



Do your Christmas Shopping Early

FREE TURKEY
With Every Washing Machine

EUREKA
VACUUM CLEANER

White Lily Electric Washing Machine
\$500 - \$100
Down - \$100 per Wk.

Phone **ATlantic 4289**
for Free Demonstration in Your Home.
Free Turkeys, Ducks, Geese Given With Every Sale.

MID-WESTERN APPLIANCE CO.
413 South 15th St. Opp. Orpheum Atlantic 4289

A Christmas Gift
For All the Family

The Encyclopedia Americana
The World's Greatest Reference Work
30 Volumes 1922 Copyright

All Encyclopedias. All Dictionaries. Hundreds of Fine Sets.
All on easy payments.

W. A. Hixenbaugh & Co.
Tel. JA. 3297 1814 St. Mary's Ave.

For Solid Comfort Every Evening

Before every hearthfire after Christmas should be a pair of DREXEL'S quality "Comfy" slippers—pleasing gifts to men or women for men or women to give. Slippers as gifts radiate Christmas cheer through all the year; make Yuletide memory linger.

When buying gift slippers look first for style variety and stock completeness. You'll surely find it here.

Drexel Shoe Co.
1419 Farnam Street

Select Your VICTROLA Now!

The type shown is the very latest product of the Victor Co. and the last word in tone reproduction. Therefore, do not let your intelligence be imposed upon by the imagination of those who recommend a substitute for the Victrola, but select a genuine Victrola now.

For Christmas Delivery
Complete stock of Records to select from. Come in tomorrow and see how easy it is to send a Victrola and Victor Records to your home from

MICKEL'S
15th and Harney AT. 4361

A Small Payment Down

We Have Your COLUMBIA Ready for Delivery Tomorrow

Enjoy a Columbia? Of course you will; especially if you buy one at Hartman's Exclusive Grafonola Shop, on our liberal Credit Plan that gives you many months in which to pay for it.

The latest songs, the season's melodious jazz hits, the old-time ballads—all of them are ready to entertain you and the family this Christmas if you own a Columbia Grafonola.

Come in tomorrow and see our complete stocks—all finishes and models. In ten minutes we can demonstrate its superiority over other machines. The only phonograph with the Non-Set Automatic Stop. Select any model. We'll make immediate delivery or hold your machine until wanted.

Complete Stock of Columbia Records

Hartman's
415-17 South 16th Street

Gifts That Please

Our Diamond Values Lead the Town

Jewelry serves as the Christmas Gift of permanent refinement. We are proud to show our exquisite jewelry and diamond stock of workmanship and quality rarely offered at our low prices.

Investigation Will Convince the Most Skeptical

Brodkey Jewelry Co.
Douglas at 14th Street

BE SURE YOUR HEATING PLANT IS RIGHT

"The Joy, Pleasure and Comfort of a well heated home remain many years after the cost is forgotten."

The dealer knows the best furnace—that's why 75 per cent of Omaha dealers recommend the

NESBIT Standard FURNACE

The Most Amazing Offer We've Ever Made—Sale Now On

Strictly high-grade, brand new, doubly guaranteed electric washers, with heavy copper tubs and swinging wringer.

For a limited time only—the ABC Oscillator Type Electric Washer at a saving of \$16. This machine will positively be priced \$115 after the first of January. Buy now—during this sale at these unusual terms. Demonstrations gladly arranged without the least obligation on your part.

ABC OSCILLATOR \$99-

During Sale **\$1.50** per Week

Less than 22¢ a day. Hurry! If you would share in this unusual opportunity.

E. B. Williams
1905 Farnam St. "THE WASHER MAN" ATlantic 1011

Xmas Stationery

What a happy thought an excellently selected assortment of fine Stationery in all the wanted shades, giving wide scope to individual taste.

BEAUTIFUL GIFT BOXES AND XMAS CARDS—DESK SETS FOUNTAIN PENS—EVERSHARP PENCILS

Omaha Stationery Company
307-309 South 17th Street

Scatter Sunshine With Greeting Cards

Old friends are more precious than silver. Don't miss a single one from your list this year. Choose the right cards and plenty of them to carry warmth from your heart to friends of old.

