Society


## HOLIDAY <br> COSTS LESS THAN BUTTER TASTES AS COOD <br> cocoanut OIL PEANUT OIL MILK \& SALT <br> Holiday Nutmargarine couldn't be mo:e ure

 and healthful.It is a purely vegetable oil product-..contains no animal fat, preservative or other ingredients.
It is delicious in taste and a most appetizing spread for toast and bread.
In many homes it is used exclusively on the table, for cooking and for cake making - in fact wherever one rainaning wases butte

## More Than $1 / 3$ Is Saved in the Cost

of this palatable and nutritious table delicacy com pared with the price of creamery butter-a saving that is certainly worth while and at the same time enables one to help in the popular and patriotic plan of conservation-the special endeavor of every true American at this time.
Holiday comes to you white. If we color it there is a government tax of 10 c per
pound, so we furnish you with a capsule of vegetable coloring, the same as used by pound, so we furnish you with a capsule of vegetab
all butter manufacturers in coloring cow's butter.

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NORTHERN COCOANUT BUTTER CO.
OMAHA COLD STORAGE COMPANY

KINNEY'S SHOES


Why Am I Not Liked?
Beatrice Fairfax Tells the Story of Gloria and Leaves You to Draw the Moral


