TICKLING THE SWEET TOOTH

Miss America and Brother Get Away with Some Candy.

JUST ABOUT A MILLION TONS

Annual Consumption of the Sweet Luxury Mounts to Astonishing Heights—Great Improvement in Purity.

Think of it! Miss America ate 1,000,000 tons of candy last year. She will eat as much or more this year. Next year she may beat all previous records. She is the real, original and only "Kandy Kid."

Just now she is eating more than she ever ate before. For Christmas is here and the candy-eating records must fall. The "female of the species" eats the candy. She keeps the rest of the country busy raising the money wherewith to purchase more sweet stuff.

It costs every man, woman and child in the United States just about $5 a year for chocolates, bon-bons, marshmallows, gum drops, all-day-suckers and lemon drops. That is it would cost them that sum if the cost were prorated equally among the 95,000,000 folks in the nation.

In 1910, we ate 2,500,000,000 pounds of candy. It is admitted that most of it was consumed by the feminine sex. And yet, in spite of all this, people wonder why so many American maids and matrons are fat!

Candy factories have doubled in number within the last few years. We are eating fifty times as much of the subtly and frankly sweet stuff as we did twenty years ago. Children must have candy every day, and the children's mothers nibble at it all day long and consume a half pound box nearly every evening. Strong men have fallen a victim to its insidiousness and sit at their desks furtively gnawing at taffy, fudge and other sticky concoctions. There are business men right in St. Louis who are never without it in their desks. They would as soon think of going without their collars as without their daily ration.

A Saving Suggestion.

If we would quit eating candy in this country for two years—for just twenty-four hours—we would have saved enough money to pay off the national debt.

With the candy money spent in one year in this country we could buy our Uncle Samuel 100 new battleships of the dreadnaught type. But we cannot eat warships, and the sweet tooth of America must be filled.

With that $500,000,000 we would be able to drain every acre of swamp land in the Mississippi valley.

With that $500,000,000 we could build and fortify, fill up and dig over again another Panama canal. But we must have our daily ration of candy if butter does go up to 40 cents a pound and eggs become as precious as the glittering gems from Golconda.

When father was a boy only rich children had candy every day. A nickel's worth of candy would bribe a whole schoolroom. That same nickel's worth of candy was a whole Christmas in itself. You had candy to eat only on extra-special occasions like Christmas, the Fourth of July, and during the county fair.

Four times as much candy is now made yearly in the United States as was made ten years ago. The appetite of the "Candy Kid" is increasing. Candy shops are thicker now than saloons were in the old days. The output of 1910 was double that of 1906 and was 50 per cent greater than that of 1909.

I-took-ashoe, Doctor Cook's intelligent Eskimo, loved gumdrops. He loved them no better, however, than the American Miss likes toasted marshmallows. The little boys and girls of the congested districts of any big city make steady and reliable consumers of the cheaper grades of candy. New York's candy experts claim that one-half the money that goes into the tills of the candy dealers in that city comes out of the tenement districts.

Where the Nickels Go.

Watch the children of the public school make a rush for the candy shop during the recess period. Their pennies and nickels come over the counters by the score. Notice, too, how a number of these thrifty dealers in candies always try to get in the very shadow of these school buildings. They know the number of coins that will be theirs if they manage to get into a good location where the sweets will lure the children. The school lunch may cut into their profits, but there is no hope that it will finally break them of the habit.

Chocolates are the most popular of all the vari-colored, multi-shaped wares displayed in the windows of the confectioner. They are getting more so every year. The bonbon is going back in the esteem of the populace. Marronglaces, eclairs, weird concoctions and confections are holding their own.

Undoubtedly the candy habit is spreading. Candy is more extensively advertised than ever before. Grown folks never think of being ashamed of their candy-eating proclivities. Indians down on the reservations eat candy as ravenously as they once ate roast puppy. It is second to watermelon in the opinion of the Ethiopian.

Hundreds and thousands of tons are eaten every day. The market varies but little in the summer and spring months, but it gets a little better along in the holiday season, when everybody feels like he ought to buy something and finally winds up by purchasing some candy.

Lolli-pops for the penny trade make up a great part of the candy business in many localities, but it is the box trade, the chocolate trade that counts most in the grand total. Candy is shipped by the train load, but the American miss eats more candy than the maid of any other nation in the world.

Sugar by the Trainload.

