

Gravure Ads Pay



Malcolm - Son of Mr. and Mrs. Malcolm Hayes



Waldron - Son of Mr. and Mrs. Oscar Haas



"Billy" Spitz puppy, owned and photographed by Lee Houston of Miller, Nebr.

Balduff
Egyptian Chocolates
 The choice of exacting candy lovers.
FLAVORS THAT SATISFY
 Sold at most good shops.

The Perfect Flesh Reducer
 Shampoos, Arris, Method Opens Spleen, Takes Off Fat Lbs., by Drinking Tea Prepared from Japanese Herbs.
NO DRUGS - NOT INJURIOUS TO HEALTH - NO DIET - NO EXERCISE.
 Boiled and used same as ordinary Tea.
 Also in Tablet Form.
 Send 4c Stamp for 44-Page Booklet.
 This Firm Has No Agents
 Arris's Tea Tea Co., Dept. 15, Room 411, 500 Fifth Ave., New York.

Freckles
 Now is the Time to Get Rid of Those Ugly Spots
 There's no longer the slightest need of feeling ashamed of your freckles, as Othine—double strength—is guaranteed to remove these homely spots.
 Simply get an ounce of Othine—double strength—from any druggist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion.
 Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles.

Durability, decided durability, long and lasting durability, has made thousands of discriminating women permanent wearers of dainty

VAN RAALTE
Glove Silk Underwear

Made by the Makers of Van Raalte Veils

Discriminating women prefer Van Raalte Silk Gloves because they combine pronounced style originality with great economy of wear

VAN RAALTE
Silk Gloves
 Double-tipped for double wear

Made by the Makers of Van Raalte Veils

A Snap for Every Occasion
 —WILSNAPS!

FOR any and every occasion. A fashionable snap—a practical snap—WILSNAPS!
 Qualified they are and smooth of finish—these Wilsnaps. Firm of spring and strong!
 They hold! These Wilsnaps snap and stay snapped. They release! And because of the snappy Wilsnap spring—always properly.
 Let these dependable, rust-proof Wilsnaps make secure your every frock and gown. Remember: Wilsnaps always will snap, wherever snap fasteners are used.
 Purchase Wilsnaps by name—they are sold on the unmistakable orange-colored card.

THE WILSON FASTENER CO.
 Cleveland

WILSNAP
 Fashion's Fastener

Bob's Old Straw Mattress

No need to take down bedsteads. The Premier gets everything out of crevices; removes all dust from mattresses and pillows. For rugs, furniture, hangings, clothes, woodwork—almost everything—the Premier, with its exclusive rubber-fingered brush and efficient attachments, is the best. Enormous production and standardized methods keep the cost down. Make comparisons.

There is a great difference in cleaners. Before buying any cleaner you owe it to yourself to have a **TEN POINT DEMONSTRATION** of the Premier—First Among Cleaners—in your own home. Phone the distributor named below to have your nearest Premier dealer make this demonstration tomorrow.

The window of every Premier dealer contains a poster of this or a similar advertisement.

Learn the advantages of the Premier's specially designed bag, self-balancing handle, notched nozzle, rubber brush and direct-connected attachments. Test its light weight, powerful suction and efficient attachments. Have this Ten Point Demonstration first thing tomorrow morning. Find out from the Premier dealer what you can do with \$5.00. It will surprise you.

Bob always talks about the straw mattresses they used when he was a boy on the farm. Those were in the dark ages before the Premier was even thought of. Each year at threshing time his job was to drag out all the mattresses, burn the old straw, and stuff the ticks again.

"Mother thought that was how to clean mattresses," he said one day. "The dear old soul knew no other way. But the fresh straw had more dust than the old, and for months she'd be busy with broom and dustpan around the beds."

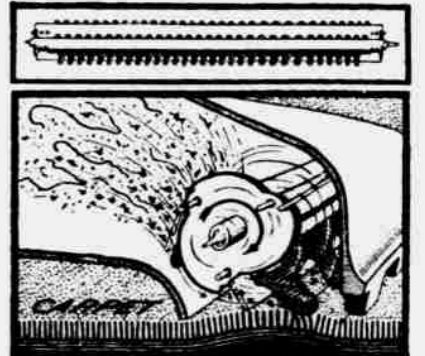
"Straw mattresses wouldn't have been quite so bad," I suggested, "if your mother could have had a Premier."

"Great Scot!" exclaimed Bob. "The suction would have pulled the straw dust right through the old-fashioned ticks. Funny, isn't it, how our Premier sucks out the dust in mattresses and pillows?"

But of course mattresses today are so vastly different! I use the Premier on ours every few weeks, and they're always fresh as can be afterward. It's so easy. And with our Premier attachments I can reach into all the crevices of the bedstead and get every speck of dust and foreign matter.

And for blankets and comforters—the frequent use of the firm-but-gentle rubber-fingered brush, the Premier's distinctive feature, keeps these free and safe from dust and dirt.

The Premier rubber-fingered brush at work! Note the gentle but effective action of the rubber tips. Hairs and clinging litter do not wrap around this brush. They are drawn into the air chamber.



The Premier
 FIRST AMONG CLEANERS

ELECTRIC VACUUM CLEANER COMPANY, Inc., Cleveland, Ohio

OMAHA:
 Wholesale Distributor—Mid-West Electric Co.