



Try My New Candy

It is different—very different. So far as I know it is the first perfect, successful combination of the best cream filling and Swiss Style Milk Chocolate coating.

Johnston's Swiss Style Milk Chocolate Creams

I receive hundreds of letters daily in response to my magazine advertising. Here are some extracts: "I found your chocolates excellent. Send me two boxes."

Get a Generous Sample Box From Your Dealer

For only 10 cents you can get our generous size introductory package from your dealer. An unequalled opportunity to try this delicious confection at small cost.

Johnston, Milwaukee, Wis.



NOTES ON OMAHA SOCIETY

Mrs. C. W. Downs Entertains for Mrs. H. Vance Lane.

LATTER SOON GOES TO SALT LAKE

Rev. and Mrs. J. P. D. Lloyd Are Special Guests at the Home of Mr. and Mrs. B. A. McAllister.

Mrs. C. W. Downs entertained delightfully Tuesday afternoon at cards for Mrs. H. Vance Lane, who leaves about April 1 for Salt Lake City.

Rev. and Mrs. J. P. D. Lloyd.

Mr. and Mrs. B. A. McAllister received informally Monday evening at their home, 2027 Wirt street, for Rev. and Mrs. J. P. D. Lloyd of Seattle, who are returning from a six months' trip to Europe.

Thimble Party Affair.

Mrs. Palmer Findley and Mrs. J. W. Noble entertained at a Thimble party Tuesday afternoon at the home of Mrs. Noble.

Miss Beatrice Kintner was the hostess Monday evening for the meeting of the La Douzaine club.

Four tables were placed for the game of progressive high five. Miss Emily Allen won the club prize and the guest prize was awarded to Miss Blanche Schweizer of Shenandoah, Ia.

Minor and Personal Mention.

Mr. Frank Kennedy, who has been quite ill at his home, is much improved. During Mr. Kennedy's illness the two small sons of Mr. and Mrs. Kennedy are at the home of Mr. and Mrs. J. A. C. Kennedy.

Mrs. E. A. Winstow of 3055 Vinton street entertained at a theater party at the Burwood Tuesday afternoon, when she had eight guests.

Mr. and Mrs. E. L. Doughty will entertain a box party at the Burwood Wednesday evening.

Miss Lynn Carpenter expects to leave next week for her home in Minneapolis.

Mrs. J. P. Fallon and small daughter, Marguerite, who have been spending the last month at Excelsior Springs, will return about April 1.

Mr. and Mrs. Isaac W. Carpenter, who are traveling abroad, have been in Egypt and are now on their way to Naples, Italy.

The Lehigh club will be entertained next Friday evening by Miss Nancy Hase at her home.

In honor of her guest, Miss Bacon, Mrs. W. H. Ogden will give a box party at the Burwood Friday evening and also Saturday afternoon.

Rockefeller at Richmond.

RICHMOND, Va., March 24.—John D. Rockefeller arrived in this city today and has taken apartments at one of the leading hotels for several days.

TWICE CURED OF SKIN TROUBLES

First Case a Rash Which Itched and Stung—Threatened Ten Years Later With Blood-Poison in Leg—But Both Times the Sufferer's

RELIANCE IN CUTICURA PROVED WELL-FOUNDED

"About twelve or fifteen years ago, while living in West Virginia, I had a breaking-out, and it itched and stung so badly that I could not have any peace because of it. I went to doctors and they did not agree on what it was. One of them gave me something that he called medicine, but I called it soda water. I might just as well have washed in rain-water. Then I got some Cuticura Soap, Cuticura Ointment, and Cuticura Resolvent and began to get better right away. They cured me, and I have not been bothered with the itching since, to amount to anything."

BABIES ON FIRE With Torturing, Disfiguring Humors, Cured by Cuticura.

Eczemas, rashes, itchings, irritations, and chafes are instantly relieved and speedily cured, in the majority of cases, by warm baths with Cuticura Soap and gentle applications of Cuticura Ointment, the great Skin Cure. This treatment permits rest and sleep, and points to a speedy cure in the most distressing cases, when all else fails. Guaranteed absolutely pure and may be used from the hour of birth.

GOODYEAR RAINCOATS "REIGN SUPREME." Supplemental Raincoat Sale TO OUR GRAND OPENING A belated shipment comprising 1200 High Grade Waterproof Garments, which should have reached here in time for our opening sale, has just been received, and have placed the entire lot On Special Sale At Half Their Regular Value

The World's Largest Cravenette Manufacturers Goodyear Raincoat Co. S. E. Cor. 16th and Davenport Sts. Loyal Hotel Building.

MOHLER LIKES THE RULING Says Decision in Minnesota Case Will Restore Confidence. BOON TO RAILROAD INTERESTS Action of Supreme Court Simply Another Assurance Legislatures Cannot Enforce Arbitrary Laws Without Court Review.

FIRE SALE Two Floors of Millinery damaged in the Fire Saturday Night, now on Sale PENNELL MILLINERY CO. 1511 DOUGLAS STREET. OVER JEWEL THEATER

MRS. FRED RENNER, JR., DEAD Woman Dies as the Result of a Fracture of Skull Caused by a Fall. Diet vs. Cosmetics Good Food Clears the Complexion

There's a Reason for Grape-Nuts The best "Beauty Doctor" in the world is a good, pure food. Rich, greasy or poorly cooked foods will ruin the finest complexion a woman may give it will only cover up, not remove the blemishes.