Candy is one of the everyday luxuries that keep the people poor. It is a drain that never ceases. Children of all ranks in the social scale buy candies by the penny's worth or the dollar's worth. Plain sugar, some extract of the cocoa bean or some other flavoring, are fused together and straightway this mixture becomes a thing that will coax money from the pockets of misers.

The candy factories buy sugar by the train load and employ help by the thousands. Machines, however, now do much of the work that was once done by the deft fingers of the candy dipper. The best candies are still handmade. When you pay 50, 60 or 80 cents a pound for candies, you can gamble that you are getting the pure handmade goods.

There is not so much profit in the candy business after all for the competition between manufacturers is keen and the main thing in the trade is to keep the train loads of goods moving from the stewing pans of the factory into the mouths of the consumers.

Candy is pure enough these days to satisfy the most exacting of the pure-food reformers. This is especially true of all the sweet stuffs that are shipped from one state to another. The national statutes have made this possible, but it took some time to convince the man who makes the candy that the law meant just what it said.—St. Louis Republic.

CONSIDER THE COST OF DYING

Result of Investigation Into the Exorbitant Charges of Undertakers.

Of all the conventionalities which hold poor humanity in a relentless grip none are more difficult to bring into harmony with the dictates of experience and common sense than those connected with death and funerals. Women swathe themselves for years in unwholesome crape to satisfy what they suppose society has prescribed as proper mourning and shut themselves out from all companionship and almost from the light of day, to their own great detriment and to the benefit of no one. True affection for the deceased may be better shown by making life happier for those left behind. So, too, it has come to be considered a necessary mark of respect for a member of a family who has died to give him or her what has come to be known as a bang-up funeral, with very little regard to the expense or the means of the survivors. Here again respect for the departed would be more truly manifested by committing him to the earth in the simplest way possible and devoting the needless expenditure to the payment of debts or to the advantage of the living. Very poor people, merely to satisfy their own pride, for the funeral must be indifferent to the dead, incur expense and run into debt in order to have a certain style of funeral. So dominated has society in all its branches been by the fetich-like customs, established by long prevalent observances, that almost no attempts at reform have been made.

Recently, however, the subject has been taken up for rational consideration, valuable facts gathered and classified, and interesting conclusions reached. Conditions are by no means uniform throughout the country, but a thorough investigation in the city of New York shows that undertakers, like lawyers and doctors, fix their charges somewhat with reference to the status of their patrons. It further shows that everything connected with death and burial is made unnecessarily burdensome, particularly to the poor. Caskets costing to make from $14 to $16 are sold at from $60 and $80, and the general ratio of profit on these is said to be 150 per cent and on all other funeral belongings 200 per cent. This state of things led to the occupation becoming overcrowded, and, as the business is unregulated, there grew up unseemly scrambling for orders and outrageous pressure on the poor to give their relations expensive funerals. Now, however, it is said, and the statement carries an economic suggestion with it, that "there is a hopeful tendency, especialy among the larger and stronger undertaking establishments, to standardize funeral furnishings at flat-rate, moderate cost. The monopolizing and dominating tendencies of the widely organized burial trusts are shown to be less burdensome and perilous to the poor than the irregularities and rapacities to which the hordes of unorganized undertakers are driven by unrestricted competition." This is one of many advantages that the organizers of other trusts claim for them.

The gentleman who makes the report hopes to solve the problem by uniform public regulation, which we are told has been adopted in most foreign countries. Almost every city abroad of any size has a department for the administration of cemeteries and the burial of the dead. The German law requires that all paupers must have decent funerals, and the city of Berlin alone buries 4,000 persons every year. In several of the cantons of Switzerland they go further and give free burial to every citizen to the extent of a simple casket and hearse, the services of an undertaker and a carriage for the family. In Norway this is extended to cremation, if desired. Some of the German cities are regularly in the undertaking business and have rates according to the style of funeral. In Berlin the cost of a burial in a common lot runs from $1.50 for infants to $16.50 for adults, not including coffins. In France the communes have a monopoly of burials and the law allows no regulation of price according to income. It is found that municipalization has lessened the tendency to pomp at funerals and has reduced expenses. Our towns and cities may well look into the matter. There is no doubt that the burden of our poor can be greatly lightened by judicious regulation of funerals, burials and cemeteries.—Cincinnati Enquirer.

Economy in Roads.

