

Four of the Individual Prize Winners



Mrs. Olive Palmer-Omaha Miss Emma Jensen

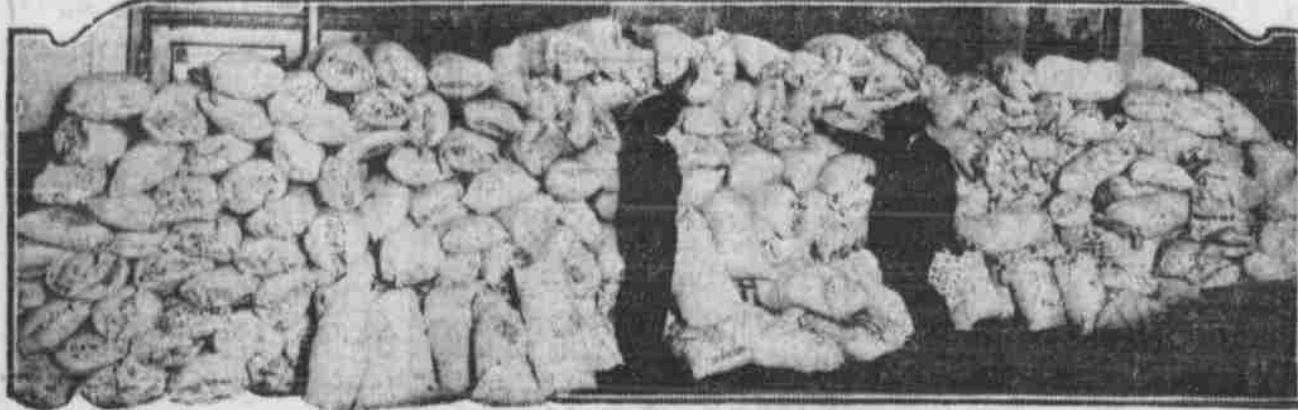


Miss Tenna Potach DeWitt Tucker Council Bluffs

Mazda Society Winners of First Prize



Coupons and Labels from the M. and M. Voting Contest



Over 1,600 bags were piled high in the lobby of The Bee building Friday, when the M. and M. voting contest had been completed and the labels and coupons counted. The bags contained the labels, wrappers, coupons, etc., which had been collected by the thousands contesting in this great vote-getting competition. By actual count, over 1,600,000 of the labels and other slips for which votes were given, had been turned in from the most popular articles, alone, such as New England Butter-Nut bread, Lawrence Barrett cigars, Alamito milk, Swift, Hughes, Skinner and other products.

Moguls of Omaha Win Second Prize



Ike Levy Harry Goldberg Edward Wirt-Shafter S.J. Leon Executioner

M. & M. PRIZES WEDNESDAY

Distribution to Be Made at The Bee Office at That Time.

BREAD WRAPPERS ARE BURNED

Huge Bonfire is the Finish of 350,000 Wrappers Taken from New England Bakery Products by Contestants.

With the closing of the M. & M. contest at noon Saturday, March 23, its great scope and importance to the many contestants is just beginning to be realized. Ever since December 8 the contest manager and three young women assistants have been busy counting labels and issuing votes for them, until with the grand finale it has been found that the number of labels, coupons, boxes, cartons, packages, bands, sacks and other vote-getting articles has passed the million mark, not counting the immense bulk of receipts, bills and sales slips. All of these have been accurately enumerated and returned to the different manufacturers. The many fine prizes will be awarded to the winners on Wednesday, April 3, at the business office of The Bee, between the hours of 10:30 a. m. and 5:00 p. m.

The names of the winning contestants, and all others who participated, with the number of votes secured by each, are announced in this issue of The Bee. The paper and the manager of the contest wish to express their thanks to all contestants for their co-operation in making such a great success in every respect.

Return Enormous.

Some idea of the scope and extent of the big contest may be gained from the fact that when all the labels from articles of the various manufacturers were packed, preparatory to turning them over to the makers, they filled almost 1,000 96-pound flour sacks. This mountain of labels towered way above the heads of the managers and contestants, when piled up in the court of the Bee building last week, and stood as a handsome testimonial to the popularity and scope of the contest.

