

Read  
These  
Ads

# For Christmas Shopping

See  
What You  
Save

## Permanent Christmas Cheer

A LABOR-SAVING GIFT IS THE IDEAL GIFT

WHITE LILY  
Electric Washer

EUREKA



Easy to Operate  
Durable  
Wash Snow White  
Easy to Own  
Terms

BUY EARLY

Gets the Dirt and Not the Carpet  
Let Us Show You How  
3 Days Free Trial



Phone for Free Demonstration

Many Used Cleaners at \$5.00 and Up

**Mid-Western Appliance Co.**  
413 South 15th Street AT lantic 4289

An Ideal Gift **ILG** Electric Ventilator for Christmas brings health, through fresh air, to the home.  
658 Brandeis Theater Bldg. G. H. ALWINE COMPANY JA cksn 1151



## 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 any 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 AT lantic 7793

## Christmas Gifts Galore



Gifts, expensive and inexpensive, for relatives, friends and acquaintances, may be found here in profusion. Every article in our store may be safely selected, for it will represent you tastefully, and show the good judgment in your selection.

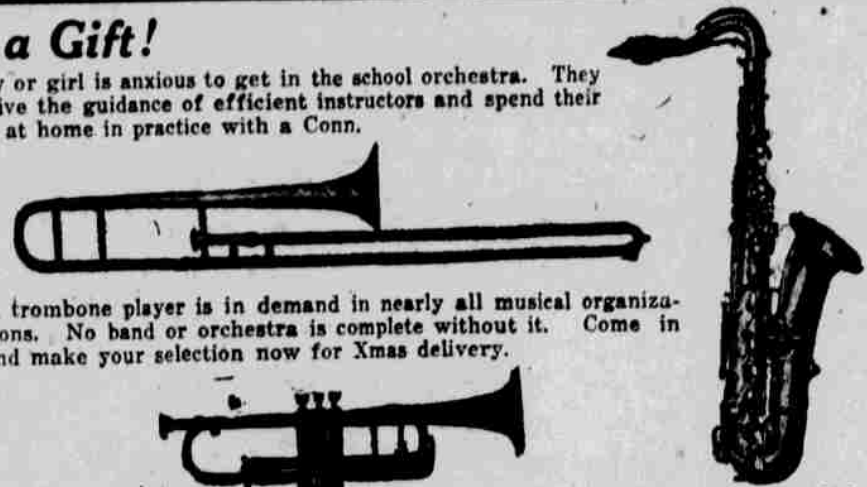
Now, in plenty of time for leisurely choice, we have stocked our showcases and counters with hundreds of thousands of dollars' worth of wondrous Gifts for the Yuletide season. Come, while yet there is time, and select the gifts for your list.

Credit if you desire it.

**Kroyer Jewelry Co.**  
1520 Douglas Street

## Oh, What a Gift!

Your boy or girl is anxious to get in the school orchestra. They will receive the guidance of efficient instructors and spend their evenings at home in practice with a Conn.



A trombone player is in demand in nearly all musical organizations. No band or orchestra is complete without it. Come in and make your selection now for Xmas delivery.



A Cornet or Trumpet is an admirable instrument and the principal melody instrument of every band. See our C. G. Conn line.

Happy is the boy or girl that has earned a chair in an organization through their efforts with a Saxophone. A Conn will speed their progress.

Mickel's Omaha

Gentlemen: I am interested in instrument checked:

Trombone..... Cornet.....  
Melody C.....  
Alto Saxophone.....

Name.....  
Address.....

15th and Harney

**MICKEL'S**

AT. 4361



**Baldutt** Fine CHOCOLATES

Wherever Good Candy is Sold

60% Off on Any Phonograph  
Quitting Business  
Cheaper Than Any in Omaha  
\$350 Phonograph ..... \$125  
\$250 Phonograph ..... \$ 95  
\$150 Phonograph ..... \$ 65  
\$110 Phonograph ..... \$ 45  
**F. & S. Phonograph Company**  
203 No. 16th St. JA 0418

## Serve These Delicious Sugar Wafers for Thanksgiving Dinner

BE SURE your turkey trimmings include plenty of Iten dainties. Have one or more boxes of Iten Sugar Dainties. These contain an assortment of seven Iten favorites—choice wafers, sugar sticks, almond dainties and other similar delicacies.

The richness and tasty goodness supply just the right touch for the Thanksgiving table. So good with the cranberry sauce or with the coffee.

Packaged in attractive tins which are decorated with holiday bands. Every good grocer has Iten's.

Baked by **ITEN BISCUIT CO.** in their Snow White Bakeries

**ITEN**



## For That Gift Problem Difficult to Solve—An Electrical Gift

These are the days of the Electric Age. In practically every human interest or activity Electricity lends its helpful aid.

In the modern home as well as industry will be found this gigantic servant power working in devious helpful, labor-saving, pleasure-making or comfort-giving ways.

For this Xmas season note on YOUR Gift List ELECTRICAL GIFTS for your most cherished friends or loved ones. You can buy no other gifts more practical, and few gifts last for the many years' service Electrical Gifts provide.

## Flowers for Thanksgiving

Speaking a language all their own, flowers lend us grace and charm to the table on a day such as Thanksgiving, which is exclusively theirs and theirs alone.

We are completely equipped to serve you properly on this and all occasions.

SAY IT WITH FLOWERS

Lee L. Larmon, Florist

19th and Douglas

AT lantic 8246



## Travel in Comfort

Omaha & Council Bluffs Street Railway Company

## 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

## 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.

## "Just Around the Corner" Lurks Danger

The possibilities for a catastrophe from a hundred different sources.

Perhaps it will be a speeding automobile, a thug, or a slippery sidewalk—but unless you are protected by complete insurance you are neglecting one of the most sound principles of good judgment and precaution.

Call AT lantic 9555—or just step "AROUND THE CORNER" to our office—and your Insurance Problems will quickly be transformed into Insurance Satisfaction.

**Harry A. Koch Co**

"Pays the Claim First"

Insurance AT lantic 9555  
Surety Bonds Howard at 18th  
Investment Securities

## Ask About Our Special Holiday Film Advertising Plan

For a few advertisers we will guarantee film advertising orders will be on our screens within three days after placing order.

A special combination rate has been prepared for three weeks' service covering the month of December. Get the details of this service in the World, Sun, Moon and Muse theaters.

**HALLGREN**  
Film Advertising Service

Straight Downtown Animated Film Advertising

636 Paxton Block Phone JA cksn 1893

## "Reflect This Merry Christmas For Many Years to Come"

Our Electrical Gift Department is now awaiting your inspection. It will be our pleasure when we may co-operate with you—in helping you select the particular gift appropriate at just the price you care to pay.

Variety includes flashlights of varied style, radio sets and accessories, "sun bowl" heaters, toasters, floor and table lamps, vacuum cleaners, washing machines, stoves, irons and other unique and useful devices to make housework lighter and life more comfortable. For the kiddies, too, there is a novel array of toys, all electrically operated, so appealing even their Daddies will want to get "down on all fours" and join in the fun they offer.

Order now for Xmas delivery.

**Nebraska Power Co.**