When the west was new and land had no special value, highways were laid out on a generous scale. Now Governor Carroll of Iowa proposes to save to agriculture 300,000 acres of land, valued at $30,000,000, by narrowing the country roads from 66 to 49 feet. The class in arithmetic can no doubt give off-hand the length of the roads involved. The proposal is arousing interest in Kansas, too, where the roads are 60 feet wide, and W. S. Gearhart, state highway engineer at the Kansas agricultural college, is quoted in favor of the plan. A roadway 30 feet wide between the center of the ditches, he says, will amply accommodate traffic, and a width greater than is necessary gives room for weeds to grow. It leads, too, to the temptation to waste money on needlessly wide roadbeds. On roads having little traffic he would even reduce the width to 20 or 25 feet.—Springfield Republican.

THOSE "LITTLE" DISEASES

Why Convalescent Children Need the Most Tender and Watchful Care.

Whooping Cough, Measles, Mumps and Chicken-pox are classed as "mild," "little," "childish" diseases.

Parents would be surprised to learn how often these "trifling" complaints lead to fatal results.

Whooping Cough, for instance, causes more deaths than diabetes.

"Childish" diseases leave their little victims weak and therefore liable to savage attacks of Pneumonia, Bronchitis, Influenza, Catarrh, Tuberculosis.

Long-lasting indigestion, failure of appetite and bowel difficulty are traceable to the same source.

While your little ones are trying to pick up strength, sustain them with Ozomulsion. Give it in milk or straight from the teaspoon.

Thus will the children grow from day to day so strong that no big diseases can fasten on a weakness left by the "little" one.

Sample Bottle Free by Mail.

That those who are seeking health and strength for themselves, children, relatives or friends may experience the life-giving properties of this exclusive Norway gold medal egonized cod liver oil medicinal food emulsion — as well as to know Ozomulsion superiority — in being most palatable and easy to take—a generous 3-oz. bottle will be sent by mail to those who send addresses by postcard or letter to Ozomulsion, 56 Pearl St., N. Y.

DEFT TOUCH OF SYMPATHY

What Happened to Father and His Fourteen Kids at a Sideshow.

Judge Richard B. Russell of Georgia, is known in politics as "Plain Dick" Russell. On the recent election of Governor Hoke Smith to the United States senate Russell announced himself as a candidate for the soon-to-be-vacated executive office, for which he is now running with all his might—which is saying a great deal. Besides being a justice of the court of appeals, a well known politician and a prosperous farmer, Judge Russell is the proud father of fourteen children. Having fourteen children already, and being superstitious by nature he was unwilling to risk the unlucky thirteen, so his last two were twins.

On one occasion Judge Russell took his fourteen children with him to a state fair, where, among other things, they were exhibiting a two-headed calf as a side attraction. Judge Russell cautiously inquired the price of tickets.

"Ten cents for a whole and 5 cents for half tickets," explained the showman.

Brightening perceptibly, "Plain Dick," handed out the money. "Give me one whole and fourteen halves," he said.

The showman eyed him curiously. "Have you fourteen children?" he asked.

"I have that," replied the judge.

"Got 'em all wid yer?"

"Plain Dick" pointed proudly to the long row of human steps rising back of him. "They they are," he said, "count for yourself."

Lifting his finger the showman counted, one by one.

"Mister," he said, "keep yer money. Suppose you sell me a ticket and I'll bring the calf out to see you."—Cosmopolitan Magazine.

Persistent Advertising is the Road to Big Returns.

Omaha's Greatest Clothing House

NEARING THE END OF OUR HALF PRICE SALE

SPRING Clothing is arriving daily---our tables are rapidly being filled with the world's foremost makes of men's wearing apparel. The heavy weight suits and overcoats that we offered on sale a short time ago are gradually decreasing in quantity. We have a fair sssortment from which you may make a selection and would suggest you purchase your garment Saturday while the half price sale is in progress.

KUPPENHEIMER			SCHLOSS BROS.		
$10.00 to $40.00	SUITS or OVERCOATS	$5.00 to $20.00	$10.00 to $40.00	SUITS or OVERCOATS	$5.00 to $20.00
STEIN BLOCH			**SOCIETY BRAND**		
$10.00 to $40.00	SUITS or OVERCOATS	$5.00 to $20.00	$10.00 to $40.00	SUITS or OVERCOATS	$5.00 to $20.00

Advance showing of Spring Blue Serge Suits are displayed in our Douglas street windows. The newest 1912 models are shown, including the English cut—two and three button coats, Silk Serge and Aplaca lined—Every garment is guaranteed Fadeless Blue, $10 $15 $20 $25 $30.

50c Neckwear 19c

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