Of the many products from which labels were saved for votes, the following were among the most popular:

New England Butter-nut bread 20,000 Alamito milk 11,500 Swift & Co.'s products 114,500 Lawrence Barrett cigar bands 20,000 H. J. Hughes' products 20,000 Skinner Macaroni products 2,500 Iren products 18,500 O'Brien candles 18,500 F. H. Farmer Co. products 18,500 Libby, McNeil & Libby products 10,500 Kel-Clu gum wrappers 5,500 Summit Baking Powder coupons 2,500 Kellogg corn flakes and biscuits 7,500 T. C. Brunner's flour 4,500

In connection with the disposition of the million or more labels after the contest was closed, the New England Baking company had a novel celebration. Loading the 20,000 bread wrappers on to auto trucks, after placing them in bags, Manager James Austin of the bakery had the labels hauled to the vacant lot at Eighteenth and Harney streets and built a huge bonfire. It took a number of hours for the immense pile to burn. Mr. Austin took this method to impress upon the public that he had no intention of trying to use the wrappers again.

Would Remove Big Grain Suit to the Federal Court

That the Saunders-Westrand company "falsely and corruptly" inserted statements in its suits against Lemmon Bros., the Barrett-Fraser company and Martin B. Miller to recover large sums of money alleged abstracted by the former firm of Sunderland & Saunders, is alleged in a petition filed by the defendants asking permission to remove the suit to federal court.

It is alleged that Sunderland & Saunders were not involved in any illegal transactions and did not convert to their own use any money belonging to the plaintiffs, but that large sums were lost in legitimate dealings in the buying and selling of grain.

SAALON CASES ARE ARGUED

Judge Sutton Desires to Consult Question with Judge Sears.

MAY APPLY RULE OF REASON

Question as to the Right of Attorneys to Bring Suit in Counties Far Distant from Cause of Action.

Arguments of attorneys on four injunction cases which will result in a test of the validity of the practice of a number of Omaha lawyers of bringing damage suits against local saloon-keepers in far distant courts were made before District Judge Sutton. The cases were taken under advisement by Judge Sutton, who announced that he would consult with Judge Sears before rendering a decision.

Counsel for saloon-keepers and bonding companies contend that the suits were brought in counties hundreds of miles distant for the purpose of harassing and annoying liquor dealers and compelling them to pay large sums of money or go to great expense and trouble to secure trials. It was conceded that the law gave plaintiffs the right to bring suits outside of Douglas county, but the allegation was made that the suits should be brought in counties within a reasonable distance of Omaha.

Whether the "rule of reason" which the United States supreme court made famous in its anti-trust law decision will be applied by the court in the liquor cases is practically this entire question involved. Several lawyers interested in suits against saloon-keepers appeared to resist the granting of injunctions asked by the plaintiffs to prevent the prosecution of suits in distant counties. They argued that the law gives them the right to bring suits in any county and that local sentiment and the fact that bonding companies do not have local agents in every county result in a narrow choice of courts in which they desire to try their suits.

Hummel Will Hire Supervisors for the Playgrounds

Men and women supervisors of playgrounds will be employed by Park Commissioner J. H. Hummel this summer to direct the boys and girls who play in parks.

"Where girls play I will hire a woman to watch them and where the boys congregate I'll have a man to stay around and keep them straight," said the park commissioner.

County Board Fears Franchise Might Result from Action

A resolution introduced by Frank Best authorizing the Omaha Gas company to lay mains and extend its service in the vicinity of Fifty-third and Leavenworth streets was held up by the Board of County Commissioners because the other members feared it might ultimately place the county in the position of granting a franchise in Douglas county. Action on the resolution was postponed another week.

It was said that since the gas company was allowed to extend a main to Benson pressure was brought to bear on the board to permit the tapping of the main between Omaha and Benson, which would be expected to result practically in the granting of a franchise.

Winners Given Out in The Bee's M. and M. Voting Contest

The Bee's Merchants' and Manufacturers' voting contest has closed and today the winners are announced by the managers of the contest.

The first cash premium, \$20, was won by the Mazda society of Omaha. Considering the fact that the membership of the society is less than forty, this achievement is remarkable. It merely goes to prove, however, that concentrated effort properly directed will accomplish wonders.

The Mazda society is composed of a number of clean-cut young men who are enthusiastic boosters for "the home town." Organized for the purposes of recreation and athletic sports, the Mazda society has started on the right track to become one of the representative social organizations of Omaha. The membership is limited to fifty.

