

# Merchants

# Ad-Writers' Contest

# \$65.00 CASH PRIZES



**YOUR  
Convenient**



## GRAFONOLA Record Shop!

Our ever increasing record sales speak for the service and courtesy afforded each customer. You are never obligated to purchase—it is a pleasure indeed to serve you at any time.

### Outstanding Features

Booths on main floor near entrance. You save considerable time. Choice of a complete record stock. Most satisfactory service. Advisory salesfolk.

On  
Sixteenth  
Near  
Howard

**Hartman's**

Exclusive  
Columbia  
Shop

P. S.: \$3.00 worth of records to winner.

## Advo Gold Medal Coffee "Good to the Last Drop"



Roasted, Blended and Packed  
in Omaha by Omaha People

**McCord-Brady Co.**

## The Encyclopedia Americana

The World's Greatest Reference Work.

Latest—1922 copyright.

Cheapest—Costs less per volume.

Best—Fair, unbiased, scholarly—it is the accepted authority of over two thousand Universities, Colleges, and Schools.

Maps—Made by Rand McNally. Cost \$48,000. It shows the new Europe and the new Africa.

Authority—Built by the Scientific American Compiling Department. Its scientific articles are accepted by the highest scholars of the world. Over eleven thousand signed articles.

Comprehensive—30 volumes. 88,000 articles. The set cost over a million dollars to produce! A MILLION DOLLAR BOOK FOR A HUNDRED MILLION PEOPLE!

Large full descriptive circulars showing treatment of such subjects as the Great War, Education, Medicine, History, Economics, Religion, Philosophy, General Banking and Finance, Great National Literature, etc., mailed free on request. Write, call, or phone.

**W. A. HIXENBAUGH & CO.**

Dealers in Fine Books.

Phone Jackson 3297

1814 St. Mary's Avenue.

**IF SERVICE**  
is the question "Hoffmann  
Service" is the answer

"Hoffmann Service"  
makes as many friends  
as "Hoffmann Prices"

**HOFFMANN**  
FUNERAL HOME

24th and Dodge Streets

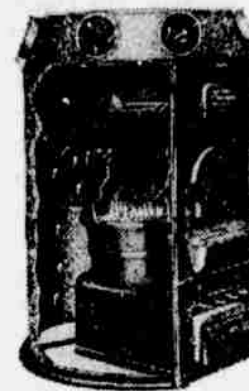
## RULES AND REGULATIONS

To the person sending to The Omaha Bee Display Adv. Dept. on or before March 17th, 5 P. M., the "Best Advertisement" of the business concerns appearing on this page The Omaha Bee will award the following prizes:

**First Prize \$35.00**

Second prize, \$17.50; third prize, \$12.50. The "Best Advertisement" selected of each concern will be reproduced Sunday, March 19, in the space used by them on this page. Size of space to be two columns by five inches deep. Neatness of copy, and composition, as well as general "layout" will enter into the awarding of prizes. Write on only one side of paper, bind your copies together and write your name, address and telephone number on the first page. No employee of The Omaha Bee or their relatives will be permitted to enter this contest.

## NESBIT Healthful FURNACE



The Improved Nesbit  
Furnace is everything  
to be desired in a

**Warm-Air  
Furnace**

- Has 3-gallon water pan for moistening air—preventing coughs and colds and keeping the furniture from cracking.
- Has 4 independent shaker grates—no complicated parts to cause trouble—helps to control fire in mild weather.
- Has extra large fire door—for burning large sizes of wood and coal.
- Saves fuel because of large heating surfaces and long fire travel.
- Built special for burning economically all western fuels.
- Correctly designed and proportioned in every part—the result of two generations in the furnace business.
- Thousands of satisfied users from here to the coast.

The Furnace You'll Be Satisfied With

**Standard Furnace & Supply Co.**

Omaha Manufacturers Sioux City

## Is 33 cents too much for a meal---

...The cost of a meal should be of the least importance to you, but—when you can get the best in quality, sanitation, cuisine, and service, at a nominal cost and do not do so, you are unfair to yourself, and you do not dine in one of the Beatty Cafeterias.

The average meal check in the UNEEDA, HARMONY, and the BEATTY'S cafeteria is thirty-three cents.

TREAT YOURSELF TO THE BEST!

Our small profits make our large business.

## Beatty Co-operative Cafeterias

The Henshaw Cafeteria, 1509 Farnam Street  
The Harmony Cafeteria, 1509 Harney Street  
The Beatty Cafeteria, 1805 Farnam Street  
The Uneeda Cafeteria, 115 North 16th Street  
Beatty Bakery, 1513 Harney Street  
Beatty Co-operative Farm and Dairy, Benson, Neb.

## The House of Superlative Entertainment

The Rialto Theater was designed and built with the idea of giving the people of Omaha a playhouse where the best of pictures could be enjoyed in an atmosphere of comfort and beauty. No expense was spared, no point overlooked, no detail left unconsidered. It was to be the finest "Movie" house in the west.

The motion picture patrons were proud of the Rialto—it was a magnificent building, and a credit to the community. And the management has been diligent in keeping it so.

They have employed a corps of attendants from whom courtesy is the prime requisite.

They have installed Harry Brader's unexcelled orchestra, and augmented it by the addition of Julius K. Johnson at the organ.

They have been painstaking in selecting only clean, wholesome, entertaining photoplays to be shown on their screen.