Let them know that you're still their friend, though distance may divide. We make personal cards, engraved or printed.

Let them know that you're still their friend, though distance may divide. We make personal cards, engraved or printed.

W. B. Dailey & Company
313 SOUTH 15TH ATlantic 5635
Next Door South of Nebraska Power Co.

For the Whole Family -- Gifts of Real Leather!

You can solve your gift problem in a few minutes, in our store.

Here are a few suggestions: A traveling bag for Mother—a suitcase for Dad—a brief case for Brother at school—a fitted case for Sister—and many number of gifts for the kiddies—brushes, cases, etc.

We have a complete line of Waterman Fountain Pens and Eversharp Pencils.

Come in today. You'll be satisfied with the gifts and their prices.

Omaha Printing Co.
13th at Farnam Street Phone ATlantic 7793

Give Her a Fine Box

Balduff CHOCOLATES

For Christmas—Nothing Better

GIFTS FOR ALL

DOWN \$1 Per Week

DIAMOND RINGS, WATCH CHAIN, KNIFE, BAR PINS, CUFF LINKS, LAVALLIERES, SCARVES, EAR RINGS, CLASPS, SIENY RINGS, CAMEO RINGS, TOLLY SETS, MANICURE SETS, FOUNTAIN PENS, SILVER CHESTS, POCKET WATCHES, MANTLE CLOCKS, CIGARETTE CASES

33 Per Cent Discount on Jewelry

On practically every pair of cuff buttons or brooch or stickpin or cameo or the clasp or bracelet that we have in the house we offer you a discount of 33 per cent.

WE WANT YOUR NAME ON OUR BOOKS

We are offering you these discounts now, when you need and want the goods instead of waiting until January, when you are no longer interested. Buy everything you need for your family and friends. We will save you 33 per cent and allow you to pay at the rate of \$1.00 down and \$1.00 per week.

Kroyer Jewelry Co.
1520 Douglas Street Next to Empress Theater
OPEN EVENINGS UNTIL CHRISTMAS
"If You Cannot Spare the Cash, We Will Gladly Give You Credit"

Be Sure and Get Our Prices -- Our Location Saves You Money

CHRISTMAS SUGGESTIONS:

Electric Percolators, Electric Irons, Electric Toasters, Electric Urns, Electric Grills, Roller Skates, Biddle Bikes, Carvers, Pocket Knives, Nut Picks and Cracker, Manicure Sets, Wagons, Sleds

Williams-Young Hardware Co.
24th and Farnam Streets ATlantic 4812

Useful Gifts

Toaster, Percolator, Electric Iron, Warming Pad, Vacuum Cleaner, Washing Machine.

We are showing a complete up-to-date line of lighting fixtures and other electrical supplies.

Fred M. Hain, formerly with American Electric Company, has taken charge of our electric fixture department and cordially invites his friends to visit our newly decorated store.

Modern Electric Co.
2924 Leavenworth HAsey 1255

JEWELRY SALE
25 to 35% Reduction

2000 POPULAR RINGS
150 Beautiful Diamond Rings, Fine Jewelry, Watches, Clocks, Silverware and Cut Glass.

KRYPTOK GLASSES
Make Fine Xmas Gifts.
"See Us and See Better"

Give him a **SPRAGUE TIRE**
Just call AT 3032

Larzen Jewelry Co.
North of Postoffice.

Only 12 Shopping Days to Xmas

We Can Serve You BEST If You AVOID the Xmas Rush

Shop Early
in the Day - in the Week - in the Month!

TRAVEL in COMFORT
Omaha & Council Bluffs Street Ry. Co.

"JERRY" is Back in the Restaurant Business

Jerry, who for several years operated Jerry's Cafe at 24th and Farnam, and more recently the Koolashana, is now located at

The Wellington Inn Cafe
where genuine old-fashioned Jerry meals, especially those good old Sunday dinners, will be served in the real Jerry way.

