



GIVE SOMETHING ELECTRICAL THIS CHRISTMAS

What'll I Give?--What Am I Going To Get?

Will it be the same old answer this year? Are you going to give what you don't want to get—the same old hackneyed gifts that "everybody gives and gets?"

Gifts this year must be practical. They must echo the greater efficiency of our nation—of the home. What's the sense of conserving food and then undoing your good work by giving useless or unappropriate presents. This year's token must be given for utility.

Electrical gifts are most practical. They gain 100 cents worth of appreciation for every dollar. They save time, trouble and labor. They ornament any home. And, surely, such gifts convey the true Christmas spirit. Your Electrical gift will still be appreciated and the giver gratefully remembered for many a Christmas to come. Be practical—Give something Electrical this Christmas.



THE NEBRASKA POWER COMPANY

BUY something useful and practical from any of the following reliable Electrical Dealers



Lek-Tro-Shav

What is LEK-TRO-SHAV?

It is a safety razor, operated by electric current. It does the work in a most marvelous way. What could you think of that would be more pleasing to your HUSBAND, BROTHER or SWEETHEART than to surprise him Christmas morning with one of the most pleasing shaving devices that he ever used?

For Sale at the Beaton Drug Co., Omaha, Neb.
"And say men," see that Lek-Tro-Shav Demonstration at the Wolfe Electric Co., 1810 Farnam St.
Citizen's Gas and Electric Co., Council Bluffs, Ia.
De Vol Hardware Co., Council Bluffs, Ia.

Vibrating Electric Razor Co.
236-38 Brandeis Theater Bldg. Omaha.

Give Something Electrical from our stock and you won't make any mistake---



FOR MOTHER—We have lots of things for her. Desk Lamp, Vacuum Cleaner, Percolator, Toaster, Vibrator, Sewing Machine Motor, Our New Sewing Lamp, Washing Machine, Ironing Machine.

FOR DAD—He don't want much, but one of our floor lamps to go with his easy chair will please him for all time to come.

FOR SISTER—Study Lamp, Piano Lamp or an Electric Curling Iron.

FOR BILLY WISE—A real Electric motor. Special terms will be made on many appliances.

Silk Shade Lamps at cost while they last.

Burgess-Granden Co.
1511 Howard Street

ELECTRICAL GIFTS

Give Something Electrical this Christmas

E. B. WILLIAMS

SENSIBLE, PATRIOTIC PRESENTS FOR ACTUAL SERVICE

Suggestions for Mothers and Sweethearts, Sisters and Brothers and Fathers.

| | |
|------------------|-----------------|
| Washers | Lionell Trains |
| Cleaners | Desk Lamps |
| Fireless Cookers | Floor Lamps |
| Grills | Flash Lights |
| Percolators | Heating Pads |
| Irons | Junior Stoves |
| Carriers | Wallace Lamps |
| Sewing Machines | Xmas Tree Lamps |
| Heaters | Mangles |
| | Floor Polishers |

Will You Let Us Help You Through the Williams Service?

2,000 Electric Washing Machines, 1,000 Electric Vacuum Cleaners, hundreds of other Electrical Appliances—all sold in Omaha and backed by a service department that has made good.

E.B. Williams
HOUSEHOLD APPLIANCES

308 South 16th St. Phone Tyler 1011.



A Merry Christmas And a Safe One

Use our electric Christmas Tree lights at last year's prices.

A good selection of other useful electrical gifts.

The Electric Shop
WOLFE ELECTRIC CO.

Tyler 1414. 1810 Farnam St.

S ELECTRIC SWEEPER VAC

--With Electric Driven Brush--

The Electric Sweeper Vac is the only Electric Cleaner which permits a real low ratio of speed for the brush, allowing at the same time a high speed for the motor to produce a powerful suction which draws up sand, and dirt imbedded in the rugs while the "Electro-Driven Brush" picks up all lint, threads, cotton or hair without wear on the nap.

This is also the only Electric Cleaner with a switch control for starting or stopping brush independent of the suction.

Be sure and see this Cleaner before buying, as there is nothing like it on the market.

Fully Guaranteed. Weight 11 lbs.

We carry a full line of other Vacuum Cleaners, Electric Washers and Appliances.

Easy Terms If Desired.

J. I. PURCUPILE & CO.

1907 Harney St. Omaha Grain Exchange Bldg. Phone Doug. 2360.

Ask Your Grocer for the LaFrance Laundry Tablets and Satina Starch.