The building itself is a marvel of beauty and convenience.

The management has supplied that other vital quality—that unending reaching out to determine the desires of its clientele, and that unflagging energy in satisfying those desires—that makes the Rialto what it is today—"The House of Superlative Entertainment."

THIS WEEK—Drama Supreme—"HAIL THE WOMAN"

**RIALTO**  
A. H. B. B. B.

Fifteenth and Douglas Sts.

Julius K. Johnson, Manager



One of Our Cabinets

## Why Buy Towels and Linen?

We will hang one of our Cabinets in your place of business or office, and furnish you with your towels or linen at a nominal price. Our Cabinet is a beautiful piece of furniture and you will always have Clean Linen.

Think It Over, and call Doug. 6291

**Frontier Towel Supply**

J. M. Jensen, Prop.

1819 California St.

## A Butcher Shop

Is a Place We All Want to Go in Order to  
Satisfy Our Hunger.

In Omaha we have many of them, but the most of them still hang on to the wartime prices and everyday practice of profiteering.

One firm we can be proud of is the Buehler Bros.' Butcher Shop, at 212 North 16th street.

This firm has such an enormous turnover in meat every day that they are satisfied with a small profit on each pound of meat, when a small dealer will charge more in order to make a living.

The Buehler Bros. have always on hand the best and purest meat you want to buy, at reasonable prices.

Watch the daily papers for their daily quotations on the best meat in town, and you will save about 15 to 25 per cent on your meat bills.

**BUEHLER BROS.**

OMAHA'S LEADING CASH MARKET

Three Stores for Your Convenience:

212 North 16th Street. 2408 Cuming Street.  
4903 South 24th Street—Omaha.

Also One at  
634 W. Broadway, Council Bluffs, Iowa.

## Our New Location

762-64 Brandeis Theater Bldg.

### Sagging Faces Corrected By New Method



This diagram shows where the surgeons will make the incisions if you decide to have a new face made over from the old one. C will gather up the furrows in your forehead. E will take away the frown between the eyes. F will do away with the puffy eyelids. J will make disappear the bags under the eyes. G the incision behind the ear, will smooth out the deep lines, sometimes called snore lines, that run from nose to chin. H is the place where a tuck will be taken to smooth out those wrinkles from the neck.

All Nose Defects Corrected  
Dish or Dented  
Turn-up Nose



Moles, Pimples, Warts,  
Superfluous Hair Removed,  
New Method.

CONSULTATION FREE.  
Call phone Atlantic 4898,  
or write for information  
about the Face, Skin, Scalp,  
Features, or Complexion.

Experience Counts—Secure the Best.

**C. A. Furey Institute**

762-64 BRANDEIS THEATER BUILDING

Office Hours: 9 a. m. to 5 p. m. and 7 to 8 p. m. Sundays, 10 to 12 a. m.

## Why You Should Trade With the "Dealers In Good Coal"

Prices are lower. An independent company. Quality is best.  
We have set the pace.

### Specialty Lump

Nice Large Lumps  
Delivered, \$9.50 Per Ton

### Illinois Nut

Large Size  
Delivered, \$8.50 Per Ton

### Smokeless—Sootless

**Colorado Lump**

Delivered—\$10.50 Per Ton

Just another example of our fair-priced dealing with the public. We have sold thousands of tons of this coal. Remember: Served at the Yard, and you may 'phone your order; no need to come downtown.

### Wizard

Semi-Anthracite  
LUMP  
Delivered, \$14.50 Per Ton

### Petroleum Coke

All Heat—No Ash  
Delivered, \$20.00 Per Ton

**Consumers Coal & Supply Co.**

"Dealers in Good Coal"

Doug. 0530

Doug. 0530

## Our Customers Are First

We want to please you—and will  
if you will only give us a trial.

### Rough Dry

First 15 pounds, \$1.50  
All over 15 pounds,  
7c per pound.  
Linen or flat work,  
8c per pound.

### Dry Wash

Minimum bundles, \$1.25  
8c per pound.  
Flat pieces ironed. All  
other pieces dried.

The New Daylight Laundry



Established 1876  
11th and  
Douglas Sts.

Telephone  
Jack. 0243

## Orpheum THEATRE

The pre-eminence of Orpheum circuit of vaudeville is unquestioned. It is the standard. It is the pinnacle. And it comes to Omaha, to the Orpheum.

That, in itself, is sufficient. No theater needs further recommendation. That alone would assure the Orpheum first place in the hearts of Omaha theatergoers.

The management of this beautiful theater knows its show will please, but feeling that money invested in further enhancing the convenience and enjoyment of its patrons is money well spent, it has tirelessly endeavored to improve, to build up, with that end in view.

From the moment one enters the door of this showhouse, an atmosphere of courtesy, of refinement, of comfort is apparent. The employees are studiously dignified and uniformly courteous. The seats are roomy and well arranged. The acoustics perfect.

The highest class vaudeville in the world, augmented by movies and music, combined with a corps of attendants whose every act is for the theater's guests, give to the Orpheum the name it justly deserves—"The Best in Vaudeville."

THIS WEEK

**MISS JOSEPHINE VICTOR**

in  
"Juliet and Romeo"

Six Other Select Orpheum Acts

P. S.—For the three best advertisements we will give two tickets, each good for Monday or Tuesday performance.