



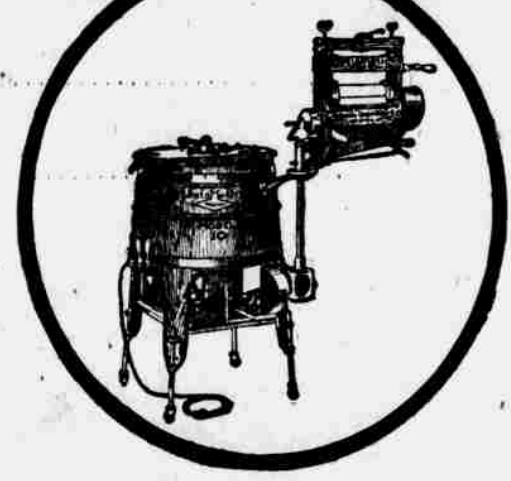
# Do your Christmas

## DO NOT WAIT ANOTHER DAY

Come In and Make Your Selection Now for Your

### Automatic Electric Washer

**AutoMatic World-Famous**  
Washer For Quality



100% AUTOMATIC

We have five different styles, including the new turn washers, all at Pre-War Prices. The Automatic is the oldest Electric Washer on the market and is known for its wonderful quality and long endurance. All models embody all the labor-saving features that have PROVEN advantageous and as built are entirely satisfactory to users. This is the vital point for you to consider.

Over Fifty Thousand Satisfied Users Give This Testimony  
Buy on our Easy Payment Plan. Phone Douglas 2360 and a salesman will call.

**J. I. Purcupile & Son**  
Specialists of Household Appliances  
1908 Harney Street  
Opposite Omaha Grain Exchange



Let us solve your Xmas Candy Troubles. Visit our store and inspect our Full Line of Candies, Nuts, etc.


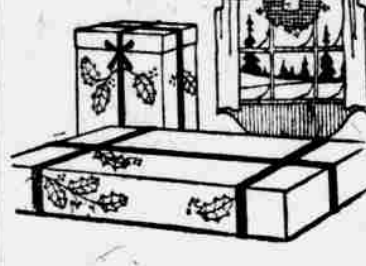
**The Chocolate Shop**  
411 So. 16th St., Opposite Burgess-Nash. Phone D. 4434.

O. W. NEBLE. F. E. OVERHOLT.

### DIAMONDS

Genuine Richelieu and La Tausca Pearls as low as \$4.50.

**Neble - Overholt Co.**  
MANUFACTURING JEWELERS  
671 Brandeis Bldg.

A COMPLETE LINE  
—OF—

### Christmas Candies

Both Box and Bulk

**Rogers Confectionery**  
24th and Farnam



**FOR XMAS**

BUY HIM THE GIFT OF HIS DREAMS  
**A Harley-Davidson Bicycle**  
Moderately Priced  
Catalog on Request

**VICTOR H. ROOS**  
2701-03-05-07 Leavenworth Street, Omaha, Nebraska

### DIAMONDS

We can sell you. Prices will do it. We get them cheaper. Why not call and see what we have? We are not connected with any other firm. We have the newest in jewelry.

**The Diamond Shop**  
Fred C. Taylor.  
Room 602, Securities Bldg.  
Around the Corner from the Elevator.  
MONEY TO LOAN ON DIAMONDS.

Honesty, integrity and square dealing has been the watchword of the Crane-Foye Co., established 30 years ago. The business will be continued by Mrs. Crane, under the same firm name.

Books bought and sold. Highest prices for second-hand books. Books for Christmas are the best present.

**Crane-Foye Co.**  
319 North Sixteenth Street.

### Christmas Candies

Both Box and Bulk

**Rogers Confectionery**  
24th and Farnam

### Hudson Seal Coats

Mink Capes, Scarfs of All Kinds

can be had in the latest styles, and at prices that will please you.

Our inexpensive location allows us to give you far better values than if we were located uptown.

