

# Christmas Gifts That Are Sensible and Suitable



## This is Your Gift Shop



**WRIST WATCHES**  
The Ideal Xmas Gift

Here you will find an unlimited collection in all styles and prices. Come and look them over. From \$10 Up.

This season we have made greater preparations than ever before and are ready now with a notable collection of the most beautiful designs in Jewelry, Silver or Cut Glass. Any article you select, if you so desire, will be laid aside on receipt of a small deposit, and delivered at any time you wish.

## HENRICKSON

201 No. 16th St.

Loyal Hotel Bldg.

## ELECTRIC SWEEPER-VAC

Vacuum Cleaner with Motor Driven Brush

Removes every vestige of those unsightly lint balls, threads and embedded dirt that most other cleaners leave behind them.

It possesses a great discovery in "principle" which places it far ahead of any vacuum cleaner yet known. It is finely made, very quiet in action, light in weight; in fact it is "The Great American Vacuum Cleaner."



J. I. Purcupilo & Co.  
1205 Harney St.  
Phone Doug. 2569.

Ask Your Grocer for the Le-France Laundry Tablets and Satina Starch.



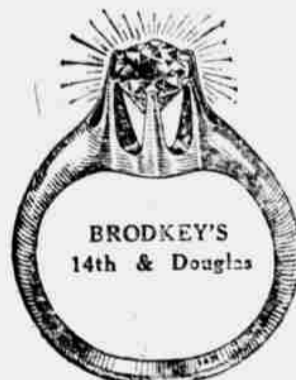
## JUST THE THING FOR XMAS—

Ask to see our \$5 Wavy Switches.

Headquarters for Natural Gray Hair.

SHAMPOOING MANICURING  
SCALP AND FACIAL MASSAGE

**F. M. SCHADELL & CO.**  
1522 DOUGLAS ST.



BRODKEY'S  
14th & Douglas

Why Pay Full Prices for Diamonds

## Diamond Banking

enables us to sell you diamonds which originally sold at full prices at savings from 25% to 50%.

Our holiday display of diamond rings, ear rings, brooches, scarf pins, etc., was never more complete. Come in and compare our prices.

**BRODKEY'S JEWELRY CO.**  
1421 Douglas St.



## Choose Your Gifts at the Xmas Drug Stores

We carry a complete and varied assortment of toilet articles, perfumes, candies, cigars, fountain pens and many other useful and practical gifts.

Complete Line of Kodaks and Supplies

**Jacobs-Lee Drug Stores**

Store No. 1  
17th and Douglas Sts.  
Store No. 2  
Rialto Theater

## There's Yet Time

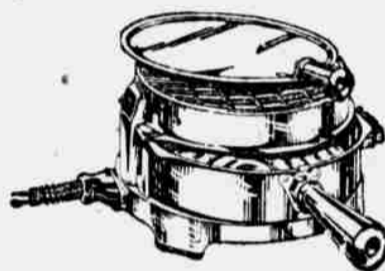
to make this Christmas for Mother one always to be remembered if you give her a practical gift—something ELECTRICAL.

## In all the years

that Mother has, by the old method, done her work throughout the house, no word of complaint have you heard her make. Let's change the whole plan, relieving her of much of the drudgery of the past by giving her some useful and practical gift.

## An electric percolator and an electric toaster

are two gifts any wife or mother would appreciate. It not alone makes the preparing of a fast easier and saves the steps, but a better breakfast is assured. See them on display.

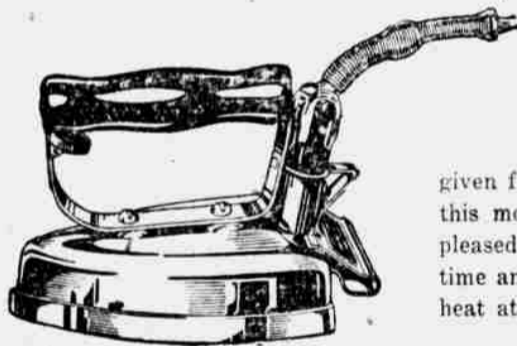
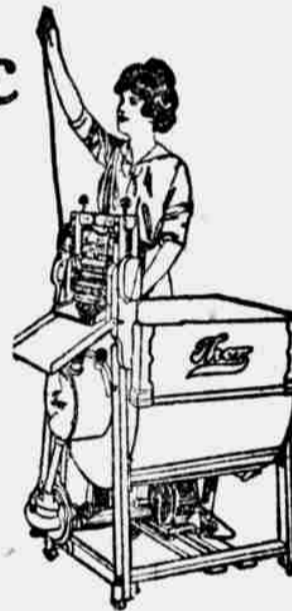


## An electric grill for every home

is a great aid in serving the evening lunch. They are so handy, so convenient, that one should be in every home. See our display of electric grills.

