

# OUR GOOD OLD FRIEND KRIS KRINGLE

**D** STANDS for Dresher—whom everyone knows  
As the maker of stylish and durable clothes.  
The clothes that you like are the kind that he makes.  
The head of his class is the place that he takes.

## DRESHER, THE TAILOR

Clothes Builder

The Kind You Want When You Want 'Em

**E** STANDS for Eatables, by night or by day,  
Served cleanly in plenty, and cheap—  
"Don's Cafe."  
'Tis easy to write of John Wright, who's all right,  
And to please you will strive to the full of his might.

## Don's Cafe, Where You Eat

Ladies' Dining Room Up-Stairs

LINCOLN'S MOST POPULAR RESTAURANT

**F** STANDS FOR "Four"—all sides of a square—  
And "fairness," and "finish," an elegant pair.  
The "Big Four Transfer" for quick, careful hauling  
And ready instanter to answer your calling.

## The Big "4" TRANSFER COMPANY

Vans—Piano Moving

4—PROMPT, CAREFUL, CLEAN, CHEAP—4

**J** STANDS for "Jeweler," and Meyer's the man,  
Who can fill all your wants if anyone can.  
Watches and clocks, and the best silverware—  
See Meyer the Jeweler; the best goods are there.

## MEYER, JEWELER

QUALITY GIFTS FOR CHRISTMAS TIME

GOLD, SILVER, GEMS

**K** STANDS for "Kandy"—though the spelling is queer  
The finest confections you'll always find here.  
Folsom's Bakery—known all over the west  
For candy and cooking, that leads all the rest.

## Folsom's Vienna Bakery

Art Cookery and Candy

CANDIES and CONFECTIONS FOR CHRISTMAS

**L** STANDS for "Learning," the getting of knowledge—  
And "Lincoln," the name of the Best Business College.  
Young women and men get the training that wins—  
The start that counts much when life's battle begins.

## Lincoln Business College

Day and Night Classes

Our Graduates Always in Demand

**P** STANDS for "Presents" by friends given to friends  
That feelings of joy to the glad Christmas sends.  
And the kind Sartor sells is the kind that endures  
And joy to receiver and giver indures.

## SARTOR JEWELRY COMPANY

Watches, Diamonds, Silverware, Etc.

LARGEST STOCK IN LINCOLN

**Q** STANDS for "Quick Service" and "Quality" too,  
And that is the service we'll render for you.  
Big Vans, Little Vans, Piano Wagons, Drays,  
We do your work intend upon the winning of your praise.

## LINCOLN TRANSFER CO.

All Kinds of Transfer and Hauling

PIANO MOVING SAFE MOVING

**R** STANDS for "Rector's," the place you should go  
For Drugs and Drug Sundries,—he's at Twelfth and O.  
Sodas and Sundaes, perfumes for the fair—  
Prescriptions compounded with skill and with care.

## RECTOR'S PHARMACY

Drugs and Druggists Sundries

HOLIDAY CANDIES

**V** STANDS for Van Andel, the furniture man,  
Who'll suit every taste if any man can.  
In furniture bargains, second hand, new,  
Van Andel's the man who will surely please you.

## Van Andel, Furniture

New and 2nd Hand Goods

Largest Stock in Lincoln

**W** STANDS for "Wool"—and The Scotch Woolen Mills  
Every want in men's wear at the lowest price fills.  
For fifteen round dollars—no more and no less—  
This firm will give you the best in men's dress.

## SCOTCH WOOLEN MILLS

Suits, \$15, No More, No Less

UNION TAILORS

**X** STANDS for "Xmas," the time of good cheer,  
The happiest day of the whole passing year.  
And Tucker & Shean have gifts all will prize,  
Tucker for gifts and Shean for the eyes.

## TUCKER, Jeweler; SHEAN, Optician

Christmas Gifts—Eyes Tested Free

Quality Goods and Works