MEAT PRICES ON THE RISE

Advance as Result of Beef Cattle, Which Cost More.

PORK TAKES CUE AND ALSO SOARS

One Omaha Butcher Makes the Cheerful Prediction that the Coming Year Will Be Hard One for Meat Eaters.

Prices of meat were advanced Tuesday by the wholesalers and the retailers responded quickly by adding on the average 2 cents per pound to all classes of beef, except rough beef. This is ascribed to the advance in beef cattle.

cents; round steak, 12 to 14 1/2 cents; porter house, 15 to 18 cents.

Looks for Hard Summer.

Speaking of the meat situation, a retailer said: "I look for one of the hardest summers we have ever had in the meat business. I believe meats will all be high, especially beef, as good stuff is high and exceedingly hard to get."

"We will have some hard times telling our customers the reasons for the new prices, but the only reason is the advance in price of stock and the consequent boost of prices by the packers."

Prices of Cattle Do It.

The prices of cattle on the Omaha market tell the story. A week ago the market page of The Bee said: Quotations on cattle: Good to choice corn-fed steers, \$5.50 to \$5.90; fair to good corn-fed steers, \$5.20 to \$5.50; common to fair corn-fed steers, \$4.80 to \$5.20; good to choice cows and heifers, \$4.80 to \$5.20; fair to good cows and heifers, \$4.50 to \$4.80; common to fair choice stockers and feeders, \$4.20 to \$4.50; fair to good stockers and feeders, \$3.90 to \$4.20.

when it was decided to push prices still higher, were:

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BEEF IS HIGHER IN NEW YORK

Wholesalers Push Up Price in Response to Live Cattle Advances. NEW YORK, March 24.—The price of meat was advanced yesterday by the wholesalers. Before the butchers are through fixing the new price list this week meat will be from 1 cent to 2 cents a pound higher than it was a week ago. The manager of one of the largest packing concerns in the west said yesterday: "The scare in the beef market is not half so serious as it seems. It is true that the market price for dressed beef has advanced, but this advance has not comparatively equalled the price of live cattle, which has increased during the last month nearly \$1 per 100 pounds."

MANDERSON LIKES STATUE

General Says It is Good Likeness of the Lincoln that He Knew.

General Charles F. Manderon, who knew Abraham Lincoln and heard him deliver his first inaugural address, accompanied the members of the Board of Education Monday when they inspected the new statue of the martyred president which is to be erected on the high school grounds. General Manderon says it is a very good likeness of Lincoln and he believes it will prove entirely satisfactory.

"It is a likeness of the Lincoln that I knew—the young, beardless Lincoln, when he first entered public life. Lincoln, when he first entered public life, when a boy, and I am perfectly satisfied."

WATER IN SAFETY LIMIT

Just Gets Under the Wire, According to an Analysis by Gas Inspector.

Omaha city water lacks but .08 of aluminum amonia being .98 of .98 now contains .06 aluminum amonia, .11 being the condemnation point. Of other substances the water contains 880 of solids. C. P. Crowley, gas commissioner, who made the analysis of the city water, has reported his finding to the health commissioner.

WITNESS BALKS ON THE OATH

Says He Does Not Believe in God and Judge Lets Him Off. Jesse Martel, a witness in the case where Walter Brown is defending himself on a charge of breaking and entering in the court of Judge Sears, broke the monotony Tuesday morning when he refused to take the oath. The witness was called. "Hold up your right hand and be sworn," said Judge Sears. "No answer from the witness. "Hold up your hand and be sworn," repeated the judge in a voice much thicker than his. "I don't believe in God and don't want to be sworn," answered the witness. He was permitted to affirm.

The Clock That Had No Hands

By HERBERT KAUFMAN.

Newspaper advertising is to business what hands are to a clock. It is a direct and certain means of letting the public know what you are doing. In these days of intense and vigilant commercial contests a dealer who does not advertise is like a clock that has no hands. He has no way of telling folks what he's at. He can no more expect a twentieth century success with nineteenth century methods than he can wear the same sized shoes as a man which fitted him in his boyhood.

His father and mother were content with neighborhood shops and bobtail cars. They were the best to be had in their day. They were accustomed to seek the merchant instead of being sought by him. They dealt "around the corner" in one-story shops which depended upon the immediate friends of the dealer for support.

As long as the city was made up of such neighborhood units, each with a full outfit of butchers, bakers, clothiers, jewelers, furniture dealers and shoe-makers, it was possible for the proprietors of these little establishments to exist and make a profit.

But as population increased, transit facilities spread, sections became specialized, block after block was entirely devoted to stores, and mile after mile became solely occupied by homes.

The purchaser and the storekeeper grew farther and farther apart. It was necessary for the merchant to find a substitute for his direct personality which no longer served to draw customers to his door. He had to stretch a bond between the commercial center and the home center. Rapid transit eliminated distance but advertising was necessary to inform people where he was located and what he had to sell. It was a natural out-growth of changed conditions—the beginning of a new era in trade which no longer relied upon personal acquaintance for success.

The newspaper publishers, hitherto a gossip, a retailer of information, became a first aid to commercial advancement. The shopkeeper, hitherto a petty tradesman, began to grow into the dignity of a merchant.

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