

# The Spirit of the Times

Something about the policy of the house of

## Browning, King & Co.

A man who does not demand and see that he gets what he pays for, is not worthy of the name. He is neither honest with himself nor with the merchant he buys from. Today, thanks to public enlightenment, the system of cheerfully refunding money for unsatisfactory purchases is almost as universal as the one price system.

Today, as always, you are entitled to the convenience of a monthly charge account. We invite you to avail yourself of this advantage.

The National Institution of BROWNING, KING & COMPANY, making and retailing Metropolitan clothes, with its unusual New York Tailor Shops and Sixteen Retail Stores in the principal cities throughout the United States, wants you to know that the organization stands for every modern idea in commercial advancement and satisfactory service.

Your money is always on deposit with us until every transaction gives perfect satisfaction.

ARE YOU READY FOR YOUR SPRING CLOTHING, FURNISHINGS AND HATS? We are, and they are right.

## Browning, King & Co

A National Institution.

### NEW LIGHTING COMPANY HERE

Funkhouser Has a Franchise Ready for the Council.

WILL BE PRESENTED TUESDAY

Provides for a Reduction in the Present Rates—Some Difficultly in Fixing the Royalties to Be Paid the City.

That a company has been organized and sufficient money subscribed to operate an electric light and power company in Omaha was admitted by Councilman Funkhouser Friday morning. Mr. Funkhouser states that a franchise, which will be asked of the city council has been drawn and save for a few details accepted by the promoters of the new company.

A conference among the promoters and Funkhouser is slated for Monday, when the promoters will give a definite decision on the provisions of the franchise, over which a difference exists. In the event that a satisfactory agreement is reached the petition for a franchise will be made to the council Tuesday night.

The franchise which the company seeks has been drawn by Funkhouser on suggestions made by J. J. Dunn, former assistant city attorney.

Among other things it provides for a twenty-five year grant, a reduction in rates and a concession in the amount of electricity consumed before the minimum rate is charged. It also provides that consumers of a like amount of electricity must be given the same rate irrespective of location, and makes it imperative that the rates be published and placed on file.

So far, however, Funkhouser and the promoters have been unable to get together on the amount to be paid for the privilege. The promoters want the occupation tax eliminated and suggest a sliding scale of royalties instead. They suggest that a royalty of either 5 or 3 per cent be charged at first and the royalty increased as the business increases. At the end of ten years, the promoters have agreed to lay into the city treasury a sum that will be more than the occupation tax and royalty combined.

Places Maximum Charge. According to Mr. Funkhouser, the new franchise places a maximum charge of 12 cents a kilowatt hour and 5 cents as the minimum. It also provides that consum-

ers be given the benefit of the 5 cent rate after sixteen kilowatt hours have been registered, instead of twenty-two, as maintain at present.

"If we can agree on the royalty proposition, the franchise will be asked," said Mr. Funkhouser. "In that event, I will present the petition to the council Tuesday night. I am not at liberty to divulge the name of the persons interested in the new company, but you can say for me that it is not the Omaha & Council Bluffs Street Railway company."

"The new company is composed of citizens of Omaha, who have ample backing for a project of this kind. Many conferences have been held during the last two months, and have resulted satisfactorily to the promoters."

"They have agreed to everything save the amount of royalty. They want the occupation tax eliminated and in its stead a sliding scale of royalties provided, which at the end of the franchise will amount to more than the present royalties and occupation taxes combined."

"Lower rates are assured, as well as a concession in the amount of electricity to be consumed before the minimum rate is available. The new franchise will mean a saving of more than 10 per cent to consumers of small quantities, especially affecting those in the residential districts. The rates are identical with those adopted by the National Electric union."

"The franchise provides discrimination in rates, but permits them to be based on the quantity of electricity consumed."

"The franchise will ask for power and lighting privileges. It submitted the franchise to the Omaha Electric Light and Power company, but President Nash turned it down."

Justice with the Bark On. The old-timer looked up from his rickety and asked:

"You think that story on Bill Sims is a good one, eh?"

"Good or bad, it's true."