The following are the active members

who used their efforts to land the big prize:

Carl Kerst, Jerry Korisko, George W. Kroupa, Joseph J. Schneider, Edward Walasek, Louis J. Wavrin, V. L. Horlako, Walter Korisko, James E. Kuncel, Jr., Harry Snyder, John Walasek, Frank B. Wavrin, M. M. Trummer, C. A. Semik, E. J. Kempf, Walter Jonnsheid, T. W. Millert, E. J. Connell, J. W. Hoffman, Edward Zemanek, W. Sadil, Joseph A. Eker, Oscar Boyer, Emil Kasner, Harry Hynek, Emil Olsen, Albert Zieger, C. J. Hoffman, William Zemanek and J. D. Watson.

The second cash premium to organizations was won by the Mogul fraternity. It was not until the campaign had been in progress many weeks that this organization entered the race; but when the members of the fraternity got started other organizations began to realize that there was "a Richmond in the field."

The Mogul fraternity is a Jewish social organization. Its members are young

business men, most of whom are engaged in retail trade. They are all staunch believers in "Omaha goods for Omaha consumers," and they are no small factor in making Omaha a good town in which to live and do business.

The local lodge of the fraternity was organized about two years ago. The following are the present officers: Edward Wirtshafter, high mogul; Ike Levy, vice mogul; Harry Goldberg, chancellor; Sam J. Leon, executioner.

The third prize offered to organization, an upright piano, was won by the Jennie Edmundson hospital of Council Bluffs. This worthy institution deserves its success. The ladies of the managing board made a splendid canvass. Competing as they did with so many large organizations, whose facilities for getting votes were so much greater than those at their disposal, the Jennie Edmundson hospital made a fine showing.

Cannon Sails for Bermuda. NEW YORK, April 4.—Joseph G. Cannon, formerly speaker of the house of representatives, sailed for Bermuda today. He went, he said, to see whether Bermuda was as much like heaven as Mark Twain said it was.

Do the People of Omaha Eat Anything Besides BUTTER NUT BREAD



Picture Showing White Truck Loaded with Butter-Nut Bread Wrappers Gathered by The Bee's M. & M. Contestants.

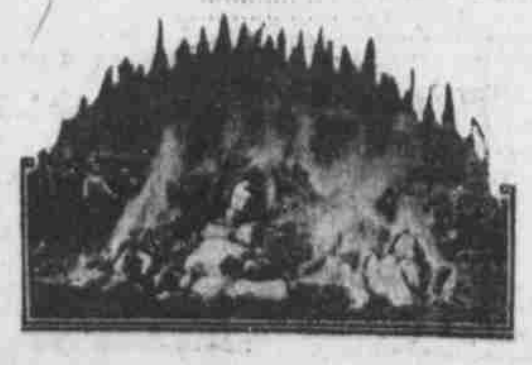
This question has been in the minds of those employed by The Omaha Bee and the grocers of Omaha for the past four months. Over 350,000 Butter Nut Bread wrappers were turned in during the contest to The Omaha Bee. There were over 475 98-lb flour sacks full of these wrappers; more than could be loaded on the biggest auto truck in Omaha, and if they had been loaded on a flour car it would have taken one the largest size freight cars to hold them all. This is by far more wrappers than all the labels, cartons and wrappers that were turned in on all the other products entered in the contest combined.

If one was to judge by the great mass of wrappers that were collected during the contest, they would say, "Well, Butter Nut Bread surely does furnish the STAFF OF LIFE for Omaha." Certainly it is needless to say that "Butter Nut Bread" is Omaha's favorite bread—and that it's Omaha's best bread—But listen to this—

- Eight of the twelve Omaha Hospitals serve "Butter Nut Bread"
All the leading dining car systems, running out of Omaha, serve "Butter Nut Bread"
Country clubs, cafes, Tea Rooms, Soda Fountains serve "Butter Nut Bread"
And over 600 Grocers sell Butter Nut Bread.

So now with such facts before you, always remember to say "Butter Nut Bread" to your grocer, and you'll be sure of getting the Best Bread, the Bread that is delivered in dainty air tight sanitary wrappers, and made in Omaha's snow white, daylight bakery.

New England Bakery Co. 2213-19 Leavenworth St. Phone Douglas 3780 We Have No Down Town Branches



Every Wrapper Was Destroyed in This Great Fire