

THE SILVER LINING



You know about the pitiful mothers and babies of northern France, northern Italy, Belgium, Serbia, Roumania and Poland, do you? The homeless, ragged, freezing, starving, diseased, mutilated women and children caught in the invasion of their countries by the war-mad beasts from the German jungle—you know about them? You know the American Red Cross in Europe is the one agency that can help them—that it is the silver lining of the blackest cloud the world has ever known? The Red Cross must have 15,000,000 members by Christmas eve. You must join at once. The man who would turn down the Red Cross ought forever more to be ashamed to face good women and innocent children.

FOOD

Will Win the War

One way to make our own share go further and to release more food for our comrades abroad is to pay and carry.

- 25c Pound Mixed Candy 15c
- for
- 2-5c Packages Yeast 05c
- Foam for
- 18c Fancy Rice, 12c
- Pound for
- 25c Can Succatash 15c
- for
- \$1.15 Large Pail of 89c
- Syrup for
- 25c Large Can of 15c
- Pumpkin for
- 35c Pound Fancy Mixed 25c
- Nuts for
- 85c Large Glass Can Pure 65c
- Maple Syrup for
- 25c Santa Clara Prunes, 15c
- Pound for
- Glendale Brand Oleomargarine, 34c
- Pound for
- 30c Godfish, 19c
- Pound for
- 20c Seeded Raisins, 14c
- Pound for
- 25c Bottle Stuffed Olives 15c
- for
- 2 Pounds Mason Jar Moist 27c
- Mince Meat for
- 10c Xmas Tags and Stickers 05c
- for
- Pure Buckwheat Flour, 87c
- Per Sack for
- 60c Chocolate for Baking and 39c
- Drinking, pound for
- \$1.25 Box Fancy Whipped 85c
- Cream Chocolates for
- 75c Box Fancy Cream 49c
- Chocolates for

BUY XMAS CANDY HERE.

- Ladies' Handkerchiefs 05c
- for
- Ladies' Handkerchiefs 10c
- for
- Men's Handkerchiefs 05c
- for
- Men's Handkerchiefs 10c
- for
- 65c Men's Wool Hose 34c
- for
- \$2.50 Men's Union Suits \$1.39
- for
- \$1.25 Men's Winter Caps 59c
- for
- \$2.00 Men's Flannel Shirts \$1.19
- for
- \$3.50 Men's Flannel Shirts \$1.95
- for
- \$6.00 Men's Wool Union 36.69
- Suits for

IMPORTANT.

Why pay \$25.00 for a Suit or Overcoat when you can buy one here for \$15.00

ALL THE WORLD LOVES A ROYAL TAILORED MAN

57 STEPS

Up Where the Prices Are Down

"MELVIN" SELLS FOR LESS

relatives and friends. Fred Wright, of Scotts Bluffs, one of the leading attorneys of western Nebraska, is in the city attending court.

Mrs. J. P. Gilligan returned Tuesday night from Tekamah, where she has been visiting with relatives and friends for some time.

Floyd Bergstrom went to Omaha Tuesday morning where he enlisted in the Coast Artillery, and was sent the same evening to Fort Logan, Col.

Ben Haigh and Arthur Miller, of Atkinson, were in the city Wednesday visiting with friends. They had just returned from Omaha where they enlisted in the Balloon Corps, and are to return Saturday morning and report at Fort Omaha.

The Martez Club had a dinner party last Saturday night at the Golden Hotel, after which they went to the home of Miss Etta Froelich and spent the evening with various forms of amusement. Misses Bess, Boyle and Virginia Testman were the guests of the club. They met again on Tuesday night, when the prize was won by Miss Martina Golden.

Wholesalers and Retailers Suggest Fair Profits.

Omaha, Nebr., Dec. 12: Members of the Wholesale Grocers' and Retailers' Committee of the state met in conference in Omaha last Friday with Curdon W. Wattles, Federal Food Administrator for Nebraska. These committees, meeting jointly, considered what were fair margins of profit in handling fundamental foodstuffs, and their findings will be used as a guide for county administrators and their committees in fixing these prices. These prices average 12 1/2 per cent on laid down cost.

A pleasing feature of these meetings were the patriotic expressions of every member and their willingness to co-operate with the Food Administration, often at their own loss.

"We want to co-operate with the public in every way," said E. E. Wise, chairman of the Retailers' Committee, "and we want the co-operation of the public."

