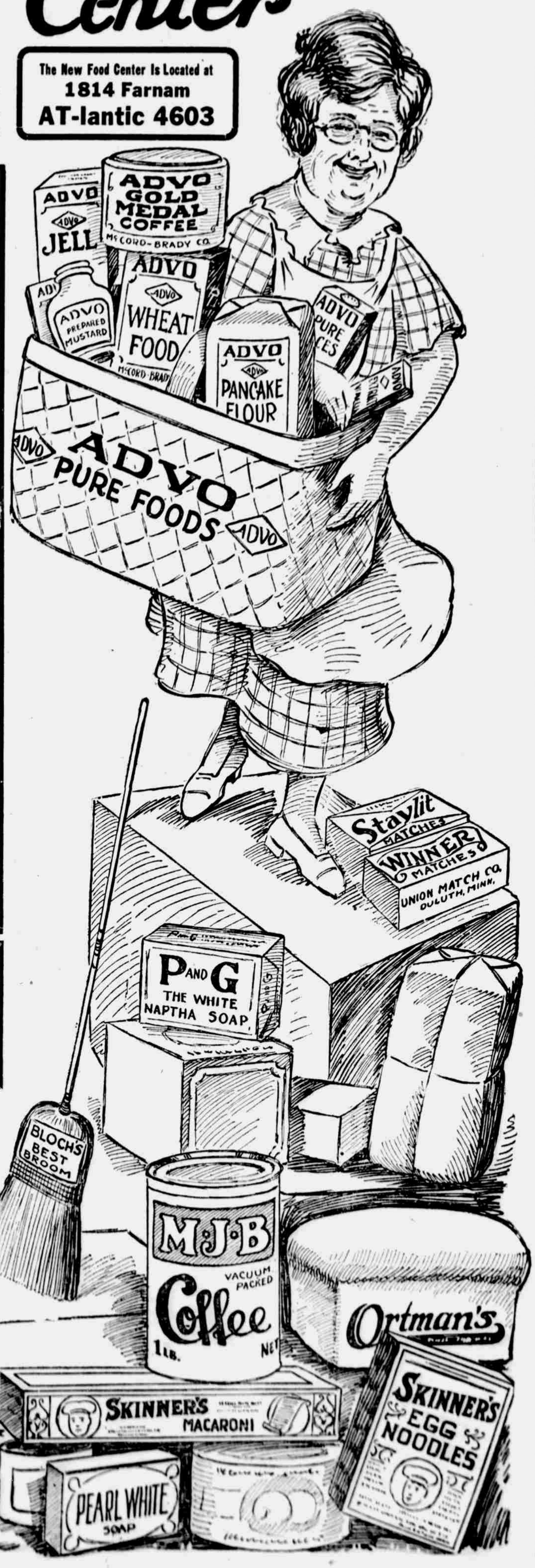
The New Food Center

Starting This Morning, Thursday, September 14.

ll our efforts have been centered on this big event. We have been making l find here bargains that have never before been advanced by Omaha grocers. item here is priced at rock bottom and this, coupled with our tremendous

The New Food Center Is Located at
1814 Farnam
AT-lantic 4603



FLOUR

Food Center, guaranteed, 48-lb.	$1.63
Gilt Edge, 48-lb.	$1.53
Omar, 48-lb.	$1.79
Victor Flour, 48 lbs.	$1.79
Gooch Flour, 48 lbs.	$1.79

A Carload of New Extra Fancy Fresh Pack

Canned Goods

This car consists of a complete line of Kamo, Advo and Del Monte. Buy early of this fresh stock and save money.

Kamo or Advo Extra Sifted Peas, 30c value, 24¢ Dozen	$2.85
Kamo Midget or Paris Sugar Corn, reg. 25c, sale price, 19¢; dozen	$2.25
Kamo No. 3 Solid Pack Tomatoes, reg. 30c seller, grand opening price, 20¢; per doz.	$2.35
Del Monte Grated Pineapple, can	19¢
Del Monte Spinach, can	24¢
Del Monte New Pack Loganberries, Peaches or Apricots, No. 3 size, 40c to 45c sellers, Grand Opening Sale, 32¢ can or $3.80 per dozen.	
Del Monte Sockeye Salmon, 35c value for	27¢
Nomis or Windmill Country Gent. Corn, can, 14¢ Dozen	$1.65
Red Dot Sifted Peas, per can, 15¢; dozen,	$1.65
No. 3 Hand Pack Tomatoes, 15¢ can; doz.,	$1.75
Nomis Fancy Peaches, Apricots, Strawberries or Raspberries, per can, 25¢; dozen	$2.90
Del Monte No. 1 size Apricots or Peaches	19¢

We have also just received a carload of Standard Canned Goods, bought especially for this Grand Opening Sale, and will be sold at Grand Opening Sale prices.

