

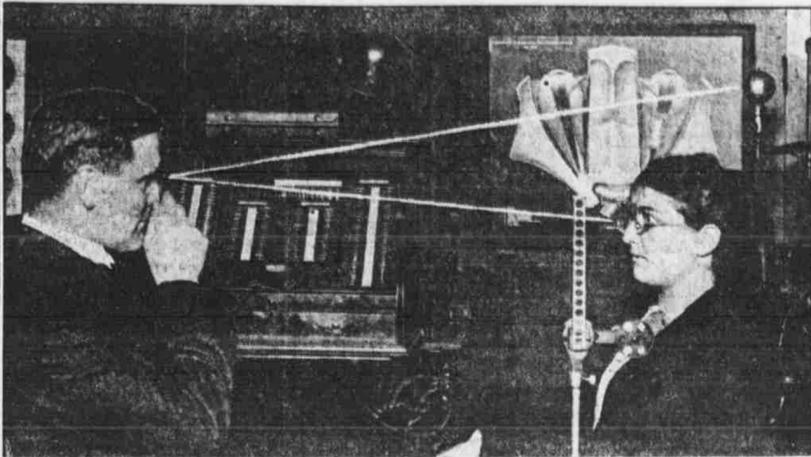
Popular and Produces Some Clever Results

WINNERS:

- "Home Favorites." By Minnie Snyder, 511 So. 24th St.
- "An Unerring Indicator for the Best." By Elsie Robertson, 2314 N. 21st St.
- "Fugues of the Home." By Fred Erickson.
- "The Watch Rack Tells the Facts." By J. Scott, Central City, Neb.
- "Expert Service Has Kept Flitton in the Public Eye." By S. G. Smyth, W. O. W. Bldg.
- "Perfect Confidence." By G. A. Eckles.
- "Action Within Reach." By Geo. O'Connell, 3023 S. 15th St.
- "Accidentally Injured but Safely Insured." By Mrs. C. E. Strawn, 1524 So. 28th.
- "Never Again: I'll Order an Extension Tomorrow." By Mrs. E. E. Strawn, 1524 S. 15th.
- "A Bad Fright and a Bad Light." By Mrs. Fred Schneider, 114 S. 27th.
- "Drudgery and Convenience." By G. A. Fletcher, 2646 Dodge St.
- "Wroth's Modern Eden." By Dell F. Allen, 109 So. 17th St.

Flitton Optical Co.

Expert Service Has kept Flitton in the Public Eye



In presenting this picture of our optical room, it is merely to suggest to you our complete methods of examinations. With the Retinoscopic Test there is no doubt of the results. We ask no questions, simply examine your eyes and supply the lenses. You do not test your own eyes by answering questions.

Our Special Finger Piece Mounting is best. We guarantee it to stay on or your money refunded.

Gold Filled \$2.50.

Solid Gold \$5.00.

FLITTON OPTICAL CO.

Our Specialties are Tonic Lenses, One-piece Bifocals, Finger-piece Mountings.

Pleasures of Home



This "Princess" Grafonola, with 23 Columbia Double Disc Records (44 separate selections, including the famous Sextette from "Lucia" and Quartette from "Rigoletto," also the wonderfully interesting "Demonstration" record and 400 needles for \$75.00

THE COMPLETE OUTFIT ON FREE TRIAL!!

Easy Terms of Payment, If Desired.

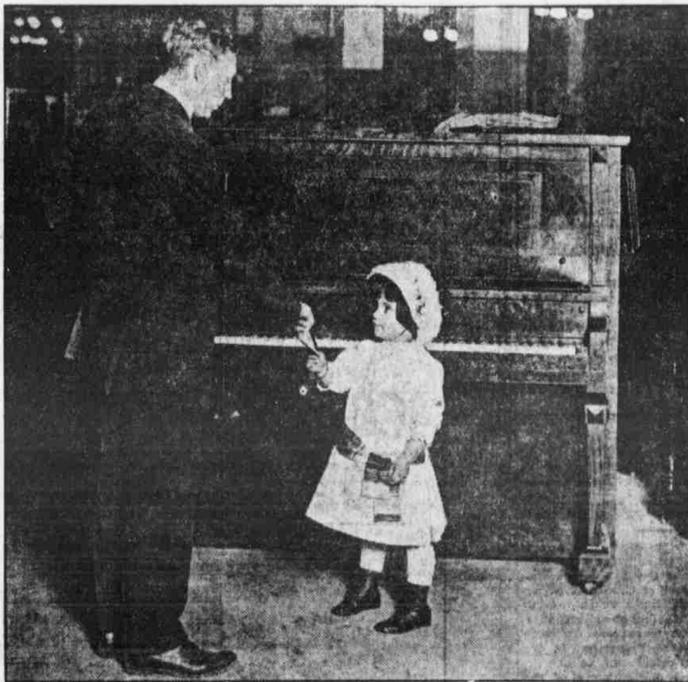
All Columbia Records can be played on Victor Talking machines and Victor Records can be played on Columbia machines.

Columbia Phonograph Co., Gen'l., 1311 Farnam St.

great volume of answers in response to the invitation of the "Un-named Picture Contest" of its kind ever before, but in the clever proof of this contest's efficacy and its tremendous advertising value. It was a forceful appeal to readers and brought forth the best. It would hardly have been possible to produce more unique pictures illustrative

Hayden Bros. Piano Dept.

Perfect Confidence



Insurance Necessity Illustrated. The two scenes shown by the National Fidelity & Casualty company left no room for doubt as to the wisdom of providing accident insurance and there are many who probably have been induced to invest in that necessity by this illustration. At least the answers received indicate that the point was brought home with full force. The winner with her title, "Accidentally Injured but Safely Insured," embraced the entire story. Here are some other very appropriate titles submitted: "A provident man." By James B. English, 4612 Manderson. "He provided for the rainy day." Henrietta Stewart, Grand Island, Neb. "A heavy burden alleviated." H. J. Michealson, Council Bluffs, Ia. "Are you so protected?" Jack Wonderly, Roland Apts.

