## Every Niece and Nephew of Uncle Sam

should be deeply interested in what he has said about soda them are familiar.

Uncle Sam has given out figures showing that soda crackers are richer in nutriment and body-building elements,
properly proportioned, than any food made from flour. This is saying much for common soda crackers, and
uch more for Uneeda Bliscult, because they are soda crackers of the best quality. They are baked better-
more scientifically. They are packed better-more cleanly. The damp, dust and odor proof package retains all tne grodness and nutriment of the wheas, all the freshness of the best
baking, all the purity of the cleanest bakeries, Your Uncle Sam has cleanest bakeries,


## Uneeda Blscuit

mutrome asscur conenur

TEN THOCSASD VOTERS OUT


$\nabla \prod_{\text {HIS coat is a happy }}^{\text {compromise. }}$ compromise.
Not too long to make walking a burden.
Long enough to keep you warm, walking or driving
A sensible good look ing coat and of a style adapted to the use of medium priced furs.
The fur we think suited for this coat is raccoon.

$$
\begin{gathered}
\text { raccoon. } \\
\text { But }
\end{gathered}
$$

it in almost an have out of the stock.
There are raccoo coats of this style priced
as low as $\$ 40$. as low as $\$ 40$.
Ask your dealer for GORDON FURS

## ephew



GORDON FURS


A GORDON FUR sacque

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## 2tebraskachotbinqe

 COLD WEATHER ICCREASES THE INTEREST INM:N'N OIERJOATSOur display of overcoats represents exactly what every man wants, with the advantage of being lower priced than such clothes can be bought elsewhere. Our eyes are always focused on the new features as fast as they come out, hence we are
bound to please the ultra--ashionable man, as well

SPECIAL OVERCOAT VALUE

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