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Business Meting.






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\begin{aligned}
& \text { Red Cross work is } \\
& \text { Finding Encouragement } \\
& \text { In Every Section County }
\end{aligned}
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Advice to Lovelorn

Sociedy





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 Honor Chuch Workers.
Mrs.
May Burs
Buns and



 $5-5$


> Not a soap powder-not a chipped soap not a cake-but wonderful flakes! Wont shrink woolens! Wont turn silks yellow! lever bros. co., cambridge, mass.

## You Are Invited, Madam!

Come over to Council Bluffs and do your Christmas shopping at Beno's, where many Omaha people have found that prices are much below the usual percentage of profit. All Bluffs cars stop at Beno'

## To Encourage Early Shopping

 Beno's Gives These Cash Rebates| On Purchases of $\$ 95$ or over $\$ 15.00$ will be returned |  |
| :--- | :--- |
| On Purchases of $\$ 70$ or over | 9.00 will be returned |
| On Purchases of $\$ 50$ or over | 7.00 will be returned |
| On Purchases of $\$ 35$ or over | 4.00 will be returned |
| On Purchases of $\$ 25$ or over | 3.00 will be returned |
| On Purchases of $\$ 20$ or over | 2.50 will be returned |
| On Purchases of $\$ 15$ or over | 1.65 will be returned |
| On Purchases of $\$ 10$ or over | . 95 will be returned |
| On Purchases of $\$ 7$ or over | ..60 will be returned |
| On Purchases of $\$ 4$ or over | .35 will be returned |

It Is Possible to Save as Much as $15 \%$ on Your Christmas Needs Suppose "hubby" needs a new suit and overcoat and uit at $\$ 22.50$ and an overcoat at $\$ 20$ worth of toys and Christmes gifts. You should have these totaled on one "transfer slip" and it equals $\$ 95$ on which $\$ 15$ will be returned. Come on over and get some of this "easy money"

This Rebate Sale Ends Saturday Night, December 15

## The John BenoCo.

Council Bluffs, Iowa

