

Christmas Shopping Early



DIAMONDS

MARKED DOWN

20%

to

33%

We will show stock that will meet any competition in the city.

Our prices are the lowest because of low rent and low operating expenses.

Money refunded if goods fail to meet representations.

Our established guarantee of 27 years goes with every article purchased.

Fritz Sandwall Jewelry Co.
(Incorporated.)
Established 1894
808 South 15th Street



Holiday Hint

SMART Luggage is a gift that is attractive and useful. One that shows thoughtful consideration. For everyone needs a trim Case or Bag—whether he be a regular traveler, or just for week-end trips and vacation.

We have all kinds of smart Luggage at a wide range of prices—ready for your selection.

Omaha Printing Company
Farnam at Thirteenth

See Us—
for Special Prices on
**Box Candies
Toilet Articles
Cigars**

A Complete Line of Drugs
PRESCRIPTIONS A
SPECIALTY

Fox Drug Co.
1504 Farnam St.



Send Mother or Wifey a Gift of Flowers

WHAT more beautiful thought could you have!

What a happy inspiration. A beautiful box of Freshly Cut Flowers for her on Christmas Morn.

Their fragrance lend a certain rest to the very air that bespeaks refinement and loveliness.

At very modest outlay, you can make a wonderful showing with Flowers as a Gift.

Lewis Henderson
Florist
1507 Farnam

The Christmas Gift Supreme
—a Studebaker



This Is a Studebaker Year

The
O. N. Bonney Motor Company
O. N. Bonney, President C. S. Comer, Vice President
2554 Farnam Street Phone Harney 0676.



D.G. JAMES

Fruit Baskets

For out-of-town delivery must be ordered now. Special attention given to out-of-town orders. No extra charge.

D. G. JAMES
1521 Howard St. AT. 4916


25 to 35 Per Cent Reduction on Christmas Gifts

200 beautiful diamond rings, \$5.75 to \$675—300 wedding rings, \$2.50 to \$35—200 ring mountings, \$3.50 to \$50—1,500 popular solid gold rings, \$1 to \$40—Hamilton, Howard, Illinois, Elgin and Waltham watches, \$12 to \$65—Ingersoll and Swiss watches, \$1.50 to \$15—wrist watches, \$5.98 to \$65—Community and Holmes & Edwards 26-piece silver sets, \$5.98 to \$35. Everything in fine jewelry at rock-bottom prices.

Jewelry Manufacturing, Expert Repair Service.

Larsen Jewelry Store
244 South 1st St. Phone 9 4025

Kryptok Glasses, Dr. L. C. Larsen Registered Optician.




The Greatest Satisfaction

¶ A gift of the hour is very pleasing, but think how much pleasure an Essex Coach will bring day after day.

¶ \$1635 delivered in Omaha. Only \$310 more than the touring car.

GUY L. SMITH
"SERVICE FIRST"

2565-5-7 FARNAM ST. OMAHA, USA. PHONE DOUGLAS 1970



NATIONALLY ADVERTISED SETS OF BOOKS:

	Price	Month
"O. Henry," 12 vols. (with 7 vols. "Oppenheim")	\$19.50	@ \$1.50
"Tarkington," 10 vols. (Penrod, etc.), cloth	17.50	@ 1.50
"Kipling," 9 vols.	13.50	@ 1.50
"Simonds' World War," 5 vols.	25.00	@ 2.00
"Pocket University," 26 vols.	29.50	@ 2.50
"Stewart Edward White," 10 vols., fabrikoid	23.50	@ 2.00
"Beacon Lights of History, by Dr. Lord," 15 vols., bound in 7, fabrikoid, with 10 vols. "Dr. Frank Crane's Essays," in fabrikoid	33.00	@ 2.50
"Harvard Classics," 50 vols., cloth	97.00	@ 6.00
"Harvard Classics," 50 vols., fabrikoid	110.00	@ 8.00

Encyclopedias.
"Webster's Unabridged," thin paper \$10.00 @ \$2.00
"New Standard," full Levant, Bible paper 40.00 @ 3.00
"New Standard," 1/2 Bible paper 35.00 @ 3.00

All kinds and prices and terms. But we recommend the great new American reference work in 30 vols., THE AMERICANA. Late 1921 Copyright. Phone or write for free booklets, charts, prices, terms.

For Boys and Girls.
"Jules Verne," 15 vols., crimson cloth \$42.00 @ \$3.00
"Nature Lovers Library," 6 large vols. 42.00 @ 3.00
"Birds," 3 large vols. 21.00 @ 1.50

For the Home.
"Little Nature Library," 4 vols. (trees, flowers, etc.) \$ 8.00 @ \$2.00
"Family Bibles," Protestant and Catholic; English, Swedish, Norwegian and German. 18.00 @ 2.00
"Household Physician," over 1,400 pages 19.50 @ 3.00
"Mary, the Queen of the House of David," (826 pages, cloth) 2.50
Cloth, gold edges, \$3.00; full seal morocco, \$4.50.
"Home of the Bible," by Marion Harland, cloth. . . 2.25

All mailed or expressed prepaid. Subject to 5 days examination. Check with a pencil item you are interested in. Mail in to us. We ship on approval.

Spread Your Christmas Expenses Over the Whole Year.

W. A. HIXENBAUGH & CO.
Phone Jackson 3297 1814 St. Marys Avenue

Peace on Earth
Can Best Be Expressed
With a Gift of Roses

\$3.00 to \$10.00

Say it with Flowers

JOHN H. BATH
The Careful Florist
1804 FARNAM STREET

Make This a Diamond Xmas

We will sell Diamonds this year because our prices defy competition. Our inexpensive location enables us to give rock bottom prices.

White and green gold fancy ring mountings—

\$10.00 and Up

Diamond Mounting and Watch Repairing

LOUIS N. BOISEN
601 Securities Bldg.

Take the Elevator and Save Money





Radio M. S. G.

D. E. SANTA CLAUS—
Hello, Santa, I want a complete receiving set. What have you?

Santa: I have complete receiving and sending sets from \$9.00 up. You can hear music and talking every evening with these sets.

Oh, you Santa, tell Dad to ask about them at the

Wolfe Electric Company
813 South 17th St. AT lantic 1414
Omaha, Nebraska

Shop Early
and
Travel in Comfort

Omaha & Council Bluffs Street Railway Company

Electrical Gifts

Find a Ready Welcome

An electrical gift is practical in the convenience it renders and in its labor and time-saving efficiency. Is it one that is a constant reminder of your kind consideration and one that is a most welcome addition to any household.

Royal Vacuum Cleaners

Chafing Dishes Electric Irons Electric Grills Electric Toasters Electric Lights for Xmas Trees

Percolators Electric Heaters Electric Lamps Electric Curling Irons

Everything and Anything Electrical can be chosen here from our most complete stock.

DEPENDABLE ELECTRICAL MERCHANDISE

Granden Electric Co.
1511 Howard Street—Atlantic 0681

GIFTS ELECTRICAL

Complete showing of the latest designs in Floor and Table Lamps at prices which will appeal to all.

Complete assortment of everything electrical at reasonable prices.

ELECTRICAL WIRING

HANEY ELECTRICAL CO.

423 So. 24th St. Market 0073. Opposite South Side Post Office



An Electrical Xmas This Year

Complete assortment of everything electrical. Prices reasonable.

20 per cent discount on all electrical fixtures and table lamps; 30 per cent discount on all floor lamps during December.

Modern Electric Co.
2924 Leavenworth