LOOK AT OUR LINE

**I. BERKOWITZ FUR CO.**  
2818 Leavenworth



### Printing of Quality

We Publish the Big Twin Publications—The North Omaha Booster and The Benson Leader

Are you entirely satisfied with the class of printing you are now getting, and how's the service? If O. K., don't change. If not, call us.

The best is none too good for our customers. We print anything. Full display of Xmas Cards.

**Norman & Burkett Printing Co.**  
24th and Ames Avenue

### A Gift of Real Worth

Think back over your Christmases and take a mental inventory of the presents you have received. What are they worth now?

Without disparaging gifts of any kind, we ask that you seriously consider the worth of a gift which has permanent and cumulative value—a Home Builders' 6% Certificate, for instance.

We believe in toys, games, nuts and candy for children at Christmas. Such things are delightful. However, there is no disputing the superiority of an income-producing security as far as real usefulness is concerned.

A Home Builders' 6% Certificate would be an especially appropriate gift for a son, daughter, nephew, niece, or grandchild.

If you cannot call at our office, write for an order blank. Full information will be cheerfully furnished. H-B Certificates can be had in denominations of \$1 and up.

**American Security Co.**  
Dodge, at 18th Omaha  
Fiscal Agents for

**Home Builders**  
C. C. Shimer, Pres.  
G. A. Rohrbough, Sec.-Treas.

### A WEEK PAYS FOR A BLACK BEAUTY

For Your Boy's Xmas Present

**A Black Beauty**

Can you imagine the delight that would come with such a present?

Our easy-payment plan makes it easy for you to give him a

**BLACK BEAUTY**

Why pay two extra profits, the jobbers' and dealers', when you can buy direct from the manufacturer at factory prices? Guaranteed for five years and six months accident insurance.

Prices Reduced On All Bicycles

We also have velocipedes, roller skates, kiddie cars and toy automobiles.

**Haverford Cycle Co.**  
Omaha's Greatest Bicycle Store  
2043-45 Farnam St.



### Economy and Beauty

Go hand in hand when the Gift is flowers. No trace of cheapness. Just a pure expression of sincere regard.

*"Say it with Flowers"*

**John H. Bath**  
"The Careful Florist"  
1804 Farnam Street  
Douglas 3000



**Doll Buggies, Dolls, FANCY BASKETS**  
All New Stock

**Omaha Reed & Rattan Co.**  
16th and Jones Streets  
(Castle Hotel)  
Phone Douglas 2043.

GIVE HIM

### A Membership in the Y. M. C. A.

FOR CHRISTMAS

"A VACATION THE YEAR ROUND"

(Can Be Bought on Payment Plan.)



14-karat solid gold, 15-jewel Wrist Watch with adjustable gold-filled band and extra silk ribbon, special. . . . . \$21.75

Same in octagon shape, plain or engraved. . . . . \$23.75

Complete stock of Diamonds, Watches, Clocks, Cut Glass and Jewelry at lowest prices.

Special attention given to watch repairing and jewelry manufacturing.

**LOUIS N. BOISEN**  
16th and Farnam  
601 Securities Building

### Popular Christmas Gifts

You will find that we carry a very large stock of popular rings and fine jewelry. We always have the newest and our prices will please you.

Diamond Rings, newest mountings, \$25.00 to \$1,000.

Yanilton Watches, \$35 to \$125.

Illinois, Waltham and Egin Watches \$13.75 up. Inset-ool Watches for the boy, \$2.00 to \$11.50.

Wrist Watches, \$8.95 to \$100.

Cameo Rings, \$3.95 to \$50.

Cameo Brooches, \$5 to \$100.

