

- CLIP CURLING IRON with spring \$1.29 in handle. Complete—full price
- BRASS COMB—straight teeth "Eureka" Type \$1.29
- BRASS COMB—\$1.29 Curved Teeth. Wood or wire handle
- MARCEL IRON—Plain or Rolling \$1.29 Handles. Price
- FREE #1 PRESSING COMPOUND With Order
- SEND NO MONEY Pay Postman Full Amount on Delivery
- OIL STOVE burns kerosene
- H. K. COMPANY BOX 2163 DEPT. 97 RICHMOND, VA. \$2.75

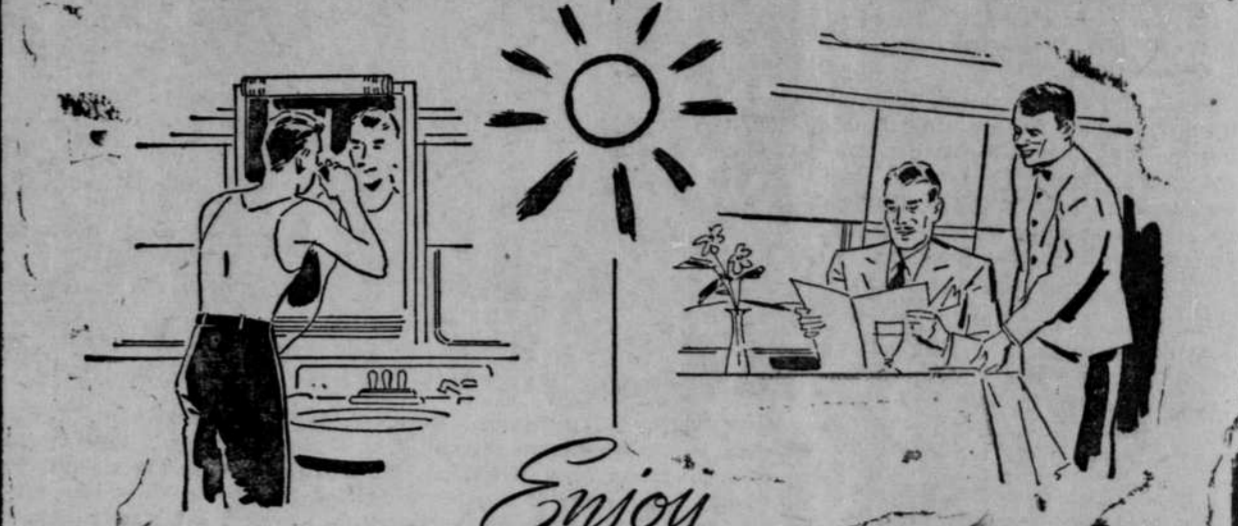
**all aboard!**  
THE NEW YEAR  
1948

IF WE HAD OUR WAY ABOUT IT, 1948 WOULD BE A BIG BUDGET OF GOOD NEWS FOR YOU. ACCEPT OUR BEST WISHES FOR YOUR HAPPINESS IN THE YEAR TO COME.

Walnut Hill Feed Store  
Benson Elevator Co.  
Henrik Hansen  
WA 1716  
WA. 4267

SEASON'S GREETINGS  
CARMEL CORN SHOP  
2210 North 24th Street  
Ted Parks, Prop.  
LAKE STREET  
SHOE SERVICE  
2407 Lake Street  
SEASON'S GREETINGS  
J. D. HINES  
of 2623 G Street wishes all of his friends a HAPPY NEW YEAR  
Thanks:

Compliments of the FOUR SQUARE FUEL Co.  
26th and Martha  
AT. 3732  
HAPPY NEW YEAR  
Kirk's  
SOUTH SIDE  
TYPEWRITER  
2420 M Street  
MA. 1574



Enjoy  
**"Round-the-clock" Comfort when you travel**

Berths and chairs designed for complete rest. Modern dressing-room facilities. Wide choice of expertly prepared foods. Space in which to roam.

Union Pacific invites you to enjoy smooth-riding travel on one of its many fine trains.

**Union Pacific Railroad**  
Road of the Daily Streamliners

Give them a **WESTINGHOUSE DUO** and they'll come home after school

It's an automatic **RADIO-PHONOGRAPH**... that plays 50 minutes of uninterrupted recorded music by pressing the single-button control.

