

Happy Holidays



MAY THE NEW YEAR BE A JOYOUS ONE

Omaha World-Herald "In the Service of the People"

5¢ worth of Good Reading.

READ THE OMAHA GUIDE Weekly -

holiday greetings *



It's Christmas! So Let's Celebrate! Let's celebrate by recalling on every day what Christmas is and what it means.

That's the way to have the Merry Christmas we wish for you.

TUCHMAN GROCERY, Inc. 24th & LAKE ST. Harold Tuchman and Irvin Cohen.

Merry Christmas and Happy New Year from Live WIRE Cleaners

Blood plasma is shipped to the wounded in cartons made from waste paper. Save your scrap paper and turn it over to school pickup.



Sleighbells Tinkling Down Old Roads, Farm Homes Gleaming in the Dark, The Spirit of Kindness Brooding Over the Land. Yes, 'Tis the Night before Christmas and All Men are Kin.

We Hope That Your Christmas will be Merry and Bright, and That You Will Receive Full Share of the Good Things This Happy Season Brings.

J. & J. Bargain

STORES

1604-6 North 24th St. 2405 Cuming St.

- "FURNITURE BOUGHT AND SOLD" NEW AND USED CLOTHING Phone JA-9542 or JA-9354



IN THESE LAST SHORT DAYS OF 1944

When beaming faces tell that Christmas is very, very near, we are reminded again of the suprem value of friendship.

We have many friends in this area—friends from many years back as well as friends who have become friends during this past year.

To all these friends we wish a very Merry Christmas Season.

Schulze--- Baking Co. 2215 Leavenworth



We've got it on good authority that this town is among the first along Santa Claus' route, and that he's scheduled to make a long stop here!

We hope that "Santa Claus will be good to you," and that this holiday time will be one of exceptional joy and happiness to you and your family.

Merchant Wholesale Grocery Co. 11th & Jones St. At-3688

The Meaning of Christmas

(by Joseph R. Moylan, S. J.)

Christmas means, for many, a jovial, friendly atmosphere in which they are privileged to bask for a few days; and then it's the drab, old dreary world for them, again.

Now, from this, it appears that Christmas means the gentle approach of God to man—to sinful men, that, with the out-stretched arms of a little infant, He might lure them from the ways of sin, and establish His peace in their hearts,—and to faithful souls, that He might be their Way, their Truth, and their Life.

It is peace with God that gives joy to the human heart; and it is this peace of mind and heart for which man really longs; even though the world may hold him enthralled by its endless, deceitful promises of full satisfaction.

Now, in the words of the great African philosopher, Saint Augustine, "Peace is the tranquility of order". Hence, peace of mind comes from the tranquility of right order in our human lives.

Merry Christmas



NOEL! NOEL! While ageless Christmas carols fill the air this thought comes to mind. We would like to share with you our Yuletide happiness, and to feel that in this year of grace, 1944, Christmas will mean more to you than it has meant for many years past.

Drive In MARKET 3518 NORTH 30th KE-6100

Season's Greetings

Forbes

FURNITURE CO. 5012 South 24th St.



LOYALTY works both ways. You have been loyal to us, and we are loyal to you. To you, our friends, who have so helped us to make 1944 successful, we send the friendliest of CHRISTMAS GREETINGS

GERTRUDE LITTLES HUT 2006 N. 24th JA-9312

GRAY HAIR Made Heg a Wallflower



NOW... she's a pin-up girl

Bring new loveliness to your hair quickly and easily with Godefroy's Lariuse Hair Coloring—obtainable in 18 beautiful, natural looking shades.

GODEFROY'S Lariuse HAIR COLORING

Omaha's Gas and Water RATES are among the LOWEST in America

Metropolitan Utilities District 18th & HARNEY 24th & O



★ 1944 ★



TO EVERYBODY There's a joy in the heart That sets Christmas apart, To make it a day of all days. And may its true peace And good will never cease To bless you in manifold ways.

Climax Tailors

John Henry Andrews, Prop. 1837 N. 24th JA-4117

Merry Christmas and a Happy New Year from Parker St. Grocery

1902 N. 24th JA-7158

Merry Christmas from PETERSEN Bakery

2506 North 24th St.



Merry Christmas to All

Christmas trees are again gleaming in the windows!

Just about time for us to be thinking of how much we are indebted to you.

And just about time for us to call upon two little words that carry more cheer and good will than all the big words that have ever been coined—

MERRY CHRISTMAS OMAHA CROCKERY COMPANY 1116 Harney St. -AT-4842-



Diamond Watches

"JEWELRY AT LOWEST PRICES"

Simons Jewelry Co. 1401 Douglas St.

STOP Scratching It May Cause Infection

For quick relief from itching caused by eczema, athlete's foot, scabies, pompholyx and other itching conditions, use pure, cooling, medicated, liquid D. D. D. PRESCRIPTION. A doctor's formula. Greaseless and stainless. Soothes, comforts and quickly calms intense itching. 35c. trial bottle proves it, or money back. Don't suffer. Ask your druggist today for D. D. D. PRESCRIPTION.