Standard Corn, 3 cans, 25¢; doz	95¢
Standard Peas, 2 cans, 25¢; doz	$1.40
Standard No. 2 Tomatoes, 2 cans, 25¢; doz.	$1.40
Standard No. 2 Pineapples, can, 20¢; doz.	$2.35
Nomis Pork and Beans, can, 10¢; doz	$1.15
Kamo or Advo No. 3 Pineapples, doz	$4.15

THOMSEN'S DAIRY MAID BUTTER

40c

Danish Pioneer Butter, per lb.	38¢
Rex Nut Butterine	20¢
Gem Nut Butterine	22¢
Cooking and Checked Eggs	22¢
Country Creamery Butter, per lb.	37¢
Kumminost or Caraway Seed Cheese	30¢

SOAP

10 bars P. & G. White Naphtha	43¢
6 bars Palm Olive and 1 free for	49¢
Large Naphtha Wash. Powder	23¢

Mail Orders

will be filled on any items in this ad. We guarantee absolute satisfaction. Be sure and include postage on all parcel post orders.

Phone Orders

Telephone us early in the morning. Your order will be delivered in a jiffy FREE to any part of the city on any order of $2.50 or over.

Grand Opening SPECIALS

Swansdown Cake Flour, large, pkg.	32¢
Instant Swansdown	27¢
Yacht Club Salad Dressing, special	12¢
Winner Matches, 6 large boxes	25¢
Post Toasties or Kellogg Corn Flakes, small, 3 for 25¢; large, 2 for	25¢
Large package Advo or Kamo Oats	21¢
4-lb. box Graham or Krispy Crackers	59¢
Jello, all flavors	9¢
45c Del Monte Orange Marmalade	19¢
10c roll Toilet Paper	5¢
Edward Queen Olives, 25c seller, for	15¢
Dr. Price's Baking Powder, special	14¢
Bloch's Best Broom, regular $1 seller	65¢
Advo Jell, 3 pkgs	23¢
Skinner's Noodles or Macaroni, 3 for	25¢
Kernels of Wheat, pkg	23¢

Snowdrift, Mazola and Olive Oil

Snow Drift, 1 lb., 25c value for	19¢
Snow Drift, 2 lbs., 48c value for	37¢
Snow Drift, 4 lbs., 94c value for	72¢
Pint Can Mazola	25¢
Quart Can Mazola	47¢
Half Gallon Mazola	87¢
Gallon Mazola	$1.70
Half Pint Old Monk Olive Oil	37¢
Pint Old Monk Olive Oil	69¢
Quart Old Monk Olive Oil	$1.08
Half Gallon Kamo Brand French Olive Oil	$1.85
Gallon	$3.45

CANNED FISH

Star Lobster, regular 30c seller, can	20¢
Star Lobster, regular 50c seller	35¢
Scotch Lassie Kippered Herring, special	15¢
California Oval Sardines, regular 25c seller	15¢
Domestic Sardines, 6 cans	25¢
King Oscar Oil Sardines, special	15¢
Crown Jewel Sardines, packed in Norway in pure olive oil, tiny fish, special, while they last, at 2 for	25¢
Finest Sardines, packed in France, "Yawl Club," 4-oz. cans, special, while they last	25¢
Curtis Brand Chinook Salmon, tall can	25¢
Chum Salmon, 3 cans	29¢

GOLD DUST

Large Package of the famous Gold Dust, special in this Grand Opening Sale, only—

25c

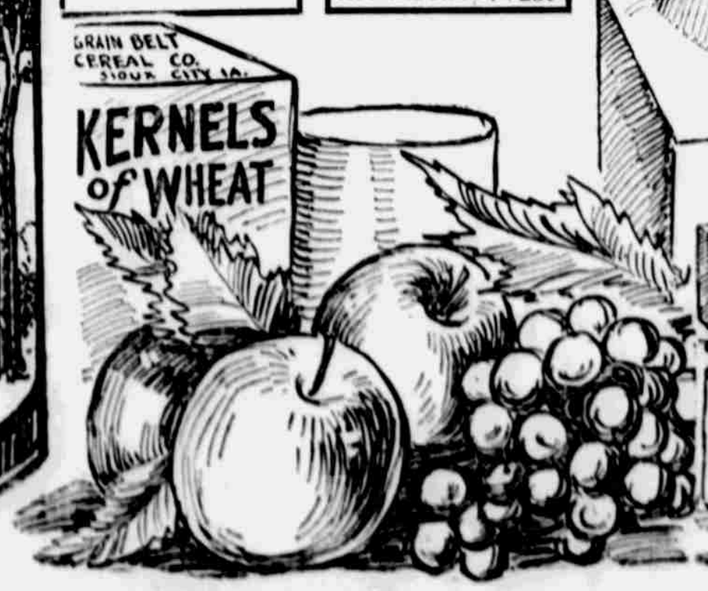
SALE LASTS 10 DAYS

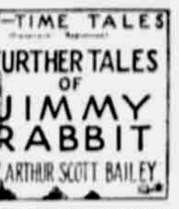
Ak-Sar-Ben Visitors Given Special Attention

TOBACCO

JUST INSIDE THE DOOR.