"Well, so is this," said the old-timer, "and it happened down in Texas by the Rio Grande. I used to live down that way for awhile, and in the village which I graced with my presence a certain old horse doctor was elected justice of the peace. What he didn't know about the law was sufficient. He knew nothing, he should have made an ideal justice of the peace."

"His first case, however, was that of a man arrested for stealing a horse."

"Guilty or not guilty?" asked the justice.

"Not guilty," answered the prisoner.

"Then what the deuce are you doing here?" demanded the justice of the peace. "Get out!"—San Francisco Chronicle.

### FINDS PLEASURE IN GAME

Woman, Not Eligible, Works at Book-lovers' Puzzles, Anyhow.

LOT HAS VERY STRONG APPEAL

Young Man Would Rather Have It Than Others Because He Wants to Build Home for His Little Wife.

"Though I am not in the eligible territory," writes a woman from Kimball, S. D., "I am going to see how close I can come to getting the Apperson 'Jack Rabbit' car. So please send me a catalogue, for which I am enclosing stamps."

The spirit manifested by this woman shows that the Bee's Book-lovers' contest is an entertaining one even though the person trying to solve the puzzles is not eligible for the prize list. The game is so entertaining and so diverting that many people try to work out the puzzles in order to enjoy themselves with a fascinating form of amusement.

The beauty about this contest is that those who are not eligible for the prizes need not spend any more money. In other contests it is impossible to enjoy the game without gathering subscriptions and paying out money.

Wants to Own a Lot. "I have joined this contest," explained a young man who entered yesterday. "I want to get a lot. I intend to build a home before long providing I can find a suitable lot. If I can win this third prize offered by The Bee then I am sure to be satisfied and will be able to build a home within a short time."

"The thing which appeals to me about this contest is the fair and square manner in which it is conducted. There is no way, it seems certain to me, by which any one contestant will have any advantage over another. The game is on the level."

"I am going to work hard on all these puzzles, and I think I can solve them. I have tried most of them so far, but just recently determined to enter. I would like to get the \$500 lot in A. P. Tukey & Son's Ber addition. It would be a fine site for a nice home."

Would Not Be Disappointed. This young man, who married an Omaha girl within the last six months, would rather have the lot than the \$2,000 automobile, so he would not be disappointed if he failed to get the Apperson, which may now be seen at the restaurant of the Apperson company, 1102 Farnam street.

For the second prize The Bee has purchased an 8-note Kimball player-piano that is one of the best players on the market. It is highly finished and will make some home a musical center. This instrument may be seen at the A. H. Huse store, 1513 Douglas street.

A \$200 Columbia gramophone "Regent" and \$50 worth of records will be awarded the winner of fourth place. This instrument is a magnificent musical producer and may be seen at the agency of the Columbia Phonograph company, 1311-13 Farnam street.

Beside these four grand prizes The Bee will give away \$10 in cash. There will be five prizes of \$10 each, ten prizes of \$5 each, and twenty prizes of \$2 each.

The entrance of many new contestants is recorded daily. More than a hundred came to The Bee yesterday afternoon to purchase Bee title catalogue, and announced they had just decided to enter the game.

### ANSWERS FOR BOOKLOVERS

Questions Pertaining to The Bee's Educational Contest Will Be Re-plied to in This Column.

Is it necessary to formally enter The Bee's Book-lovers' contest?—J. H. Ia, Crete, Neb.

No. Solve the pictures and send in answers at close of the contest and you will be entered.

In Webster county, Iowa, considered within the eligible territory of the Book-lovers' contest?—F. L. Stratford, Ia.

Yes. Draw a straight line through Des Moines on the map. All towns west of this line are within the eligible territory. All east of it are not.

What will be the date for sending in the answers?—H. E. D. Scott's Bluff, Neb.

The time by which the coupons must be sent in will be set later. There will be several days allowed for getting the answers in after the last picture has been published. Do not send any answers until close of contest, however.

What is done with the puzzle-pictures to guard against their titles becoming known?—H. L. Sioux City, Ia.