But you can **LIFT OUT** the radio and plug it in anywhere. It's a real 2 in 1 instrument! Stunning air-stream cabinet in rich, dark mahogany or toasted blond mahogany finish. This sensational set will bring them home for their after school fun. . . . . \$99.85

EVERY STUDENT WANTS A **Westinghouse LITTLE JEWEL**

Here's a console radio in capsule form, packing tone, power and performance you'll have to hear to believe! Styled on all sides, it has a retractable handle for carrying from room to room. Only 9 1/4" x 6" x 6". It's ideal for small spaces. Green and gold or ivory and gold. A swell gift for a smart student! \$36.95

A WESTINGHOUSE **LIBRARY MODEL**

Small, smart and powerful... the ideal radio for bookshelf, mantel or table... rich mahogany veneer cabinet... easy-to-see, easy-to-tune dial... big radio performance that will wow the whole dormitory, at a small radio price that won't upset the budget. \$39.95

Listen...and you'll buy **Westinghouse**

**PHILIPS DEPARTMENT STORE**  
24th and 'O' Street South Omaha

**DELICIOUS! NUTRITIOUS!**

**Roberts**  
HOMO VITAMIN D MILK  
AT YOUR DOOR—OR FAVORITE STORE

HAPPY NEW YEAR  
Mrs. Hinton Studio  
2409 Binney Street  
PL. 0362

HOLIDAY GREETINGS  
RITZ CAB CO.  
2402 Patrick  
JA 5222

To every one **Hearty Greetings and Warmest wishes for the New Year**

**Andrews Quick Service Cleaners**  
1837 North 24th Street Telephone JACKSON 4117

Contractor  
**See Bailey First**  
SPECIALIZING IN PATCH WORK, PLASTERING  
BRICKLAYING CHIMNEYS AND CONCRETEING

RETAINING WALLS  
OFFICE—2209 NO. 22ND S  
Phone—PLEasant 1975—

**Good Luck to all 1948**

Each year we welcome the New Year, certain it can bring only better things. Under New Year's familiar lights we share memories of struggle, of triumph, of hope.

May all your hopes for 1948 come true! And may you enjoy a very happy New Year.

**RED AND WHITE STORE**  
Telephone AT. 2500

GREETINGS  
Hector, Wardens, and the Congregation  
FATHER SANCHEZ  
St. Phillips Church

GREETINGS  
UNITED CAB CO.  
24th and Willis  
JA. 7171

HAPPY NEW YEAR  
Underwood Billard  
1522 North 24th Street  
Telephone JA 9082

**HOLLYWOOD STARS COLOR THEIR HAIR...why not YOU?**

No need to let gray, drab hair make you unattractive. Hollywood stars have paved the way... shown that hair coloring is as important a cosmetic as rouge, lipstick, etc. Your friends will approve when you give your hair rich, natural-looking color and beauty with Lariouse.

**Look years younger Color Your Hair This Easy Way**

To give your hair new, rich, natural-looking color (black, brown, blonde) start using Godfrey's Lariouse Hair Coloring NOW... acts quickly—goes on evenly, easily—won't rub off or wash out—unaffected by heat—permits permanents and stylish hairdos... known and used for over 50 years. Your dealer will give your money back if you're not 100% satisfied.

Have an easy, professional application at your favorite beauty shop or buy Lariouse at any cosmetic department or drugstore.

**GODFREY'S Lariouse HAIR COLORING**  
GODFREY MFG. CO. • 3510 OLIVE ST. • ST. LOUIS 3, MO

They'll be warm and snug the whole night through

**Westinghouse Electric Comforter with the Automatic Watchman Control**

Why? Because they're snugly covered with a lush, soft, lightweight Westinghouse Electric Comforter... the bedcovering for warmth without weight! This one Comforter is all that's ever needed even on the coldest night. Once the Automatic Watchman Control has been set it maintains the selected warmth the whole night through regardless of changes in room temperature.

Top is of quilted rayon satin, in Rose, Blue or Green with matching underside of nonslip spun rayon faille that anchors Comforter to the bed. Outer cover dry-cleans beautifully... Inner warming sheet of preshrunk muslin is easily removable for washing. Approved by Underwriters' Laboratories, Inc. 72" x 86" allows for ample tuck-in! Mothproof, too!

\$49.85

**Philip's Dep't. Store**  
24th and O St. South Omaha