

# Good Things for the Table---Offerings of the Market---Household Hints

## Rain Makes Vegetables Much More Plentiful

The gardens and orchards and berry-patches are showing that they, too, appreciated the coming of the rain as much as human beings. They have responded to the moisture by producing good things to eat in abundance and of a quality that is good to the taste.

Tomatoes have been particularly responsive. Friend Tomato was due to arrive in abundance from the local fields two or three weeks ago. But what could he do with such hot weather? He simply couldn't develop. But an inch of the well known gentle rain gave him a boost and he rapidly assumed a large firm and a rosy appearance that fitted him for the market and the table. Tomatoes are now fairly abundant and plenty cheap.

Watermelons continue to flock to the Omaha market in goodly numbers and they are long fellows of ample girth. Sweet and juicy they are, to suit the most fastidious.

Cantaloupes are as plentiful as ever and excellent specimens may be had captive to your table at the small price of a dime, 10 cents.

If you really have to have honeydew melons you can have 'em, too, at a slightly higher price.

Apples are fairly abundant, though this is an "off" year for them. Around this part of the country many of the orchards have none at all, but many are coming in from other localities.

Peaches, apricots and plums are fairly abundant. Peaches will not be very plentiful this summer.

Wild plums are also on the market and a few wild grapes, which are principally useful in the making of jelly.

Some very nice blueberries or huckleberries, as they call them back east, are on hand.

Cucumbers, which are supposed to be "cool," are so plentiful that they bring only about a nickel for three of them.

Sweet corn is abundant and getting

## Frozen Desserts

**Maple Sherbet.**  
One quart milk, one tablespoonful maple, two cupfuls sugar.  
Mix sugar and maple together, then milk. Strain and freeze as usual.

**Ice Cream.**  
One quart water, two cupfuls grape juice, two cupfuls sugar.  
Make syrup by boiling sugar and water together for fifteen minutes and cool. Add grape juice and strain. Freeze.

## Live Stock Receipts Make Great Gains

Cattle receipts on the Omaha market for the first seven months of this year are already 94,703 head in the lead of the receipts of the first seven months of last year.

This means 3,158 cars in the lead. The total receipts of cattle thus far have been 656,764.

The hog receipts for the seven months are already 211,370 in the lead of the receipts of the first seven months of last year. The total hog receipts to date are 2,062,958.

## Licenses for July Show Total Twenty-Five Hundred

The report of the city license inspector for July shows that 179 licenses, totaling \$2,504, were issued.

**Coughs and Colds Are Dangerous.**  
Internal throat and chest troubles produce inflammation. To reduce inflammation, loosen cough, destroy cold germs, use Dr. King's New Discovery. All druggists—Advertisement.

## TO TRY NEW PLAN TO GET NEW INDUSTRIES

"Omaha Industrial Plan," as It Is Called, Is Being Pushed to Limit.

### GOOD RESULTS ALREADY

Five thousand letters to induce industries to locate in Omaha have been sent from the office of the Commercial club within the last three weeks, as the first gun of the new "Omaha Industrial Plan."

The first assault has drawn an answering fire from hundreds of prospects, a good number of which are already considering Omaha as a point for relocation of their main plant or for the establishment of a branch factory.

The second feature of the campaign—that of following up the prospects with letters and charts—is now under way. Within the next three weeks, 5,000 more letters will be addressed and sent.

"More new industries for Omaha," is the slogan of the industrial committee, which is launching its campaign along new and original lines. The directors feel that the Omaha plan, which is the result of six months' preparations, will bring far greater results than any previous industrial campaign in Omaha. There are now 550 manufacturing plants in Omaha. It is expected that this number

will be increased to 1,000 within two years.

### Try New Plan.

Decision to give Omaha the benefit of an absolutely new plan to attract factories was reached after the industrial committee became convinced that the plan that has been followed for five or six years was not modern enough to meet requirements. The chief objection to the old plan was that nearly every other city employed it. The new plan is original: it is used in Omaha and nowhere else.

The men who conceived the "Omaha Industrial Plan" decline to discuss its intimate features, realizing that general publicity would put the plan in the hands of every Commercial organization in the country to make use of. The executive committee of the club has ample faith in the system, putting several thousand dollars into a fund to be used in furthering the plan. Paul W. Kuhns, chairman of the industrial committee; Randall K. Brown, chairman of the executive committee; and Commissioner Manley are supervising the campaign.