Each day the contest editor takes a copy of the picture that is to be published the following morning and places it in a safety

### Latest Market Prices

#### ADVANTAGES FOR BUYERS

After-Easter Shoppers Find Market Favorable in Omaha.

#### MEAT PRICES ARE JUST SHADED

Published Reports of Packer Reductions Cause Retailers to Give Some Concessions to Consumers to Alleviate the Demand.

Good Mrs. Housewife was treated to some bargains on the market during the week. Following the rush of the Easter period, prices were pushed down a few notches in many lines, and Mrs. Housewife, if she cared to make a tour of many of the stores was enabled to buy good things for her table at prices that she did not get when she was shopping for Easter Sunday.

Some of those delicious strawberries that did not get into many homes on Easter were bought up rapidly during the week and many tables served with juicy short-cake and rich cream. There will be few homes in Omaha the coming Sunday that will not have strawberries, either in short-cake or as sauce.

"The berries for this spring are among the best early season ones that I have seen in several years," said a dealer. If the later berries are better than the present ones, we certainly will have some delicious ones.

Reduction Just Slight. Reports were published of reductions in the wholesale prices of meat, but no decrease in the retail prices was made. It was stated consumers would insist that the cuts be reflected in the prices which they pay to the dealers. Chicago markets noticed a slight decrease, which was given by the packers because of the published reports in the wholesale decrease of prices.

Maryland standard canned tomatoes were stronger. Orders from jobbers for quick delivery indicate that their stocks on hand are not particularly large, while the strong statistical position of the vegetable products preclude the possibility of lower prices than those now in effect.

Butter is selling at a loss. Creamery men are disposing of Storage Butter for Ten Cents Less Than the Cost.

Storage creamery butter is now selling in Omaha at a loss of 10 cents a pound to the men who put it in cold storage. It is selling at wholesale for 14 cents a pound. When it was packed it cost 23 cents, which with a charge of 1 cent a pound for storage leaves a loss of 10 cents a pound.

Ladies, notice the low prices on meats and groceries in The Bee Market Shopper.

Just to Show You that our bakery goods are of the finest quality, on Saturdays we will sell COOKIES at 50 per dozen. DALZELL'S 16th Street—Opposite Postoffice N. E.—Have us send you some of our ice cream. Phone Doug 516, A-2516. All fancy and plain flavors.

# THE BEE MARKET SHOPPER

OMAHA, SATURDAY, APRIL 22, 1911.

Money Saving Effected

**Hiller's Family Liquor Store**

Quality Wines Quality Whiskeys

The choicest brands at Wholesale prices.

1309 Farnam St. Both Phones. Prompt Delivery. Send for Price List.

**WHY**

You get better meat for less money from us is easily explained. In the first place we sell only first quality meats—then we do no credit business—have no books to keep—no bad accounts—no losses—besides we do not deliver. These things all enter into the expense of doing business—We save you all this and that's why we can and do sell better meats for less money than you can get from any other dealer.

**OUR KIND OF CHICKEN.**

We buy only live ones—first quality—and dress them and keep them in dry cold air free from ice water. When you buy chickens from us you get only the choicest—chickens that retain their pure, clean, natural flavor. Give us one trial and see the difference.

Very choice lean Bacon by strips, 10 lbs. for \$1.00

**Jos. Bath's Cash Market**

1921 Farnam St. Tel. D. 6984.

**"Sunkist" Wines Are the Best**

If you have not tried a bottle of our "Sunkist" brand you have a treat in store for you.

**"SUNKIST"**

Port, Sherry, Angelica, Muscatel and California Wines. Full quart size.

When the doctor says "Take good whiskey," he means

**"JACKDAW."**

Jackdaw Rye, bottled in bond. Per quart, \$1.25

Maryland Rye, full quart, 75c. Quick delivery, both phones.

**Cackley Bros.**

WINE MERCHANTS 121-123 N. 16th St. Opp. P. O.

**No Coffee in Omaha**

Can compare with Our Coffee. Steel Cut and Sifted. No Dust. No Chaff. It is All Coffee. Pure and Healthful. Refined. Coffee is a wonderful improvement over the old style crushed article.

