

THE DAYLIGHT STORE IS ARRAYED WITH XMAS GIFTS

Gifts of utility is the keynote of our vast assortment in every stock. Our Toy Store abounds with hundreds of gifts for young and old. If you don't see what you want ask Santa Claus, you'll find him in the basement. He will gladly make a list of things the children want. Don't forget the \$30.00 doll dressing contest closes Dec. 12th. All dolls must be dressed and entered on before that date

Childrens' and Misses' Coats AS GIFTS

The entire stock of Fancy Mixture Children's and Misses' Coats are offered at the following reductions:

\$6.00 Coats, at.....	\$4.50	\$6.50 Coats, at.....	\$4.84
\$7.50 Coats, at.....	\$5.63	\$8.00 Coats, at.....	\$6.00
\$10.00 Coats, your choice for.....			\$ 7.50
Short Crushed Plush Coats, grey satin lined—\$12.50 Coats for \$10.00; \$15.00 Coats for \$12.50, and \$18.00 Coats for.....			\$15.00
Women's Suits at One-Half Off—Just a few left of the special assortment. \$20.00 Suits for \$10.00; \$25.00 Suits for \$12.50, and \$30.00 Suits for.....			\$15.00
See the latest in Furette Coats, prices \$15.00 to.....			\$37.50
Women's New Broadcloth Coats in black, all satin lined: \$15.00, \$16.50, \$18.00 and.....			\$20.00
A few new brown, blue and gray Coats, at \$15.00, \$18.00, \$20.00, \$22.50 and.....			\$25.00
New Taffeta Silk Waists with bodice, only.....			\$ 7.50

Fourth West Aisle in Bold Relief

Xmas tide throws into bold relief, as it were, all the department in our fourth west aisle. The Belt, Bag and Comb sections offer many gifts that would please the recipient. The Toilet Goods department displays many articles of utility, such as Manicure Sets, Brush and Comb Sets and Combination Brush, Comb and Manicure Sets, at prices within the reach of all. Pyrography Outfits and supplies are found in this aisle in large assortments. The Book section is providing a greater choice this year than ever before in many styles of Books for old and young. The Calendar counter at this time is at its best and there you will find the smallest cards to the fine art productions and fancies in an extensive price range.

Endless Assortments of Ribbons, Neckwear and Handkerchiefs

Fancy Ribbons to make into Xmas gifts, floral, fruit, Persian and plaid effects, 2 to 10 inches wide; per yard, 25c to..... \$2.00

Satin Taffeta Ribbon, best quality, No. 5, 6c; wider widths, at per yard, 10c, 15c and..... 20c

Taffeta Ribbon—No. 5, 5c; No. 12, 10c; No. 40, 17c; all colors, for hair bows, best quality; No. 80, at, per yard..... 25c

Extra heavy Taffeta, call for hairbow Ribbon, per yard..... 40c

Narrow Xmas Ribbons, holly, red and green; also fancy Xmas Ribbons, at, per yard 1c to..... 35c

Women's and Men's Handkerchiefs, hand embroidered initial and hand hemstitched, pure linen; each, 25c and..... 50c

Xmas Handkerchiefs, in endless variety, the best in linen or Swiss Mull; fancy lace or embroidered effects, hemstitched or scalloped edges, each..... 25c

Many Novelties shown in colored tinted Handkerchiefs, each 12½c, and..... 18c

Women's Neckwear, dainty embroidered Collar and Cuff sets, one set in a box; each, 25c, 29c, 50c, 59c, 65c up to..... \$2.25

Decorated Xmas Boxes containing assortment of 6 ruches; each box 25c and..... 50c

Knitted Skirts, Shawls, Scarfs, Leggings, Stockings, Caps, Icewool and Silk Squares, etc., for Women and Children. These goods are found in the east aisle, main floor.