## A Thor Electric Washing Machine would please Mother

With a Thor Electric Washer, wash day is a day no longer to be dreaded. It washes perfectly—in a shorter space of time and more economically. A payment of \$15 delivers one to your home.

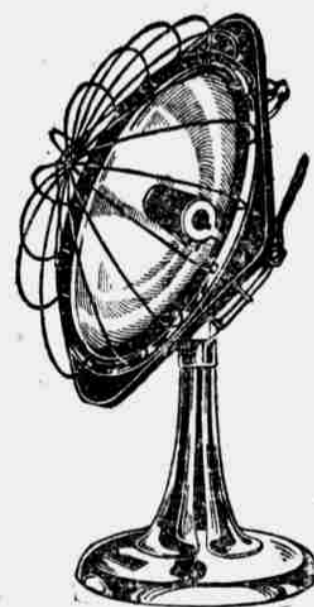


## Six dollar general electric iron

given free with every Thor Electric Washer sold this month—it's an iron any woman would be pleased to possess. Ironing with an electric saves time and better finish is produced. It's an even heat at all times.

## Electric glow heaters

are ideal heaters for the sick room, the spare room, or, in fact, for any room where additional heat is required. Easily attached to any floor plug or wall socket. You will find them both convenient and economical.



Chafing Dishes, Lamps, Hot Plates, Curling Irons and Drying Combs, Vibrators, Heating Pads, Stoves, Sewing Machine Motors—all are electric gifts worth considering.

## NEBRASKA POWER CO.

"Your Electric Service Company"

15th and Farnam Tel. Tyler Three One-Hundred

## SOUTH SIDE ELECTRIC SHOP

2314 M St. Phone South Three



## The Gift Appropriate

THE Shoes of today are so beautiful that they are capable of affording genuine pleasure, and to afford pleasure is the true purpose of a gift.

For those givers who would like to avoid the responsibility of selection, we have GIFT CERTIFICATES, issued in any amount. You present the Certificate and the recipient chooses the shoes she prefers.

SHOP EARLY

## DREXEL Shoe Company

1419 Farnam St.

Mail Orders Solicited  
Parcel Post Paid



## Select Your Xmas Gifts

"Up Where the Prices Are Low"

Our location enables us to sell quality jewelry at wonderful savings to you. See our stock of Xmas jewelry. You will be satisfied with both the selection and prices.

**WATCHMAKING ENGRAVING JEWELRY REPAIRING**  
Platinum, Gold and Silver Jewelry Made to Order. Lavalliers, Rings, Monogram Belts, Waldemars, etc.

**E. L. KENNAN**  
501 Securities Bldg.



North of Post Office  
**DISCOUNT SALE**  
ALL THIS WEEK

## DIAMONDS

—50—  
Latest Handcarved Tiffany Wedding Rings and Mountings \$7.95 to \$35.00

—200—  
Reconstructed Ruby Rings \$2.50 to \$30.00

—200—  
Signet and Black Hills 14K. Gold Rings \$2.50 to \$25.00

—200—  
Latest Tortoise Glasses Fine Xmas Gift

**Larsen Optical Co.**  
Lower Rent—Lower Prices



## Pease-Black Co.

1417 Farnam

Practical and Useful

## Christmas Gifts

FOR



Exclusive Haberdashery Selected by Men for Men—Shop Early.

## Pease-Black Co.

1417 Farnam

## WHEN IN DOUBT Give Books

With Christmas Greetings

Go, little book, and take with you  
A wish of golden cheer,  
A friendly word and a happy thought  
To brighten the coming year.

You'd be surprised how many gift problems books would answer if you would give them a chance.

BOOKS are in excellent taste regardless of the relation, whether Father, Mother, Sister, Brother, Sweetheart or Friend.

Books wisely chosen always satisfy and please. Choose from the largest and most comprehensive assortment in the city.

GIFT CARDS

An Endless Stock to Choose From

## Matthews Book Store

1620 HARNEY STREET



Buy Your Xmas

Gifts in a "Truth in Jewelry Store"

Our assortment of new Xmas jewelry is now ready for your inspection. Our low rent location enables us to save you money. You are going to buy jewelry—why not buy it here?

EVERYTHING IN JEWELRY AND WATCHES

**B. Q. HAINES**

2236 FARNAM STREET