The general price of foodstuffs, average for the United States and for Nebraska, for the week ending November 24 were: Nebraska's figures being given last:

- Wheat Flour 1-8 bbl. \$1.62 \$1.52
- Corn Meal 1 lb. .087 .07
- Oatmeal 1 lb. .087 .085
- Rice 1 lb. .111 .119
- Potatoes 1 pk. .452 .382
- Navy Beans 1 lb. .186 .169
- Bacon 1 lb. .481 .475
- Pork Chops 1 lb. .351 .322
- Round Steak 1 lb. .288 .299
- Milk 1 qt. .121 .103
- Butter 1 lb. .51 .475
- Cheese 1 lb. .348 .367
- Eggs 1 doz. .532 .43
- Sugar 1 lb. .098 .094

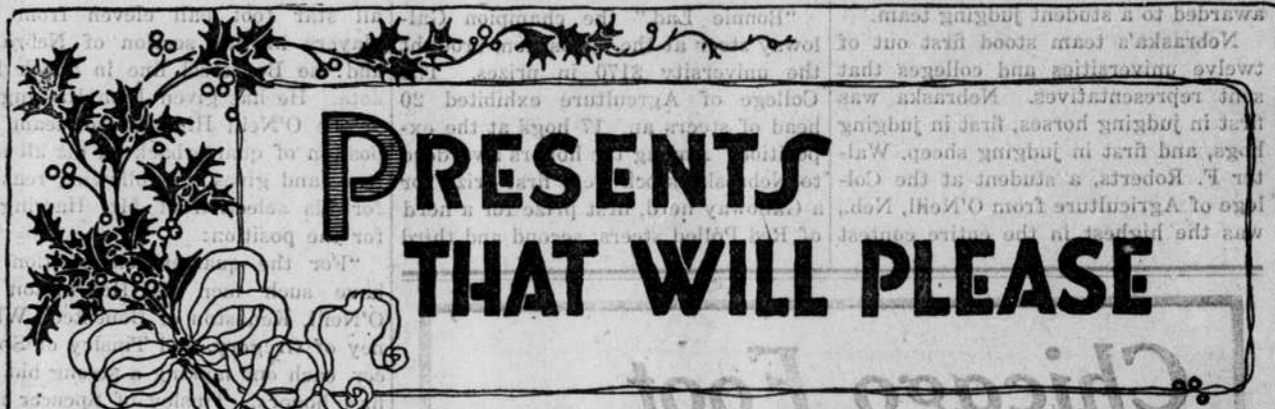
Note—These prices are based on reports to the U. S. Food Administration and show decrease on eleven commodities and increases on ten.



MAKE YOUR SELECTIONS EARLY WHILE THE STOCK IS COMPLETE.

- Manicure Sets
- Toilet Sets
- Military Sets
- Prices from \$1. to \$20.
- Libbys' Cut Glass
- Hand Painted China
- Genuine French Ivory
- Shaving Sets
- Writing Pads in Leather
- Cases
- Cigars
- Fresh Candies in
- Fancy Xmas Boxes
- Brunswick Phonograph
- Plays all Records. No
- other attachments to
- buy
- Toys
- Dolls
- Games
- Story Books
- Xmas Cards
- Tags and Seals

Reardon Bros.



For Men's Gifts Come to the Men's Store. Select Practical Gifts

To those who are puzzled as to what to buy "him" for Xmas let us offer the advice, that there is only one way to please any man—buy him things that come from the Men's Store. Men like practical things—things that they can wear, and catering to them all the year around, as we do, it is natural that we should have on hand those things that will be pleasing to them at Christmas time.



- Men's Hose 25c to 75c
- Silk, Lisle, and Wool.
- Why not a box of Hole-proof?
- Gloves—Silk, Fabric, Kid, also nice line of auto gloves and mittens at \$1.50 to \$6.00.
- Fur Caps, \$5.00, \$5.50, \$6.00 and up to \$18.00.
- Cloth Caps, \$1.00 to \$2.00.



What present could be more expressive of the Christmas Spirit than a Traveling Bag or Suit Case. We have them at \$1.75 to \$20.00.

Attractive Offerings in Sweaters. Many colors and styles to pick from at \$1.50 to \$11.00.

XMAS NECKWEAR
Silk Neckwear, made especially for this Christmas season, large and liberal shapes, striped, Persian effects and pronounced patterns, all well made and packed in special holiday boxes at 50c to \$2.00.

It is always a safe bet that no man has too many Ties, Hose, or Handkerchiefs. Come in and let us help you.

The Toggery, O'Neill Harty & Mullen

Suggestions For Xmas Dinner

- | | |
|--------------|------------------|
| CANDIES | SPICED PEACHES |
| CRANBERRIES | SPICED CANTELOPE |
| GREEN ONIONS | SPICED APRICOTS |
| RADISHES | ORANGE |
| PARSLEY | MARMALADE |
| LETTUCE | JAM |
| CELERY | MINT JELL |
| NUTS | MAIDEN BLUSH |
| GRAPES | RIPE OLIVES |
| ORANGES | PICKLES |
| BANANAS | CHERRIES LASALAD |
| APPLES | SALAD DRESSING |
| SECKEL PEARS | |

Everything in Staple and Fancy Groceries
R. R. Morrison

MORE LOCAL MATTERS.
Mrs. H. J. Reardon returned this morning from Omaha, where she has been visiting for about two weeks.
John Brady went to Lahma Wednesday morning for a short visit with