

Prominent Omaha Firms Use These Slogans

Thompson-Beldens

"The Best Place to Shop, After All"

Because:

All merchandise carried is of the first quality.

Merchandise of this character rarely costs more in stores than do poorer grades.

Thompson-Belden Service is not an obvious effort.

All patrons, cash or charge, are treated with the same consideration.

Complete and well assorted stocks are always ready for your selection.

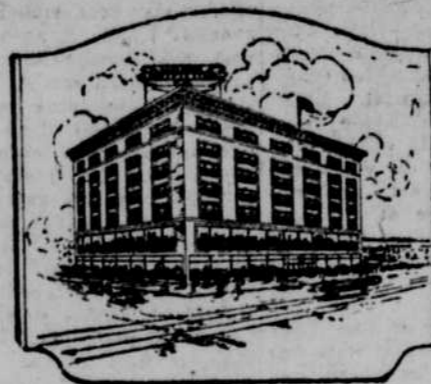
"Nebraska's Oldest and Largest Music House"

Sixty-five years of fair dealing has won for us an enviable reputation. Over this long period of years we have always represented America's foremost makers of musical merchandise until today we are the exclusive representatives of the following makers:

Steinway, Emerson, Hardmann, Steger & Sons, McPhail, Lindeman & Sons, Story & Clark, Behr Bros., Premier and Schmoller & Mueller Pianos and Players. Victor, Columbia and Schmoller & Mueller Phonographs. Gibson String Instruments. J. W. York & Sons Band and Orchestra Instruments.

Schmoller & Mueller Piano Co.
NEBRASKA'S OLDEST & LARGEST MUSIC HOUSE
174-16-B Dodge St. - Omaha

"Out of the High Rent District"



Union Outfitting Co.

A Great Homefurnishing Institution, Known for Dependable, Guaranteed Furniture.

"Where Your Credit Is Good"



"Style Without Extravagance"

The woman who seeks style refinement at moderate prices can best serve her apparel needs at

STYLE WITHOUT EXTRAVAGANCE **HERZBERGS** 1519 1521 DOUGLAS ST

"Say It With Perfume--- It Lasts Longer Than Flowers"

LEE'S RIALTO DRUG STORE

SPECIAL

Coty's Toilet Water, per bottle. \$2.67

Caron Black Narcissus Perfume, oz., \$4.49

Winners in The Bee's Slogan Skill Contest

FIRST PRIZE, \$10---Helen Mc-Cheney, 5414 Florence Blvd.

SECOND PRIZE, \$5---Mrs. S. F. Christiansen, 3350 S. 19th St.

THIRD PRIZE, \$2.50---Mrs. N. R. Johnson, 123 N. 33d St.

SPECIAL MENTION

Mrs. J. B. Tripp, 148 N. 34th St.

Mae Berry, 3502 Jones St.

Mrs. John McGrath, 2745 Avenue B, Council Bluffs.

From the several hundred answers to The Bee's Slogan Skill contest, the judges have selected the above mentioned because of their correct answers and the neatness and novel manner in which their answers were submitted

CHECKS WILL BE MAILED THE WINNERS

Pennsylvania Anthracite

After All, the Best Fuel

Place your order today. Take advantage of the storage price.

"It Is Our Business to Serve You"

UPDIKE LUMBER & COAL CO.

Health Home

2224 Farnam St. AT lantic 2992

Our Slogan: "All Under the Same Roof"

Meaning that we have assembled in one building for the Health and Convenience of our patrons the following departments:

Chiropractic	Beauty
Bath	(Where all branches of beauty culture are rendered)
Massage	Manicuring
Dietetic	(Ladies and Gentlemen)
Physical Culture	Chiropody

Also have 20 rooms, all newly decorated and equipped and with new hardwood floors for rent by the day, week or month; with or without health service.

We cordially invite all readers to visit our place and see for themselves that which we have to offer.

"Insure in a REAL Nebraska Fire Insurance Company"

(Keep Your Money at Home)

The fact that we have more than \$1,250,000 invested in Nebraska securities, which exceeds the COMBINED Nebraska investments of ALL OTHER Stock Fire Insurance Companies, establishes our right to be known as a REAL Nebraska Fire Insurance Company.

Keep your insurance dollars at home by insuring in the National American Fire Insurance Company of Omaha.

NATIONAL AMERICAN FIRE INSURANCE CO.

W. H. ARMANSON, President W. L. WILCOX, Vice President
J. E. FOSTER, Sec.-Treas. H. W. ARMANSON, Ass't. Treas.

FIRE, LIGHTNING, TORNADO, AUTO THEFT, COLLISION, PROPERTY DAMAGE, HAIL INSURANCE ON GROWING CROPS

Store your furniture and Valuables

The Gordon Way



GORDON
Fireproof Warehouse & Van Co.
Office and Warehouse, 11th and Davenport St.

JA-ckson-3032

"Let Hartman Feather Your Nest"

THE right kind of home furnishings are a constant source of pride, satisfaction and pleasure—just as the wrong kind is an ever-present cause of irritation and discomfort. Hartman offers you the best—at no greater cost than you would pay for ordinary furniture elsewhere.

Investigation Invited!

Largest Retail Furniture Dealers in the World

Hartman's

413-15-17 South 16th Street

The Nokol Guarantee Is Bonded by the Fidelity and Casualty Company

Every day **Nokol heaters** are installed in homes all around you

Why? Because after July 4th it's time to begin thinking of how you'll heat your home next winter. Because last year over 18,000 home owners enjoyed a heating comfort they had never known before, and their neighbors have found it out. Because Nokol does away with the dirt and drudgery of coal heating and puts in its place automatic, clean, even heat as reliable and trouble-free as electric lighting.

Nicholas Oil Corporation
"Business Is Good Thank You"
Office 1801 St. Marys Ave. At. 4040.

NOKOL

Automatic Oil Heating for Homes
The New Nokol Is the Quietest Automatic Oil Heater Made
Protected by Double Patent. Tested and Listed as Standard by Underwriters' Laboratories

"Where the Family Meets to Buy Its Footwear"

This slogan has a definite meaning. Children as well as grown-ups come here and buy their footwear with the assurance that they will receive our usual good service and helpful suggestions in selecting footwear.

Footwear for every member of the family at prices that mean a direct saving. Five Big Factories, supplying 198 large stores, is but one reason why Kinney's better shoes sell for less money.

205-7-9 North 16th St. **Kinney's** 198 Stores 5 Big Factories

"Where the Family Meets to Buy Its Footwear"