Ads Requested by Phone Co. The Nebraska Telephone company not only asked for a title to its illustration but also "copy" for the remaining space, and judging from the excellent compositions received, many persons seemed to have missed their calling. The winning title and copy appear in the accompanying illustration for that company, but we can hardly omit to publish some of the other creditable efforts: "Serves him right—he should have an extension." Augusta H. Knight, 4216 Harney St. "A WORD TO THE WISE—" "Say, we'd just like to mention that a fifty-cent extension saves descension and ascension. When your phone demands attention." Elsie Robertson, 2314 No. 21st. "Equals an elevator—those extension phones." Paul Wilcox, 202 So. 29th St.

This Offering Most Unique. If we could say nothing else about the picture in the space of the Omaha Electric Light and Power company except that it supplied the laughter for our readers, the participation by that company would have been worth while. But the illustration served to do much more than that. From the character of the answers received the point intended was seen at once, as witness the following: "Come on, Dad Burn, I'm waiting to put in your electric lights." H. A. Parmele, Plattsmouth, Neb. "We should worry! There may be a fight. His home isn't fitted with electric lights." H. A. Parmele, Plattsmouth, Neb. "Come on, Gold Darn Ye." F. A. Broadwell, Jr., 2426 F St., South Omaha. "Speaking Light On the Subject." Henry D. Watenpaugh, 1537 Park Ave. Belle of Antiquity. M. Sunderland, 17th and Harney Sts.

Confidence Illustrated by Hayden's. The child buying a piano at the Hayden Brothers Piano department was necessarily figurative, illustrating the confidence placed in that piano house, and competitors in the contest aptly told that story in the many answers received for the picture. Below are some very appropriate replies: "The firm can be relied upon." Henrietta Fischer, Inola, Okla. "Honesty is the best policy." Mrs. G. J. Morris, 725 No. 17th St. "Confidence." W. H. Eldridge, 1905 Blinney St. "A child can buy as cheaply as a grown-up." J. Scott, Central City, Neb. "Her first real bargain." W. R. Ziff, Council Bluffs, Iowa. "The Honest Music Store." Geo. F. Bushman, 3004 Farnam St. "A Youthful Judge." Miss T. C. Mullen, 1802 No. 18th St. "Good Judgment." J. M. Johnson, 2524 Cass. "Even a Child Can See These Things." G. A. Fletcher, 2646 Dodge St.

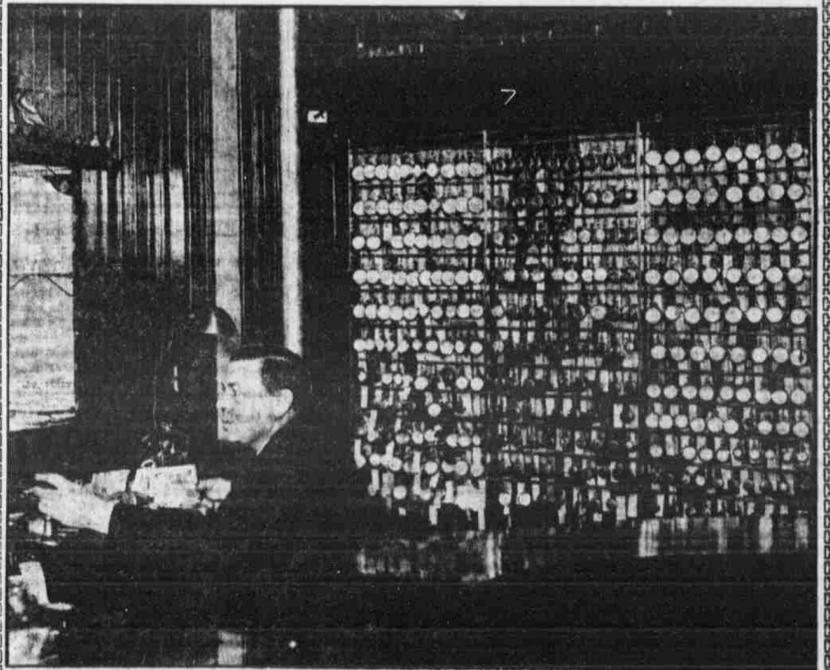
Wide Range of Answers. The representation of two men easily delivering a Schmeier & Mueller piano from the store to the house was the subject for a wide range of exceedingly interesting replies. The winner embodied in his answer the fullest meaning intended, but the following titles were not far behind in point of originality and cleverness: "Our Factory to Home Plan Makes it Easy for You to Get a Piano." S. G. Smyth, W. O. W. Bldg. "Our Tracks are Numerous Throughout the City. Why Not Let Us Make One to Your Home." Mrs. S. Rasmussen, Parfell, Neb.

Cleanliness and Elegance for Wroth. The picture of Wroth's beautiful second floor dining room, represented to many all that is desirable and alluring in such a place and the answers received indicated that the picture carried home the conviction of cleanliness and elegance which is found at Wroth's new cafe. Among the many apt titles for this scene the following few show the trend of thought followed by most of the contestants: "Where eating is a pleasure." Mary Gibson. "An ideal retreat." Mrs. Eugene Davis, 2623 No. 24th St. "The cafe suppers." Kathryn G. Hart, 5109 Underwood St. "Elegance portrayed." T. A. Crabill.

By S. T. Resnik, 1913.

Fred Brodegaard Jewelry Co.

The Watch Rack Tells the Facts



Omaha Gas Co.

Drudgery and Convenience

