## SOCIETY YNOWOMAN'S PAGE




## BeSure the beans路 BAKED

If it's baked beans you want-and you do-it's the baked taste that makes you want themlook for the word "baked" on the label. Heinz Baked Beans are baked in ovens by dry heat. It says so on the label.

## HEINZ OVEN-BAKED BEANS

with tomato sauce " 57

## Patronize Local Factories--

When we buy Omaha made goods we help to increase the number of employes, and insure prosperity, for these employes must buy merchandise and pay rent. Omahans are endorsing this principle by buying




## The Overdraft Furnace

which has been installed in thousands of homes, producing plenty of heat at less cost, due to the remarkable overdraft principle built into it. Our furnace will save for you a ton of coal in one season.
It Has Made a Great Name
In Greater Omaha we sell and install this furnace direct from the factory. It is sold by reliable dealers outside of Omaha.
Let Us Shdw You Our Furnaces, Ranges and Heaters. Come and See Us, Phone Raliton 52 and Ask for Free Booklet
Howard Stove and Furnace Co. Ralston (Omaha, 77th and Q Ste.) Nebraska
On Raloton and Papillion Car Lines
The Only Furnace Factory in Nebraska

## Buy Everything for the Home on Our Household Club Plan

## N E URGE all members <br> W take adlvantage of of our Club Plan to <br> prices in the February Furniture Sale. Your sstablished credit with us through your Club Plan membership will enable you to share in <br>  <br> febriuary <br> Our February Furniture Sale is the biggest event of the year. All the furniture throughout the store has

 been regrouped and repriced. Hundreds of women are profiting by the values that are being offered every day. But you must remember that the opportunities now available are only temporary and selections should be made immediately. The pieces offered here are but a few of the hundreds included in this sale.

February Sale of China Continues With Additional Offerings for Wednesday

| Semi-Porcelain This populay gold line sem ways good and comes in o 32-pieco sot, service for priced at | innerware orcelain pattern is al stock as well as sets. $\$ 5.90$ |
| :---: | :---: |
| White | China Salts and |
| Porcelain Sets |  |
| These 24-piece white porcelain sets, with service for | Hand-painted china salts and peppers, |
| $\begin{aligned} & \text { six, are special- } \$ \mathbf{3 . 0 0} \\ & 10 \end{aligned}$ | salts and ${ }^{\text {a d }}$ deppers, very special at , pair, |
| priced at... \$3.00 | \$1.50 |



Continuing Our Gigantic Sale of Lamps

6 Groups ..- Dozens of Styles
$\begin{array}{lll}\$ 12.95 & \$ 29.95 & \$ 49.50 \\ \$ 19.95 & \$ 37.50 & \$ 63.50\end{array}$

This pricing was made possible through a joint purchase, in which eight
big stores worked together with the result, better lamps at lower prices. Each lamp is carefully wrought, painstakingly executed, the whole a complete thing.
Each is made as only a great maker can make, planned as only a great artist can plan.

## Buy on Our Household Club Plan



Linens-Beddings
Specially Priced
Pattern Cloths

American-Mad Table Cloths




Fancy Turkish Towels


${ }_{\text {Silitand }}^{\text {Sind }}$ Comforts
25\% Discount
25\% Discourt

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