

New Public Market Now Open

Bakery in One of Large Departments in Basement

When you attend the opening of the new Public Market on Sixteenth street you will be attracted to a space on the north side of the basement, where all sorts of tempting bakery products will be displayed by Ortman's New England bakery.

This progressive institution has just remodeled and enlarged its main store at 214-216 North Sixteenth street, and its faith in Omaha is further attested by the fact that it is opening a branch in the Public Market.

In the new branch, which will be opened on Saturday, cakes will be specialized, with all sorts of bakery goods in addition. There will be layer cakes, small cakes of all flavors and shapes and in fact every kind of cake for every kind of taste.

Breads of all kinds will be handled, as well as pies and buns and cookies and doughnuts like mother used to make. Mr. Ortman said he believed his Public Market branch will soon be known throughout Omaha as the headquarters for the best in cakes, and, as for bread, why, he said, everybody knows what Ortman's New England bread is.

Ortman's New England bakery has earned an enviable reputation for the purity of its products. Their bakery is equipped with the most modern apparatus and the products of this plant will be served at their Public Market location.

Seeds and Flowers to Be Sold at New Public Market

"Seeds that grow?" Ever see that sign? That means the Nebraska Seed company which will have basement space in the new Public Market. This company, among the foremost of its kind in the west, has felt the need of a centrally-located location for its expanding business.

The main store at 1613 Howard

street, of course will be continued as usual with D. Dennis in charge, while H. O. Pomeroy will be in charge of the new location.

In the new store cut flowers and plants will be carried in profusion. The tired business man may drop in on his way home and buy a bouquet for his wife, or mother or sweetheart. An extensive line of plants and bulbs will be displayed.

The "Nebseco" line of seeds and poultry supplies also will be carried. Translated, "Nebseco" means "the best."

The Nebraska Seed company, by the way, is one of the old reliable establishments of Omaha. It is known throughout Omaha's trading territory and those who are in charge look forward with interest to the opening of

their new store in the center of the busy shopping district.

The convenience of the new location will commend itself to the large patronage which this company has built up and many new friends will be attracted on account of the many interesting shopping features in the New Public Market.

Fountain of Marble and Steel Is Market Feature

One of the new and interesting features of the branch of Denise Barkalow, Inc., in the Public Market, is the white Carara marble which has been used extensively along the 67-foot space this company will use. This marble is made by a scientific process, which renders the material ab-

solutely stainless and affords a snow-white effect at all times. The soda fountain, the largest in Nebraska, does not contain a piece of wood. It was constructed of steel and Carara marble.

Dainty lunches, soft drinks and candies will be served in this fine refreshment emporium. Home-made candies from the company's own candy kitchen will be received every day. The cooling system for the soda fountain is of the ammonia-brine type. Refrigerated candy cases will keep candies at an even and correct temperature.

All modern devices for quick service of lunches and soft drinks have been installed. Quality will be the first consideration at this store, which will be open evenings and Sundays. Souvenirs for men, women and children will be given on Saturday, the opening day.

This firm has been in business in Omaha many years and has been serving the public in various downtown locations. They have an organization which insures the best of service of highest quality goods at this new location.

To Iron Cotton Nightgowns.

Take the back of the garment, and fold it singly away from the front, iron it a little on both sides, then fold back again with the fronts outside, and iron each until perfectly smooth. Any trimmings or bands there may be should be ironed first, and in the case of nightgowns the sleeves first, commencing with the cuffs. As each garment is finished it should be hung on a clothes horse to air.

Sheets and Towels.

These are generally mangled first, then finished off with the iron. Pillow cases the same, or they may be ironed entirely, but mangling is considered to give them a better color than if they were ironed entirely.

HOLIDAY GOODIES BRIGHTEN THE LOCAL MARKET STALLS

Local vegetable and fruit markets are already beginning to show evidence of the approaching holidays. Cranberries, celery, oranges, pumpkins, nuts, grapes, all have a flavor of Thanksgiving and Christmas.

Cranberries have joined the higher price list now and are selling at 15 cents a quart. Celery is of specially fine quality and selling at 5 and 10 cents a bunch. Oranges of the new crop are here at the old prices. The new grapefruit is also in. And pumpkins, for the delicious pumpkin pies, are plentiful and fine and sell at little prices. English walnuts, Brazil nuts, filberts, almonds in the shell sell around 30 cents a pound. Black walnuts are 10 cents a pound.

