| 5* |  | \% ¢ was |
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## CLUBDOM

 Coser
THE APPROPRIATE GIFT H OSIER Y-
PHOENIX HOSIERY for Xmas, a gift that is PHOENIX HOSIERY for Xmas, a gift that is always appreciated-you are bound to please-
usefulness, combined with service, and the sheer usefuiness, combined with service, and the sheer
beauty of all Phoenix Hosiery places them beyond a doubt, the gift of gifts.
We are Omaha's real PHOENIX HOSE store. We carry everything that PHOENIX makes. We
have PHOENIX ALL every one of those beautiful Phoenix shades and grades, even to all shades in out sizes.
OUR HOSIERY salesmen are men that know their business-know Hosiery-not the I-guess-this-and-guess-that-kind, but real Hosiery sales-
men-the kind it is a real pleasure to buy from.

BEAR THIS IN MIND-There is a shortage of Phoenix Hosiery for Xmas. So do not delay one day longer. Make your selection today,
not tomorrow.
We have PHOENIX ALL pure silk, silk and wool, and the new all-wool Hose, in all sizes for
both men and women in all shades, even the out sizes.
monmic. nus.
Mail Orders Promptly Filled.
PHOENDX

## (20)



## The Tug of Life and Death

Two warring forces-the red blood cells and the white blood cells-are always concending for mastery - in the blood. They are the processes of bulding up and tearing dency so that the tendency of the body is all towards growth and development. As middle age approaches the two forces tend to equality while with the coming of old age, the victory of the tearing down process of the white blood cells is manifested by he slow, gradual decay of the vital energies.

## REDLD

Makes Rich Red Blood
Oxygen is the life giver necessary to maintain life. REOLO absorbs the oxygen from the air in
the lungs and carries it into the blood -rapidly oxidizing or reviatizing the red blood cello-and increasing the amount of hemoglobin in the blood, sending through the entire body a stream of
inch, vinalized, health-giving blood that nourishes every cell, of the nerves, tissues, brain and bones. By special arrangement with the $\mathrm{Dr}_{5}$. A. L. Reusing Laboratories, we have been appointed
licenseea for the distribution of "REOO". direct from the laboratoiee Each package is certififed

Try Reolo-the Strength Renewer-Today Sherman \& McConnell Drug Co.
16th and Dodge
49th and Dodge
OMAHA, NEB.
19th and Farnam


How Am I To Know?
The experience of the other woman is the cheapest


luxurious fur coats
wear a fur coat-a mark of distinction-a sign of prosperity Thorne's entire ensemble of fur eoats this week in

## stock reduction sale

375.00 fur coats. . . $289.00 \mid 275.00$ fur coats. . . $198.00 \mid 215.00$ fur coats . . 159.00 $\mathbf{3 5 0 . 0 0}$ fur coats. . . 269.00 | 225.00 fur coats. . . $179.00 \mid 100.00$ fur coats. ... 79.50 their smartness is captivating-the values a revelation
trico line dresses
january prices are now in force; in every section; good-looking, warm dresses are in great demand
69.00 tricotine dresses now..... 46.00
65.00 tricotine dresses now... $\mathbf{4 5 . 3 5}$

$\mathbf{7 9 . 0 0}$ | 55.00 | tricotine dresses now.......33.35 | 75 |
| :--- | :--- | :--- |
| $\mathbf{7 9 . 0 0}$ | tricolette dresses now |  |
| 69.00 |  |  |
| tricolette dresses now |  |  | 49.50 tricotine dresses now......33.00 65.00 tricolette dresses now | 45.00 | tricotine dresses now.......29.75 | 59.00 tricolette dresses now |
| :--- | :--- | :--- |
| 39.50 | tricotine dresses now |  | 39.50 tricotine dresses now......26.35 55.00 tricolette dresses now.

navy serge and wool jersey dresses 59.00 serge and jersey dresses at $39.35 \quad 35.00$ serge and jersey dresses at 23.35 55.00 serge and jersey dresses at $36.65 \quad 29.75$ serge and jersey dresses at 19.85 44.50 serge and dersey dresses at $29.65 \quad 24.75$ serge and jersey dresses at $\mathbf{1 6 . 5 0}$ remarkable
attractions coats, suits, blouses, sweaters $\begin{gathered}\text { remarkable } \\ \text { attractions }\end{gathered}$ cash and carry
cash and carry

## 3.W.Shomice

## HELP!!

We MUST have the co-operation of the public during the present coal shortage emergency if we are to avoid complete cessation of street car service.

Workers can help by starting home as soon as possible after being dismissed from work instead of staying downtown until 5 o'clock. Shoppers can help by starting home between 4 and 5 o'clock. Everybody can help by letting an already crowded car pass and waiting for one less crowded, and by moving up to the forward end of the car instead of blocking the aisles.

Unless we are enabled to reduce the number of cars, by fully utilizing those that are being operated, we will soon exhaust the supply of coal and come to a standstill.

## Omaha \& Council Bluffs Street Railway Co.