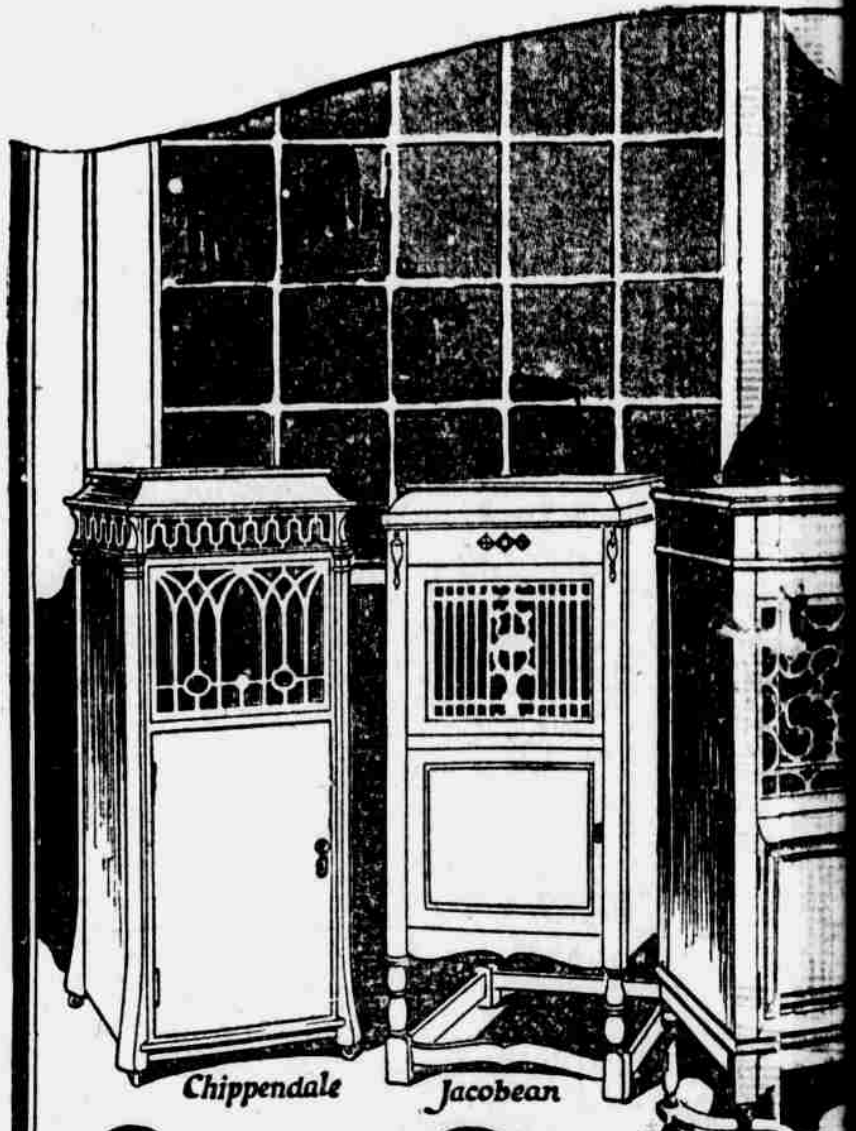
Diamond La Valliers, \$8.95 to \$300.

Pearl Necklaces, \$8.75 to \$75.

Ruby Rings, \$3 to \$50.

Near Diamond Rings, \$10.75 to \$50.

Silverware, Cut Glass, Clocks, Select now—pay later.



### Stop-See these Xmas phonographs

YOU never saw more exquisite cabinets. The world has never produced any more exquisite cabinets. These cabinets are descended out of the Golden Age of Furniture. This was the age when Europe built its most luxurious palaces, created its greatest works of art, developed its finest types of craftsmanship.

Mr. Edison's designers went back to the furniture masterpieces

**Rouse's Phonographs**  
1916 Farnam Street

### The Christmas Gift With a Universal Appeal



**A Book of Strand Theater Tickets**

Book Containing 10 Main Floor Tickets. . . . . \$4.00

Book Containing 5 Main Floor Tickets. . . . . \$2.00

Book Containing 6 Main Floor Tickets (for children under 15 years old). . . . . \$1.50

War Tax all paid. Don't have to stop at the Ticket Office.

Buy Them Today—Everybody Goes to the Strand