Potatoes are holding down in price, selling about 35 cents a bushel. Sweet potatoes are about 5 cents a pound. Some very good string beans are still

on the market at 10 to 15 cents a quart.

Onions are plentiful, both the green ones and the full-grown ones. The green onions sell at 5 cents a bunch, or three for 10 cents, and the others at about 5 cents a pound.

Vegetable squash, fine for baking, is plentiful, selling about 5 cents each. Hubbard squash is cheap this fall, 12 to 25 cents each.

Popcorn is one of the new arrivals and sells at 60 to 75 cents for a market basket full. California grapes are still about the cheapest fruit on the market, 40 to 50 cents for a seven-pound basket.

Peaches are still plentiful at about \$1.25 a box, or 20 to 25 cents a dozen. Apples sell at all prices for all varieties. Some of the home-grown cooking apples are as low as 25 cents a peck. Some of the big, fancy apples sell at 5 cents each. Winter pears sell from 20 to 40 cents a dozen.

Home Economics Department

Harriet Ruth's Cooking Lesson

Baked Potato on Half Shell

"Mother," said Harriet Ruth, one Saturday morning, "I have my practicing all done; can't I cook now?" "All right," said her mother, "what would you like to cook?" "Something for lunch, because Lillian is coming over. I'd like to surprise her. Just anything that you think I can make."

Mother answered, "I had planned to have baked potatoes for lunch because they can be baked while my loaf cake is in the oven. If you want to, you may bake the potatoes and turn them into 'baked potatoes on the half shell.' That is such an attractive dish to serve, and is very little work. Look through my recipe catalogue for the card."

A few moments later Harriet Ruth was ready to cook. Her hands and nails were spotlessly clean, her apron was fastened securely and the desired recipe card was in her hand.

Baked Potato on the Half Shell.

1 medium-sized potato for each person.
1 T. hot milk to each potato.
1 t. butter or butter substitute.
1 shake salt.
Few grains of pepper.

Wash the potato, place in a hot oven and bake about 45 minutes, or until potato will give when pressed between the thumb and first finger. Cut the potato in two lengthwise, scoop out contents into a bowl, then mash. Add other ingredients and beat until the mashed potato is very light. Pile it back lightly and roughly into the potato shells; return to the oven and brown. Time of browning, about 15 minutes.

"When shall I begin, mother? The potatoes take so long."

"Plan to serve the potatoes at 12:30. Then they should be in the oven to brown at 12:15; and you must allow 15 minutes for the mashing. The potatoes should be baked at 12 o'clock;

Co-Operation

Readers are cordially invited to ask Miss Gross any questions about household economy upon which she may possibly give helpful advice; they are also invited to give suggestions from their experience that may be helpful to others meeting the same problems.

hence they should be in the oven at 11:15. Just time if you get them now. When you select the potatoes get them of uniform size so that they will bake in the same length of time. If you want them to be especially nice, Harriet Ruth, grease the potatoes before baking. The greasing keeps the skins soft and gives them a better flavor. Most of us like to eat the skins of baked potatoes, especially now when we are saving every bit of food."

At 12 o'clock Harriet Ruth tested the potatoes, pressing the hot potato between her thumb and first finger, but first she protected her hand from the heat with a heavy cloth. Just before the potatoes finished baking Harriet Ruth had heated the milk and butter in a small pan. She followed directions carefully, cut the potatoes and scooped out the inner part into a bowl. After she had mashed the potatoes till not a tiny lump remained and added the other ingredients, mother cautioned, "Be sure to beat the potato thoroughly; that is the secret of light, fluffy mashed potatoes—thorough mashing and vigorous beating."

Harriet Ruth found a teaspoon the best help in returning the mashed potato to the shells and remembering the direction to pile the potato back lightly and roughly. "Why shouldn't I smooth down the potato, mother?" "Because the little irregularities make a better looking dish, and besides, we want to keep the potato light, not crush it down. If this were

not war time, daughter, we would dot the tops of the potatoes with bits of butter to add to the appearance and flavor; but we can get along very well without the extra butter."

The little girl arranged the potatoes carefully in a baking pan and put the baking pan on the top grate of the oven.

When Lillian had arrived and lunch was ready the potatoes were just done. The whole surface was not browned, but the little irregularities were a tempting deep color. As a final touch, when Harriet Ruth placed a small sprig of parsley on each half.

"My!" said Lillian, as she tasted the potato, "did you make these all by yourself? I wish I could cook."

