

in-law of his own brother, who is likewise his brother-in-law. Mother and daughter, who are also sisters-in-law, have babies who are a bit mixed, the daughter's baby being the niece and grandchild of a woman who is at once aunt, sister-in-law and grandmother. But this is becoming too complicated. It reminds us of the fellow whose wife was one of a pair of twins. The sisters looked so much alike that no one could tell which was 'other. "I don't see how you can tell your wife from her sister," said a friend one day. "I don't try," said the husband.

There is no use trying to make out that Crete is any different from other little cities of its class. There is vastly more of the social evil in fifty towns of a thousand inhabitants each than there is in a city of 50,000. And the village form is the very worst, too, for its victims are always innocent girls. Every age and every civilization has endeavored to suppress the social evil—and failure has been the inevitable result. Every now and then we see some reformer step forward and declare that a city ordinance, a state statute, a good sheriff and a square police force can wipe

the evil out of existence. They try—and always fail. True, they can scatter the evil, just like a boil that threatens on the neck may be scattered. But as the boil is sure to break out in a dozen places later, so the suppressed social evil breaks out in unexpected places.

An appropriate Christmas present—
"KIDDIES SIX," by Will M. Maupin.
Price \$1.00. For sale at this office.

"THE SUGAR BOWL."
A significant name, too, "The Sugar Bowl," for that is the sweet store conducted by C. L. Olds at 1540 O street, on the corner. Not only does Mr. Olds cater to those who want the finest of confections and all the latest and best in drinks served from a first-class soda fountain, but he carries the finest line of picture and souvenir post cards to be found anywhere in the west. He has an especially fine line of Christmas and New Year cards, ranging in price from one cent to one dollar each. Everything novel

in the post card line may be found here. Mr. Olds also handles all the newspapers and periodicals. Because of his courtesy, his constant efforts to cater to the wants of the people and his enterprise, Mr. Olds has built up a fine business and has done much to popularize "East O" as a business center. It is the acknowledged center for stationary, school supplies, etc. At the sign of "The Sugar Bowl" you will find courteous service, the best of confections, an up-to-date soda fountain and a complete line of post cards. It will do you good to visit this popular business place.

JIMMIE JONES THE JINGLE JINKS JERKS OUT A FEW FUNNY FANCIES

A STANDS for "Armstrong's," a widely known name—
"Good Clothes Merchants" of national fame. Clothing the best, in fine fabric and style. If by Armstrong outfitted you'll feel good and smile.

ARMSTRONG CLOTHING CO.
GOOD CLOTHES MERCHANTS

Home of Hart, Schaffner & Marx Clothes, also other best makes. Christmas Gifts for Men, Young Men, Youths and Boys.

B STANDS for "Byer" the Grocery Man, Who handles the best that any one can. The "fixin's" for Christmas he'll quickly supply—The best and the cheapest your money can buy.

Lincoln's Sanitary Grocery
W. T. BYER

The Finest and Freshest in Fruits, Groceries, Canned Goods.

1537 O St. LINCOLN Both Phones

C STANDS for "Candy"—choice Christmas confections—
The Kandy Kitchen gives you the best of selections. Make 'em ourselves—always wholesome and pure—Just take a box home; you'll enjoy 'em—that's sure.

THE KANDY KITCHEN

The finest line of Candies in the West. We make our own confections. Christmas Bon Bon Boxes in variety.

1345-47 O St. LINCOLN Both Phones

E STANDS for "Elite No. 2" as you know—
It always is Lincoln's very best picture show. The latest and best in the film picture line, Is what it now offers—always clever and fine.

MOTION PICTURES OF WORTH

Films passed by the National Board of Censors. Only new pictures shown here. Program changed three times a week. Always comfortable, always clean. A popular resort for ladies and children.

ELITE NO. 2---1322 O Street

F Stands for "Fine," and you'll hear them all say
The Commercial Club Building as shown up today Is a beauty—and Jensen, the builder, is known As a contractor who stands in a class all alone.

Louis Jensen,
GENERAL CONTRACTOR

Some of Lincoln's largest and best buildings were erected by Louis Jensen. Nothing too big or complicated in the building line.

Lincoln, Neb. 419 Little Building.

G STANDS for "Geistlinger," who makes "Honey Bread."
Always the market this great loaf has led. Try it but once and this chorus you'll hum: "Honey Bread, good to the very last crumb."

The Home of Honey Bread

GEISTLINGER'S BAKERY

1646 O Street LINCOLN Both Phones

Good to the Last Crumb. All Good Grocers.

H IS for "Higby"—as all the world knows
He is the man who will make clean your clothes. When with your "duds" his fine artists are through
They will come back to you looking like new.

HIGBY

Successor to J. C. WOOD & CO.