Mocha Mixture ..... 25c  
3 lbs. for ..... \$1.00  
Excelsior Blend ..... 30c  
3 lbs. for ..... \$1.10

**W. L. MASTERMAN & CO.**

"THE COFFEE MEN"  
Branch at Public Market, 1610 Harney.

**Ak-Sar-Ben Bread**

Made of the Celebrated California Sultana Raisins which give the finest flavor to the Bread ever obtained in the bakers' art.

**5c Per Leaf**

A. G. SUNDRIN, Phone: Harney 3526; Ind. A-3817. Fresh Every Day at Your Grocer's.

**Hardy Shrubs**

Lilacs Snow Balls Spirea Hydrangea Roses, Clinging and Bushes

**HARDY PERENNIALS**

Phlox Bleeding Heart Platycodon Golden Glow Columbine and Hibiscus

**BULBS**

Dahlias Gladiolus Tube Roses Caladiums and Cannas

**Corn Fed Spring Chickens 10 1/2c At the Public Market**

Pig Pork Roast	7 1/2c	No. 1 Extra Lean Bacon	16 1/2c
Pig Pork Loins	10 1/2c	Silver Leaf, Rex or Laurel Pure Lard, 3 lb. pail	27c
Leaf Lard, 13 1/2 lbs. for	\$1.00		
Steer Pot Roast, 9 1/2c, 7 1/2c, 6 1/2c		<b>SPECIALS.</b>	
Corn Fed Steer Steak	10c	From 7 to 9 p. m., Lamb Chops, per lb.	5c
Steer Boiling Beef	4 1/2c	From 9 to 10 p. m., 3 lb. pail of Lard	21c
Young Veal Roast	10c	Steer Steak, 2 lbs. for	15c
Young Veal Chops	10c		
Veal Stew, per lb.	5c	<b>GROCERY SPECIALS.</b>	
Lamb Chops	8 1/2c	12 Bars of D. C. Soap	25c
Lamb Stew, 6 lbs. for	25c	3 pkgs of Gold Dust	10c
Lamb Roast, per lb.	7 1/2c	Holland Herring, per lb.	55c
Sugar Cured Hams	9 1/2c	Special attention given to mail orders.	
No. 1 Skinned Hams	12 1/2c	Notice—We have put on more wagons so that our deliveries will be more prompt.	
Diamond "C" Armour's Star or Swift's Premium Hams	14 1/2c		
Sugar Cured Bacon	12 1/2c		

**DELIVERY WAGONS LEAVE AT 10:30 A. M. AND 3 P. M.**

**THE Public MARKET**

1610 Harney St. Phones, Doug. 2144 and Ind. A2147.

**Here's LIQUID JOY**

**Lux**

THE BEER YOU LIKE HAVE A CASE SENT HOME.

CONSUMERS' DISTRIBUTOR **JOHN NITTLER** 3224 So. 24th Street

DOUG. 1899 RED 9832 IND. A-1420

box in the Omaha National bank's safety deposit department. The contest editor is the only person who knows the title of the pictures. The title and name of the author are placed on each picture before it is placed in the safety deposit vault.

Where can I get coupons for the Book-lovers' contest?—C. B. E., Columbus, Neb.

The Bee business office will mail coupons for 1 cent each. With each coupon is a puzzle-picture.

**CATSUP ORDERED DESTROYED**

Judge Munger Follows Up the Finding of the United States Grand Jury.

Six hundred and fifty-two five-gallon cans of tomato catsup in the wholesale grocery store of McCord-Brady company, at Thirtieth and Leavenworth streets, were ordered destroyed within ten days by Judge W. H. Munger in the United States district court Friday morning. The goods, according to the decree, are said to be deleterious to health.

The catsup, among other goods, was shipped to the McCord-Brady company by the Nabauer-Marieau company of Toledo, O., and arrived in this city on November 26 last. They were seized by the United States marshal on November 23 on information filed by F. S. Howell, United States district attorney, as being in direct violation of the pure food and drug act of June 30, 1906.