Art Just a Grind Says Syncopated Troubadour

Carl Carroll, who wrote the music and lyrics of "Canary Cottage," now running at the Olympic, says the Chicago Tribune, is 23 years old and has been dubbed in New York City, where he built a bungalow for himself and wife, atop one of the skyscrapers, the "syncopated troubadour."

Mr. Carroll is serving his country in the aviation corps of the United States army. Besides "So Long Letty" and "Canary Cottage," Mr. Carroll has several big song hits to his credit, including "Dreaming," "Sprinkle Me With Kisses," and "Isle d'Amour."

"Art is hard work," says Mr. Carroll. "Inspiration exists, but a capacity for getting down to 'hard tacks' is more likely to produce results. The only way to write a song in my opinion, is to stick to it. At least it's the only way that I can get results. Once started, I never quit until I am through. Three o'clock in the morning looks just the same to me as 3 o'clock in the afternoon, when there is music to be turned out. Some folks may call it art, but to me it's just a hard grind."

Funeral of Thomas Shea To Be Saturday Morning

The funeral of Thomas Shea, found dead in his apartment Thursday afternoon, will be held at 9 o'clock Saturday morning at St. Philomena's church. Burial will be in Holy Sepulcher cemetery. Mr. Shea has lived in Omaha for thirty years and during the most of this time has pursued his trade as saddler.

Boasted That He Trifled With Some Other Women

Bessie Ingraham, suing LeRoy E. Ingraham for divorce in district court, says he added insult to injury by trifling with other women and then coming home and bragging about it. They were married at Ord, Neb., January 24, 1910.

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THE BEST
MACARONI

Ask For
-Get-
Horlick's
The ORIGINAL
Malted Milk
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Substitutes
Cost YOU
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Don't be misled by paying such high prices for meat when we are still selling our choice sirloin and round steak for 20c per pound.

MEAT DEPARTMENT

Home Dressed Spring Chickens, lb.	24 1/2c
Home Dressed Young Pigeons, each	15c
Home Dressed Spring Ducks, lb.	25 1/2c
Lamb Chops, per lb.	25c
Young Mutton Chops, lb.	15c
Lamb Steaks, lb.	15c
Young Mutton Stew, lb.	12 1/2c
Fresh Beef Tongue, lb.	25c
Extra Fancy Veal Roast, lb.	20c
Extra Fancy Veal Round Steak, lb.	30c

GROCERY DEPARTMENT

All Brands Creamery Butter, lb.	45c
Good Oleomargarine, lb.	25c
Extra Fancy Santos Coffee, lb.	22 1/2c
Regular 85c Coffee, per lb.	28c
Tea Siftings, per lb.	15c
Sunkist, Puritan, Blue Bird, 48-lb. sack	\$2.98
Heinz New Sauer Kraut, per lb.	10c
Georgia-Sweet Potatoes, 4 lbs.	25c

FRUIT AND VEGETABLE DEPARTMENT

Good Cooking Apples, peck	25c
Large Potatoes, 15 lbs.	40c
Iceberg Head Lettuce, 2 for	25c

WE SERVE HOT SOUP FROM 11 TO 2 O'CLOCK EVERY DAY—PER BOWL, 5c

To introduce The Perfect Beverage "MIZZ" we are going to serve it free all day Saturday at our SODA FOUNTAIN

All country orders promptly attended to.—The largest mail order house in middle west.

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Twenty-Five Years in Business.

1917 MILK-FED SPRING CHICKENS, LB. . . . 19 1/2c
PIG PORK LOINS, LB. . . . 22 1/2c

Young Veal Roast, lb.	12 1/2c
Young Veal Chops, lb.	17 1/2c
Young Veal Stew, lb.	10 1/2c
Choice Mutton Chops, lb.	18 1/2c
Choice Mutton Roast, lb.	15 1/2c
Steer Pot Roast, lb.	13 1/2c
Steer Porterhouse Steak, lb.	17 1/2c
Choice Mutton Roast, lb.	22 1/2c
Steer Rolled Rib, lb.	17 1/2c
Pig Pork Roast, lb.	21 1/2c
Pig Pork Butts, lb.	23 1/2c
Extra Lean Regular Ham, lb.	28 1/2c
Sugar Cured Ham, lb.	23 1/2c
Sugar Cured Bacon, lb.	36 1/2c
No. 1 Lean Bacon, lb.	39 1/2c
3 lbs. Lamb Stew for	25c
Fresh Dressed Chickens, lb.	18 1/2c
From 8 to 9 p. m.—Pork Chops, lb.	20c
From 9 to 10 p. m.—Lamb Chops, lb.	12c

EMPRESS MARKET
113 SOUTH 16TH STREET. DOUGLAS 2307.

