



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 unusual 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, 207 Wirt street, for Rev. and Mrs. J. P. D. Lloyd of Seattle, who are returning from a six months' trip to Europe.

Thimble Party Affairs. Mrs. Palmer Findley and Mrs. J. W. Noble entertained at a Thimble party Tuesday afternoon at the home of Mrs. Noble. A pretty decoration of cut flowers and ferns was used and the afternoon pleasantly spent with needlework.

La Douzaine Club. 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.

Minor and Personal Mention. Mr. Frank Kennedy, who has been quite ill at his home, is much improved.

Wholesalers Push Up Price in Response to Live Cattle Advance. NEW YORK, March 24.—The price of meat was advanced yesterday by the wholesalers.

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.

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 Legs—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 of the skin, which itched so badly that I could not have any peace because of it. I saw three doctors and they did not agree on what it was, so I went to another doctor who prescribed a medicine, but I called it soda water. I might just as well have washed my face with soap and water."

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

Essence, rash, itching, irritations, and chafes are instantly relieved and speedily cured, in the majority of cases, by Cuticura. It is a simple, safe, and reliable remedy, which does not irritate the skin, and is guaranteed to cure in all cases.

WITNESS BALKS ON THE OATH. Says He Does Not Believe in God and Judge Lets Him Swear. 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 he is.

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.

Out of Accident Business. "It seems as though we have retired from the collision business and damage to equipment by broken track and broken axles and broken wheels and burning cars and other accidents in transit," said A. L. Mohler, vice president and general manager of the Union Pacific, Tuesday morning.

Why They Refused Italians. Mr. Mohler said he did not like the manner in which his road had been criticized for not permitting the Italian car in the New York-Paris race to use the right-of-way of the road.

Stubbins Merges. As a result of the visit to the Pacific coast by the general manager and passenger department of the Union Pacific, the Stubbins Merges Co. has been consolidated with the general freight department of the Union Pacific.

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

Health Resort. S. G. WARNER, G. P. A., K. C. S. By., KANSAS CITY, MO.

MRS. FRED RENNER'S DEATH. Woman Dies as the Result of Fracture of Skull Caused by Fall.

Paul. Mrs. Frederick Renner, wife of Fred Renner, Jr., of the Yetter Wall Paper Co., died early Tuesday morning at her home, 1208 South Thirty-first street. Death was the result of a fracture of the skull, sustained Sunday evening about 8:30 o'clock.

Diet vs. Cosmetics. Good Food Clears the Complexion. 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.

Grape-Nuts. "There's a Reason" for Grape-Nuts. Name given by the Postum Co., Battle Creek, Mich.

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 of 2 cents per pound to all classes of beef, except rough hogs. This is ascribed to the advance in beef cattle.

Pork loins also advanced and are quoted 1 1/2 cents higher by the wholesalers. On the basis of this advance prices within the next two days and "pork chops" will be selling for 12 cents by Saturday.

Anticipating that pork loins would advance, some dealers bought all they could keep in their coolers and the price will remain at 10 cents per pound at many markets, while at others the retailers will be paying 5 cents for pork loins and cutting them up for 10 cents. But the dealers who do not feel they can afford to cut up meat for less than 1 cent per pound will be compelled to push up the price.

Mutton has followed beef and pork, and the price was pushed up 1/2 cent by the wholesalers Tuesday.

The prices of beef cuts are now: Rib roasts, 15 cents; pot roasts, 15 cents; rough hogs, 6 to 7 cents; sirloin steak, 11 to 12 1/2 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."

"There are some cuts of beef which will never stand much of an advance and we have to make up by charging more for the best cuts. No one can advance the price of shanks and soup bones, flanks and rough hogs. The result is that the better cuts will bear the advance. Some dealers will have a run on porterhouse and the particular cut will be in big demand. Then the porterhouse stands the advance. Again the chucks and rounds will be hard to sell in some markets and there will be no advance on that class of meat. The dealers are to have a hard time during the coming summer to equalize the meat prices."

PRICES OF CATTLE ON THE OMAHA MARKET TELL THE STORY.

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 \$6.00; fair to good corn-fed steers, \$5.00 to \$5.50; good to choice cows and heifers, \$4.50 to \$5.00; fair to good cows and heifers, \$4.00 to \$4.50; good to choice stockers and feeders, \$4.50 to \$5.00; common to fair stockers and feeders, \$3.00 to \$3.50.

The quotations on the market Monday:

cents; round steak, 12 to 14 1/2 cents; porter house, 18 to 20 cents.

When it was decided to push prices still higher, were: Quotations on cattle: Good to choice corn-fed steers, \$5.50 to \$6.00; fair to good corn-fed steers, \$5.00 to \$5.50; good to choice cows and heifers, \$4.50 to \$5.00; fair to good cows and heifers, \$4.00 to \$4.50; good to choice stockers and feeders, \$4.50 to \$5.00; common to fair stockers and feeders, \$3.00 to \$3.50.

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Water in Safety Limit. Just Gets Under the Wire, According to an Analysis by Gas Inspector.

Omaha city water lacks but .06 of albuminoid ammonia of being condemned. It now contains .06 albuminoid ammonia. It being the condemnation point. Of other substances the water contains 80 of solids.

Witness Balks on the Oath. Says He Does Not Believe in God and Judge Lets Him Swear.

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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.

Something more wonderful than the fabled philosopher's stone came into being, and the beginning of fortunes which would pass the hundred million mark and place tradesmen's daughters upon oriental thrones grew from this new force. Within fifty years it has become as vital to industry as steam to commerce.

Advertising is not a luxury nor a debatable policy. It has proven its case. Its record is traced in the skyline of the city where a hundred towering buildings stand as a lesson of reproach to the men who had the opportunity but not the foresight, and furnish a constant inspiration to the young merchant at the threshold of his career.

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