Manila Cigars, 8c value, 3 for	10¢
Box of 50	$1.50
Leo's All Havana, made in Tampa, 50 for	$2.35
Mozart Vencedoras, 18c value	11¢
Box of 25	$2.75
Prince Albert Smoking, full lb.	$1.19
Whale Smoking, full lb.	48¢
50c French Briar Pipe,	25¢





The White Rabbit that Wouldn't Run Away.

It was a lovely night in summer. Jimmy Rabbit was feeling very happy. He had just enjoyed a delicate supper of cabbage and turnips in Farmer Green's garden. And now he was hopping about the dooryard

"Hoity toity!" cried Jimmy Rabbit. "I certainly am."

of the farmhouse, smiling because he knew that old dog Spot was fast asleep in his little house near by.

"Spot would be surprised if he knew who was calling here tonight," Jimmy chuckled. And then, as he turned a corner of the farmhouse, he had a surprise himself. Inside a wire runway, a white Rabbit stood and stared at him.

"Hello!" said Jimmy. "Where did you come from?"

"Are you addressing me?" the white bunny asked somewhat coolly.

"Hoity-toity!" cried Jimmie Rabbit. "I certainly am. Did you think I was talking to old dog Spot?"

The white bunny shivered.

"That terrible creature!" he exclaimed. "I can't bear the sight of him. I wish I'd never left my home in the village."

"Oh!" said Jimmy Rabbit. "So you came from the village!"

"I did," answered the stranger. "I've never known anything about farm life. I thought I'd like it. But I find I was mistaken."

"What's the matter with farm life?" Jimmy Rabbit asked the white bunny.

"It's not elegant enough for me," the other explained. "At home, in the village, my mistress tied a pink ribbon around my neck every morning. Really, I feel quite lost without that pretty pink bow under my chin."

Jimmy Rabbit stared at the white bunny as if he could hardly believe it was all true.

"Well," he said at last, "you've got a kind mistress here. They say that Mrs. Green—"

"I have no mistress at all now," the newcomer interrupted in a complaining voice. "At home I belonged to a sweet little girl. Here I belong to a horrid rough boy. He picks me up by the ears! I've never been treated so rudely in all my life."

"Oh!" said Jimmy Rabbit. "So you belong to Johnnie Green, eh?"

The white bunny nodded.

"Who's your owner?" he asked his caller.

Jimmy Rabbit looked surprised.

"I haven't any," he replied.

"I suppose nobody wants you," the white person went on. "Being a common wild rabbit, you're not the sort that people care to have for a pet. A pink ribbon wouldn't look stylish against your yellowish-brownish coat."

Jimmy Rabbit grunted.

"Ribbons," he said, "are not my style. You won't find many of us country creatures wearing such gewgaws."

The stranger winced at Jimmy's speech.

"We don't use words like that in the village," he murmured. "We talk very elegantly down there."

"Why don't you go back there, then?" Jimmy asked the white bunny bluntly.

"I would if I could; but how can I?" the white stranger retorted. "Can't you see that I'm in a sort of cage?"

"Hugh! I could dig my way out of that quickly enough," Jimmy Rabbit declared. "Look! Do you see that corner over there? Johnnie Green's wire floor doesn't cover it. Get to work, friend, and you'll be out here with me before you know it."

"Pardon me!" said the white bunny. "I didn't know I was a friend of yours."

"Well, you are," Jimmy told him gallantly. "You're a friend of mine, and I'm a friend of yours."

The white gentleman looked doubtful about that.

"I never had any friends who were common wild rabbits," he remarked. "I don't know what my friends down in the village would say if they saw me talking to you."

"They'd say you were lucky," Jimmy Rabbit said tartly. To tell the truth, he was beginning to lose patience with the finicky stranger. Still, Jimmy didn't like to see anybody cooped up in a cage. "I've told you how to escape," he reminded Johnnie Green's new pet. "Do hurry and dig your way out."

But the dainty pet hesitated. He looked down at himself.

"I can't dig without getting my paws all grimy," he objected.

This was a little too much for Jimmy Rabbit. Then and there he made up his mind that the stranger deserved to remain a prisoner.

"Good night—and good-bye!" Jimmy said to him. "If by any accident you ever find yourself free, maybe you'll be glad to know there are lots of fresh vegetables just beyond the fence, in the garden."

"Oh! I wouldn't think of gathering vegetables myself," the white bunny told him. "Down in the village we white Rabbits never do that. My mistress always served me fresh lettuce leaves, every morning, and gave me a dish of pure water to drink."

Jimmy Rabbit went away muttering to himself.

"I may be a common wild Rabbit," he said, "but I'd be a lot wilder if anybody tied a pink ribbon on me."

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