Ask For -Get- Horlick's The ORIGINAL Malted Milk Safe For Infants & Invalids Substitutes Cost YOU Same Price

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A complete line of these goods will be received daily, guaranteeing the finest quality of Delicious Dainties produced in this country.

Come and inspect the most elegant Delicatessen Store in the city.

PUBLIC MARKET
Delicatessen Dept.

QUALITY FIRST; CUSTOMER ALWAYS RIGHT.

This Is the Week to Do Your Bit

Your market basket filled with the BASKET STORES is a sure sign of thrift. Money paid out for groceries here is not spent, every bill of goods bought of us brings you dividends in Dollar Bills on your investment.

The average family, by trading at the Basket Stores, can save enough money on groceries and meats alone to buy a Liberty Bond in a surprisingly short time.

Apples! Apples!

Car Load—We just received a fine car load of Washington Apples from Winnebago Valley, finest grown and the price is very low. Choice King David or Jonathans, box \$1.88

Ex. Fancy King David or Jonathans, box \$2.17

Ex. Oh. You! Extra Fancy Delicious, per box \$3.60

ALSO A CAR LOAD OF FINE JONATHANS, AT BU. \$1.96

PECK \$2.00

Peanut Butter, in glass 21c
Peanut Butter, in bulk, lb. 20c
Crackers, bulk, soda, lb. 15c
Crackers, fancy soda, lb. 16c
Crackers, Graham, lb. 11c
Tip or Aunt Jemima's Pancake Flour, 5 lb. tin, 30c
Just right for crisp mornings, pkg. 13c

Palm Olive soap, bar 11c
Castile soap, 7 1/2, bar 4c
Tip Tar soap, bar 4c
Mild Frog Soap Polish, box 4c
Stove Emulsions, box 4c

Potatoes

Car Load Nebraska-Ohio Potatoes being distributed in our stores in your neighborhood. To get your share, you will have to hurry, as they won't last long.

PECK, 33c; Bushel, \$1.28.

In 200-lb. lots, cwt., \$2.10, which is \$1.26 a bushel.

Krinkle Corn Flakes, large pkg. 13c
Post Toasties, large pkg. 17c
Washington Krisp, pkg. 11c
Gum, nearly all popular brands, 2 for 18c
Comb Honey, comb 4c
Yeast Foam, pkg. 4c

Liquid Veneer, 1/2 size 8c
Mint Toothpicks, pkg. 4c
Racks, carpet, 1/2 pk. 4c
Cash Habit Toilet Paper, roll 6c
Lilias Rose Toilet Powder, large can, 24c
Lipton's Tea, lb. 73c
Uncolored Japan Tea, lb. 66c
Mayblossom or Cash Habit Tea, 1/2 pound, for 23c
Kellogg's Drinket, lb. 21c

SUGAR!

We are co-operating with Mr. Hoover and are restricting the sale to three (3) pounds to a customer. Don't try to load up, but buy it as you need it.

LET'S HELP WIN THIS WAR.

Potatoes

Carload of Excellent Holland Cabbage will be in next week. We certainly appreciate and thank you for your patience in waiting for this car to arrive. The price will be right. Watch our Stores.

Concord Grapes, basket 28c
Coffee—Tip, Mocha & Java Blend, steel mug, a 4c trade 38c
Independent, this is a splendid coffee. We sold over 2 car loads last year, lb. tin, 30c; 2 1/2 lb. tin, 35c
Thrifty Habits, sweet drinking Santitas Blend, lb. 22c
Flour—Gold Medal, 48-lb. sack, \$3.08
Farina, a splendid breakfast food, pkg. 15c
Tip Baking Powder, it made the prize winning cakes at 3 Nebraska State Fairs, 1-lb. can 15c

For fresh or cured meats, call on our sanitary markets, where you will find highest quality in this line.

NORTH OMAHA PATRONS!

We have adjusted the fire loss at Store No. 25, 2518 North 24th St. The entire stock will go on sale probably Monday at very low prices, to clean up fast, and make way for a clean, fresh stock.

FORTY BASKET STORES CO. Omaha & Lincoln
Over 300 Items Lower Than Any Other Omaha Grocer.