JERRY PRICES PREVAIL
1819 Farnam Street

A Christmas Luggage Bargain!
Heavy Cowhide Gladstone Bags "The Gentleman's Suitcase Preference"

Handsomely leather-lined, sturdy steel frame, 20-inch length. Quality guaranteed. \$30 value at most stores. This week \$18

For Christmas Give Luggage That LASTS!

We make most of the goods we sell. Our best rent location enables us to cut our prices unexampled by any local store for equal quality. Invest—You'll Buy!

Alfred Cornish & Co.
Showroom—1210 Farnam St.

Make This Year's Gifts Electrical Ones

Let your Christmas gifts this year be practical ones—gifts that perpetuate sentiment and appreciation, through their utility. This year give electrical gifts; here are a few suggestions: Percolator, Toaster, Electric Iron, Vacuum Cleaner, Curling Iron, Electric Grill—and many others that make ideal Christmas gifts.

AMERICAN ELECTRIC CO.
518-20 South 16th Street JA cken 1481

An Ideal Gift
Golden melody from the little throat of our "LIVING MUSIC BOX" (U. S. Pat. No. 20823)

The Musically Educated Canary

These canaries are especially bred and trained for us in Germany and their chirps differ from the American bird canary. They are famous for their wonderful sweet voices, the infinite variety of their soft, clear, light-like notes and an unapproachable singing style which brings

Happiness in Thousands of Homes.

Special price for Xmas. Sold on 5 days' approval. \$10.00

Handmade to order. All kinds of foreign birds, thoroughbred pouter, goldfinch, cases, etc.

MAX GEISLER BIRD CO.
1617 Farnam St.—33 Years in Business in Omaha.

Singing Birds

Imported rollers and domestic singers—each one a guaranteed songster. One of the Christmas gifts that will give pleasure a long time.

Gages Hangers Stands

The finest assortment of wire and wicker and novelty cages, hangers and stands in this part of the country.

Call at Larmon's. You'll enjoy the visit.

Lee L. Larmon, Florist
19th and Douglas ATlantic 8244

Christmas Dainties —for the Children

Delight the children with a box of Iten's delicious, fragrant Animal Crackers. The Menagerie box contains about fifty crackers—five each of ten different animals. Educational for the kiddies.

This is a prime favorite at holiday time. Adds a cheery touch to the meal. There are other choice Iten animal dainties, too. Some with icing, some with chocolate.

See the Iten display rack at your dealers.

ITEN QUALITY PRODUCTS

Baked in the Snow White Bakeries of the ITEN BISCUIT CO.

An Ideal Gift
Golden melody from the little throat of our "LIVING MUSIC BOX" (U. S. Pat. No. 20823)

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MAX GEISLER BIRD CO.
1617 Farnam St.—33 Years in Business in Omaha.

An Open Fire on the Hearth

The charm of an open fire on the hearth is enhanced by the use of attractive

Fireplace Furnishings

Andirons, Fire Screens, Wood Baskets, Fire Sets, Basket Grates, Gas Logs

Sunderland Brothers Co.
Sunderland Building 15th and Harney

When in Omaha Stop at Hotel Rome

The Remington Portable

A complete portable typewriter that will be prized by anyone—because it is helpful, useful, practical and valuable. Has the complete standard keyboard and other big machine features. Fits in case only four inches high.

Price, complete with case, \$60 (or on terms)

all-makes typewriter co. harry ferer
205 So. 18th St.

Investigate! Compare Electrical Gifts Low Cost!

Note the Economy These Prices Emphasize!

Early Shoppers' Specials

PERCOLATORS \$6.95
TOASTERS \$4.85
"SUNBOWL" HEATERS \$10.50
IRONS \$5, \$6.95, \$7.50
GRILLS \$9.50, \$13.50

Waffle Griddles \$12.50 to \$18
U-Bild-it Radio Sets \$10.50 to \$28
Boudoir Lamps \$4.98, \$6.50
Table Lamps \$10.00 to \$45.00
An Extensive Stock of Electrical Toys

Reflect This Merry Xmas for Many Years to Come!

Nebraska Power Co.
Open Every Evening Until 6 P. M.