Cleaners and Dyers

1322 N Street LINCOLN Auto 1292; Bell 147

J IS for "Juicy Steaks"—the very best kind.
At Baker's Cafe that's the sort you will find. The bill of fare always presents you the best. Bring your appetite in and we'll do the rest.

BAKER'S CAFE

THE HOME OF BIG STEAKS

L. B. Stoner, Prop.

Especial attention called to our 30c dinner special. Best a la carte service in Lincoln. Modern, Spotless, Quick Service. Music evenings.

115-19 S. 12th LINCOLN Both Phones

K STANDS for "Komo," a coal to delight—
Clean, full of heat, and the price is all right. No clinkers, no dust, few ashes remain. Give "Komo" one trial and you'll use it again.

It is better to BUY a Coal that will give Satisfaction than to WISH you had.

WHITEBREAST COAL CO.

1106 O Street

Auto 3228 Bell 234

L STANDS for "Lincoln"—and Dyeing and Cleaning
Has given the name a significant meaning. "The Spots Won't Come Back" if this firm removes 'em—
Strong words, to be sure, but results amply prove 'em.

Lincoln Cleaning and Dye Works
320-322 South Eleventh

The spots won't come back if we clean it. Goods called for promptly and delivered promptly.

Both Phones Hurry-Up Orders Solicited

M STANDS for "Men's Bootery." Fitting the feet
In Shoes of Best Quality, Nobby and Neat—
That's where we shine. Our shoes surely please
By giving good wear, solid comfort and ease.

THE MEN'S BOOTERY

C. V. Roberts, Manager. 144 N. 12th St.

It is a Feat to Fit the Foot. We do it. Durable, easy, stylish Footwear for Men. Best selected stock of shoes for men in Lincoln.

N Stands for Nebraska Central Building & Loan
The best institution of its kind that is known. We'll help you build homes or help save up your wage
Thus helping provide for your coming old age.

The Nebraska Central Building & Loan Association of Lincoln, Nebraska.

Automatic Phone 1204 Bell Phone 204

HOMER K. BURKET, Pres. JOHN GIBSON, Vice-Pres.
M. W. FOLSOM, Secretary T. N. BURKET, Treasurer
E. P. LEONARD, Manager of Agencies.

P IS for "Pianos"—and Walt is the man
To furnish the best ones that any man can. Who buyeth of Walt will make no mistakes—
He sells only goods of the very best makes.

THE MUSIC MAN

EDW. WALT

Pianos, Music, Music Goods.

Always the latest in Sheet Music. Victrolas, Phonographs, Graphophones.

1215 O Street Lincoln Both Phones

R STANDS for Reed who sells real estate,
And has some "dirt" bargains that simple are great. In houses and lands, city homes and good farms
Reed has some rare bargains that really are charms.

JOHN S. REED, Real Estate

124 S. 13th Street

No. 88—A new bungalow, beautiful house, modern. Surrounded with trees, vines and shrubs. You can't afford to miss this bargain. Price \$5,500. John S. Reed.

S IS for "Standard," the place to buy Meat—
The up-to-date market with everything neat. Fish, Flesh or Fowl, right here is the place
To get Goose or Turkey your table to grace.

STANDARD MARKET

Lincoln's Sanitary Meat House

Everything in the line of Fresh and Salt Meat, Poultry, Fish and Oysters. Get your Xmas Turkey here.

SANDLOVITCH BROS.

1535 O Street LINCOLN Both Phones

T STANDS for "Thomas," whose coal is the best.
Just give him an order and he'll do the rest. His drivers are careful, delivery is quick—
Once order of Thomas and by him you'll stick.

The above was made up by the editor and shown to us, not because we are from Missouri, but because he was after trade. We don't know much about writing ads, but we do know about the quality of coal and are willing to show that we have what you want.

THOMAS COAL CO.

124 S. 13th Street

Auto 1105 Bell A3404

W STANDS for "West"—once you buy at his store
You'll be so well pleased you'll return o'er and o'er.
The finest of Groceries, Fruits and Good Meat—
As the place to buy such West's store can't be beat.

F. H. West & Company
GROCERIES AND MEATS

Goods always fresh. Store always sanitary. Service always good. Deliveries always prompt.

"XMAS FIXIN'S"

1701 O Street LINCOLN Both Phones

X IS for "Xmas"—the time of Good Cheer,
Happiest time of the whole busy year,
And Tucker & Shean are wishing for you,
A Glorious Christmas—and New Year, too.

We thank you for your liberal patronage during the year now closing. We trust that we have served you so well that we may have your patronage next year—and all the other years.

Merry Christmas and Happy New Year

C. A. TUCKER, Jeweler
S. S. SHEAN, Optician

1123 O St. "Yellow Front"