The importance of having everyone in this entire section pulling for Omaha as an industrial city is a feature that the committee in charge does not overlook. To this end, the people of Omaha and vicinity will be urged, as one feature of the campaign, to tell what, in their opinion, can best be made in Omaha and why such factories will most readily succeed here. Data and charts are now being made, showing more conclusively than by random argument why Omaha is a desirable place for the manufacture of a great variety of commodities to serve the people of this vast trade territory.

## Omaha is Largest Wheat Market in The Country Friday

Omaha led the entire United States in wheat receipts. This excepts no wheat market, either primary or secondary.

Only one market in the world led Omaha, and that was Winnipeg, Canada.

There were on the Omaha market 399 cars of wheat. Kansas City had 277 and Minneapolis 274.

Prices held up well under the large run of wheat, some of the best grades of Nebraska wheat selling as high as \$1.29 1/2 per bushel.

## Breaks Into Saloon, Mixes a Drink and Takes Nothing

A burglar gained entrance to the saloon of Gust Rommstedt, Thirteenth and Leavenworth streets, during the night and after concocting an assortment of mixed drinks on the bar left without taking anything, although there was \$10 in the cash register.

Ask for and Get  
**SKINNER'S**  
THE HIGHEST QUALITY  
**SPAGHETTI**  
36 Page Recipe Book Free  
**SKINNER MFG. CO. OMAHA, U.S.A.**  
LARGEST MACARONI FACTORY IN AMERICA

**15 POUNDS SUGAR \$1**  
Best Cane Granulated.  
3 lbs. best Coffee .....\$1.00  
Coffee Special, lb. ....30c  
Tea for iced, per lb. ....50c to 60c  
Sugar sold with \$1.00 order of other goods.  
**MOYUNE TEA CO.,**  
406 N. 16th St. Phone Doug. 2446.

**1916 Milk Fed Spring Chickens .....23c**  
**1916 Genuine Lamb Legs, per lb .....15 3/4c**

Steer Pot Roast, lb. ....11 1/2c  
Young Veal Roast, lb. ....11 1/2c  
Young Veal Chops, lb. ....14 1/2c  
Pig Pork Butts, lb. ....13 1/2c  
Pig Pork Roast, lb. ....12 1/2c  
Porterhouse Steaks, per lb. ....17 1/2c  
Spare Ribs, lb. ....9 1/2c

Extra Lean Regular Hams, lb. ....17 1/2c  
Sugar Cured Hams, lb. ....17 1/2c  
Extra Lean Breakfast Bacon, lb. ....18 1/2c  
Sugar Cured Bacon, lb. ....16 1/2c

From 8 to 9 p. m., Lamb Chops, lb. ....5c  
From 9 to 10 p. m., Pork Chops, lb. ....12c

**EMPRESS MARKET**  
113 South 16th St. Phone Douglas 2307.

We Expect a Carload of Oklahoma Watermelons Saturday, at  
**THE BASKET STORES**

Practically every melon we ever handled has been ripe, so we still recommend that you buy them NOT GUARANTEED, same as we do, and get the low price.

**1 1/2c PER LB. NOT GUARANTEED**  
**1 1/4c PER LB. GUARANTEED RIPE**

Another Car of Lemons for our Omaha and Lincoln Stores. Dozen. **24c, 28c and 34c**. Most all the stores have these sizes.

Cherry and Orange Phosphate—50 drinks from a bottle. **10c**  
Peanut Butter—MacLaren's—per lb. **11c**  
1/2 Oil Sardines. **14c**  
three for **10c**  
Best Red Salmon, 1-lb. can, **18c**  
Cold Pop, bottle. **3c**  
Cider Vinegar, large bottle. **7c**  
Per gallon. **19c**  
Picnic Salad Dressing, per bottle, at **9c**  
Sweet Split Pickles, dozen. **12c**  
Tip Brand Cocoa, 1/2-lb. can, **18c**  
Freedom Coffee, fine for serving "iced," per lb. **24c**  
Fruit Jars—Lacquered—cups  
Pints, per dozen. **40c**  
Quarts, per dozen. **44c**  
Remember we have 300 prices at any of

**THE BASKET STORES**  
No. 40 Just Opened at 4001 Cuming Street. Phone Walnut 720.



**Mother's Daily Party for Her Children**

**EACH** afternoon the children should be given a generous portion of—**Hardings** All Ice Creams

This delicious Food-Delicacy tides children over the between-meal hunger period.