The confiscated goods were kept in the warehouse until after the action of the federal grand jury, which found the goods to be adulterated and unfit for use. According to the decree, which was filed Friday morning, the McCord-Brady company is to stand the costs of the action of the court.

**One on the Corn Doctor.**

Samuel Morgan, gate tender at the West Main street crossing of the Baltimore & Ohio railroad, put one over on an itinerant corn doctor today. Calling at Morgan's shanty, the doctor discoursed on the wonders of his corn salve. Morgan owned up that his feet were on the "fritz," but dolefully declared no cure was possible.

"My dear sir, you are just the kind of person I make a convert of every time," returned the visitor enthusiastically, following this up with a profuse flow of language.

Morgan listened mournfully. Finally he leaned over, turned some thumb-nails, removed his feet and handed them to the doctor with, "Well, go ahead and see what you can do."

Morgan lost his feet in a railroad accident twenty years ago—Baltimore American.

Don't use inferior spices when the same price will buy quality

**TONE BROS SPICES**

CANNON BRAND

Tone's pepper, ginger, cassia-mustard, etc., are fresher, stronger, cleaner, in packages, etc., at grocers.

**TONE BROS., Des Moines, Ia.**

**The Better Place**

to buy is the place that gives you more for the money you spend than is given you elsewhere. Such a place is Hayden Bros. Piano Department, where at all times you are absolutely guaranteed the

**Highest of Piano Quality at the Lowest Possible Prices and on the Easiest and Most Reasonable Terms**

We are not carrying on any contest. We are not asking you to solve any puzzles. We do not ask you to join any Club, for the reason that all such things costs that firm money, and is therefore bound to, in the long run, come out of the piano purchaser's pocket.

By not doing these things, we are able to give you more QUALITY for the money you spend.

**REMEMBER**

at all times the inducements we offer to attract purchasers to our store are within the easings of our pianos, which insures the buyer more real artistic piano quality.

For the next ten days, besides many others, the following exceptional piano bargains will be offered:

1 Vose Upright	\$75.00	1 Smith & Barnes	\$150.00
1 Kimball Upright	\$75.00	1 Decker	\$162.00
1 Kimball Upright	\$97.00	1 Milton, used	\$175.00
1 Vose Upright	\$135.00	1 Fischer, used 6 months	\$210.00
1 Cable	\$140.00	1 Estey Upright, used 8 months	\$225.00
1 Bradford	\$135.00	1 Shoninger	\$225.00
1 Vose & Son	\$175.00	1 Linderman	\$190.00
1 Fischer, used	\$147.00	1 Weber Grand	\$225.00
		1 Hardman Grand	\$350.00

INVESTIGATE our offers, and then compare them with those of other houses, and we are assured of your trade. We can easily satisfy you as to QUALITY, PRICE and TERMS.

**Hayden Bros.**

**5 New Novels You Will Want to Read—and Why**

**LOVE UNDER FIRE**

Randall Parrish's latest. "This story of a Northern lieutenant and a Southern maiden," says the N. Y. Evening Post, "is crowded with dramatic incidents of strategy, battle, mystery, and love." Colored pictures by Kimball. \$1.35 net

**PRINCE OR CHAUFFEUR?**

There's lots of dash to this story of Newport by Lawrence Perry. No social exposures—just romance, excitement, and charm. Colored pictures by McFall. \$1.35 net

**BAR-20 DAYS**

"Hopalong Cassidy" again. Clarence Mulford's new story, according to the Chicago Inter-Ocean contains "adventure of the realistically thrilling sort—paths simple, unassertive, and good healthy humor, always natural and all unforced." Colored pictures by Dixon. \$1.35 net

**A BREATH OF PRAIRIE**

Remarkable short stories of the West by Will Lillibridge, the late author of "Ben Blair." Colored pictures by Marchand. \$1.20 net

**LOVE BESIEGED**

The N. Y. Sun says that "Charles E. Pearce has taken all the excitement of the siege of Lucknow to form the background," and that "no one will fall asleep while reading this story." Colored pictures by Delay. \$1.20 net

Take this advertisement to your bookseller and ask to see these books

**A. C. McCLURG & CO., Publishers, CHICAGO**