bacon,
1/2 or whole 28c

Choicest Cut Beef
Shoulder Steak 15c

Sugar Cured Skinned Hams,
1/2 or whole 23c

Choice Rib Boiling
Beef 8c

Choicest Cut Round
Steak 18c

Choice Pork Loin
Chops 20c

Choice Beef Pot
Roast 11c

Choice Pork
Tenderloins 30c

Matthews Book Store

Why Not Give Books for Christmas?

for they are rarely included in the assortment of presents that are returned to the stores the week after Christmas to be exchanged. Give a book and your gift will be treasured and long remembered.

Matthews Book Store
1620 HARNEY STREET

One Million, Two Hundred and Fifty Thousand Dollars

is a stupendous sum to spend for Christmas, but in accordance with the steadfast policy of the

Woodmen of the World

to furnish insurance at actual cost, we are returning this month, to each of our members, an amount equivalent to practically one assessment, the total aggregating over a million and a quarter dollars.

The great and continued success of this society is the natural and logical result of zealously safeguarding the interests of every member, thus assuring the future protection of hundreds of thousands of American homes.

JNO. T. YATES, Sovereign Clerk. W. A. FRASER, Sovereign Commander
W. O. W. Building, Omaha