You should, however, for the children's sake, serve them—**Hardings** The Creamy All Ice Creams

The Special Ice Cream for Tomorrow—Sunday—is  
**APRICOT MARMALADE**

Your dealer appreciates an advance order. It enables him to anticipate his needs.

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**A WORD TO BUTTERMILK LOVERS**

For some time we have been dissatisfied with our buttermilk and did not feel that it was up to the standard of Alamito products and the ideals of this company. Buttermilk, as ordinarily churned from the average sour milk received for market butter, has absolutely all butter-fat taken out and has a tendency to be rather sour and bitter. Some days it is nice and at other times not, and we could not control it, so we have taken it off the market and it goes back to the farmers for hog feed. After much investigation and searching we were able to make arrangements for a special milk to churn to get a high-class buttermilk, and we are now marketing this buttermilk under the brand—

**"Locust Lane Country Style Buttermilk"**

At fountains and cafes watch the cap of the bottle from which your buttermilk is served.

Physicians please notice that the milk from which this buttermilk is churned has been pasteurized.

ORDER A FREE SAMPLE FROM OUR DRIVERS OR PHONE

**ALAMITO** "MILK-WHITE" DAIRY  
DOUGLAS 409

**THE HOUSEWIFE'S PRIDE**

The housewife who serves pure, home-baked bread makes the home a delight and a pleasure to all. She shows true motherly pride by giving to her family the most wholesome and strengthening of foods.

All foods consist substantially of fats, carbohydrates (starches and sugars), and proteins (white of egg, gluten, lean meats etc.). These three substances sustain, operate, and repair the human body. These are the average percentages contained in seven representative staple foods, as shown by U. S. Department of Agriculture Bulletin No. 142:

Wheat flour	1.0	75.1	11.4
Potatoes	0.1	14.7	1.8
Beef, sirloin	16.1	--	16.5
Butter	85.0	--	1.0
Milk	4.0	5.0	3.3
Salt codfish	0.4	--	16.0
Eggs	9.3	--	13.1

Note the high percentages of proteins and carbohydrates in wheat flour. The butter spread on bread and the shortening used in making biscuits, supply the fat that makes these flour foods the balanced ration.

**Iced Butter-Nut The Coffee**

Our only suggestion is that you make fresh coffee. Don't use coffee that has stood in the grounds and become bitter.

A little experimenting will show you which you like better; your Iced Butter-Nut Coffee served with cream or without.

**Cooling, Delicious, Refreshing**

**XTON & GALLAGHER CO.**

**Armour's Grape Juice**

**100% Pure**

Armour's Grape Juice carries the famous Oval Label—Armour's guarantee of absolute purity. This is nature's own beverage, undiluted, unfermented and unsweetened save for the natural sugar of the grape. Perfect clarification by the exclusive Armour process.

Grape Juice is the great summer drink for all. No other beverage has so large a variety of uses. Armour's, because of its purity, is the ideal drink for children, invalids and old people as well as for the strong and vigorous.

Order Armour's in the Family Case of six one-pint bottles.

**ARMOUR COMPANY** 862  
Robt. Suddats, Mgr., 1315 and Jones Sts., Phone H. 1055, Omaha, Neb., U. S. A.  
L. Wilkinson, 29th and Q, Tel. No. 1740.

**Sold By Oval Label Stores**

**1916 Milk Fed Spring Chickens .....24c**  
**1916 Genuine Lamb Legs, per lb .....16 3/4c**

Steer Pot Roast, lb. ....11 1/2c  
Young Veal Roast, lb. ....11 1/2c  
Young Veal Chops, lb. ....14 1/2c  
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Extra Lean Breakfast Bacon, lb. ....18 1/2c  
Sugar Cured Bacon, lb. ....16 1/2c

**SPECIALS**  
From 8 to 9 p. m., Lamb Chops, lb. ....5c  
From 9 to 10 p. m., Pork Chops, lb. ....12c  
at Above Prices.

Mail Orders Filled  
**PUBLIC MARKET**  
1610 Harney Street. Phone Douglas 2793.

**KC BAKING POWDER**

25 OUNCES FOR **25c**

EVERY CAN GUARANTEED

MANUFACTURED BY **JAQUES MFG. CO.**  
CHICAGO  
TRADE MARK REGISTERED  
EVERY CAN GUARANTEED

**"The Power behind the Dough"**  
Ask your grocer—He knows

What is it the hen-pecked husband most craves?  
What is it the inmates of our prisons wait for?