Linen Specials that will Make Good Gifts

8-8 Pattern Cloth, 5-8 Napkins; \$5.00 set; at.....	\$4.15
8-8 Pattern Cloth, 3-4 Napkins; \$6.00 set; at.....	\$4.85
8-8 Pattern Cloth, 3-4 Napkins; \$7.50 set; at.....	\$5.25
8-10 Pattern Cloth, 3-4 Napkins; 10.00 set; at.....	\$7.65
8-12 Pattern Cloth, 3-4 Napkins; 12.00 set; at.....	\$9.25
70-inch Full Bleached All Linen Damask, \$1.00 value for.....	78c
72-inch Full Bleached All Linen Damask, \$1.35 value; per yr.....	\$1.00
72-inch Full Bleached All Linen Damask, \$1.50 value; per yr.....	\$1.25
A special assortment of slightly soiled Cloths, Napkins, Towels and Squares at.....	ONE-THIRD OFF
All Linen Huck, Damask, Figured, Hemstitched End Towels, each, 30c, 40c, 60c, 85c and.....	\$1.00
All Linen Damask Towels, new style patterns, elegant assortment; each 29c, 35c, 40c, 50c, 65c, 70c, 85c, 95c, \$1.00, \$1.15, \$1.25 and.....	\$1.50
36-inch Square Lunch Cloths, plain hemmed, hemstitched and drawn work, each 75c, 85c, \$1.00, \$1.25, \$1.50, \$1.75 \$2.00 and.....	\$2.50
45-inch Squares, at \$1.00, \$1.50, \$1.75, \$2.00, \$2.50, \$3.00 and.....	\$4.00
18x54 All Linen Dresser Scarfs, plain hemmed, hemstitched and hemstitched drawn work, at 40c, 50c, 65c, 75c, 85c, \$1.00, \$1.25 and.....	\$1.50

THE REAL TEST IS THE VALUE NOT THE PRICE

Invest in These Rugs AND SAVE A LITTLE

Rugs made from remnants of carpets, all grades and all sizes, at remnant prices, from 9x10-6 Brussels at \$10.00 up to 10-6x12 Axminster at..... \$22.50

Royal Wiltons in 9x12, just a few of them; they are patterns that the mill will not make next year, some of the regular \$37.50 quality go as low at..... \$25.00

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PROBLEM OF STREET CAR TRANSPORTATION

And how it is being rapidly and satisfactorily solved in Lincoln by the
Citizens Railway Company

—SOME FACTS FOR YOU TO BEAR ALWAYS IN MIND—

Better Service and New Territory

We call your especial attention to the betterment of the street car service in Lincoln since the advent of the Citizens Railway. This is noticeable in all sections of the city reached by street railway—better tracks, larger and better cars, better service. We further call your attention to the cheaper fares—six tickets for a quarter all the time and half-fare tickets for school children. This has had a two-fold effect—it has increased the receipts of the street railways and has increased the conveniences afforded the public. It has ended costly and vexatious litigation and given to the people without longer delay something it should have had long ago. The Citizens Railway Company brought the speedy settlement of many differences. It gave prompt service to sections long in need thereof, but heretofore ignored. It has opened valuable suburban property, increased values, built up additions and added in a hundred ways to building up Lincoln. It has added over a million dollars to the value of Lincoln property by bringing it within the zone of good street railway service. It was built with Lincoln money, and the receipts are retained in Lincoln. It is a home institution worthy of and entitled to the patronage of Lincoln people.

Helping Defray Municipal Expenses

Under the ordinances the Citizens Railway Company pays into the city treasury five per cent on its gross receipts. During the twelve months the Citizens Railway has been serving the public it has paid into the city treasury the sum of \$2,700. Their monthly payments are growing larger as the service is extended and new territory brought within the reach of adequate street railway facilities. When you ride on a "White Line" car you are not only getting better service than you used to get, but you are getting it cheaper. In addition to getting this better and cheaper service you are reducing the tax rate for the reason that a percentage of the fare you pay is paid by the company into the city treasury. This means better street lighting, better street cleaning, better police and fire protection, better park privileges. There was absolutely no car service to the city park until the Citizens Railway Co. gave it. There probably would be none now were it not for the establishment of this company. By bringing within the sphere of street railway influence property long neglected, thus adding to its value, it has contributed much to the development of the city. This may be demonstrated by a sight of the hundreds of comfortable homes erected in sections heretofore without car service, but now reached by the "White Line" cars. The company that has done this is entitled to your support.

The Citizens Railway Co.