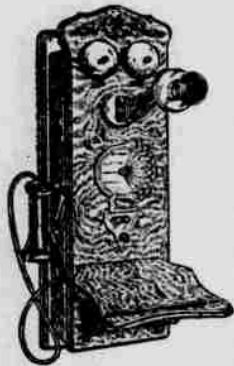


SOME LITTLE CHRISTMAS JINGLE FROM

A STANDS for "Automatic"—The Secret Service Phone—
The talk along your wire is for your ears alone.
The quick and handy service—no "central" makes you wait
Until you're out of patience and mad at being late.

The Lincoln Telephone Co.
The Secret System
6000 in use in City of Lincoln
3000 in use in Lancaster County outside of Lincoln
That Proves it the Most Popular Service



B STANDS for "Base Burners" that will stand the test;
In prices the lowest, in quality best.
And other stoves, too; and Hardware galore—
The Best is the kind at E. Hoppe's Store.

E. HOPPE,
Stoves and General Hardware
108 North Tenth Street, Opposite Post Office

C STANDS for "Cozy" for "Comfort" and "Clean"—
The Restaurant "Cozy"—that's the one that we mean.
Good meals neatly served—in all things the best.
Just give us the order and we'll do the rest.

THE COZY RESTAURANT
1440 O STREET
Features: Regular Meals at 15c
Oyster Stews a Specialty

G STANDS for "Green," and "Grub" that is "Good."
That Green's is the place is a fact understood
By all who want meals that will create delight
In the soul of the man with a good appetite.

GREEN'S UNION CAFE
F. O. GREEN, Prop., 1418 O St.
Open Day and Night. Strictly Up-to-Now

H STANDS for "Henderson," also for "Hald."
You've missed what is best 'till on them you've called.
Repairing a specialty by men who are skilled.
Their store with the finest of gifts is now filled.

Henderson & Hald
CORNER 12TH & O STREETS
Jewelry, Watches, Etc.
HOLIDAY NOVELTIES OF QUALITY

I STANDS for "It"—for "Integrity", too—
The Scotch Woolen Mills we present to you.
They're "It" when it comes to a union-made Suit,
And "Integrity" goes with the label, "to boot."

Scotch Woolen Mills Co.
M. M. Crandall, Mgr., 133 South 13th St.
From Mills to Man Direct, "Suit or Overcoat to Order, \$15. No More, No Less."

M STANDS for "Manhattan"—a name that's applied
To the place where apparel is cleaned, also dyed.
Expert cleaners and pressers and dyers will do
The finest of work and will surely please you.

Manhattan Dyers & Cleaners
208 So. 12th St. Ladies' Work a Specialty

N STANDS for "Nectar"—the best of the Brew—
As cheerful as sunshine—as fresh as the dew.
The juice of the grape, of the rye, and the corn,
The rest of the evening, the glow of the morn.

JOHN BAUER
WHOLESALE and RETAIL
Liquors and Beer
335 South 8th St. Auto 1817 : Bell 817

O STANDS for Lincoln's chief mercantile street,
Where at 1229 you can get fits for your feet.
At the Sanderson Store—Foot-Form Shoes that will please
Because of their elegance, cheapness and ease.

Sanderson Shoe Co.
1229 O Street
C. E. SANDERSON, Mgr.
O'Sullivan's Rubber Heels
Union Made, Pure Rubber
Only Union-Made Rubber Heel on the Market

S STANDS for "Sartor"—the name guarantees
A holiday stock that is quite certain to please
The buyers of taste—Gems, Silverware, Gold.
The beautiful store nothing better could hold.

Sartor Jewelry Co.
139 South 13th Street
Finest Line of Tasty Holiday Goods in the West
Everything in Jewelry, Precious Stones, Watches, Badges, Silver and Gold Ware, Etc.

T STANDS for "The Skirt Store"—a favorite place
For women who want the perfection of grace
In Jackets and Skirts of the Up-to-Now kind—
The stock is the best in the west, you will find.

The Skirt Store
121 North Eleventh Street
Skirts and Jackets for Ladies. Only Exclusive Skirt Store in Lincoln. Finest Textiles, Latest Patterns.

U STANDS for "Union"—and Union Stamped Shoes
Are the kind that the union men always should use.
Rogers & Perkins have a stock of great size.
A comfort for feet and a pleasure to eyes.

Rogers & Perkins
1129 O Street
Largest Line of Union-Made Shoes in Lincoln
NOTHING BETTER THAN A PAIR OF UNION-MADE SHOES FOR A GIFT TO A UNION MAN