Ella Fleishman ASS'T EDITOR



NOT A DECEPTION; BUT A REVELATION! Many claim it is

--Better We claim it is Equal to --THE BEST BUTTER

The new vegetable oil nutbutter, which is known as the "Holiday Nutmargarine," having a phenomenal salenot because it deceives the users of butter-believing it animal fat butter; no, not at all, but because it is a revela tion to them-that it is so good, really superior to mos butter in the test of taste, flav or and aroma.

Users' claims are filled wit' Enthusiasm.

Our claims are Conservative We are anxious that you TRY A POUND TODAY

Sold by All Dealers in Pure Food Products U. S. Food Administration License No. G13773.

west, it's true, but the real Miss 1918
Lochinvar comes from the east. Lieu-Young Lochinvar came out of the tenant Oscar Roman was recently married to a charming Springfield girl at the home of the G. M. Durkees in Dundee. And behind the military wedding lies a tale.

at her home one wintry afternoon Cupid do not always co-operate, however, and the young officer found that he could not get his furlough at the holiday time. All this the yellow slip stated, but in fewer words. Was the One Thousand Books Promised. young lady daunted? Not she. "The Ladies' Aiders" were bowed gra-

By MELLIFICIA-Feb. 1 Omaha. Although "advice to the lovelorn" is hardly in our province, to all doubting young women who are a bit skeptical about these war-time

Miss Sholes in Washington.

Miss Helen Sholes left Thursday evening for Washington, B. C., where she will occupy an important govern-The bride-to-be was busily engaged ment position. Miss Sholes obtained in entertaining the Ladies' Aid society the position through Mr. Herbert Daniels, formerly of Omaha, who rewhen a telegram was delivered from cently entered governmental service, her soldier lover away out in Ne- and she will make her home with Mr. braska. Lieutenant Roman, who was and Mrs. Daniels. Miss Sholes, who learning to fly at the balloon school, is the daughter of the late Mr. and had hoped to go east for his bride at Mrs. De Vere Sholes, is well known Christmas time. Uncle Sam and Dan in Omaha., After finishing a business course at the Van Sant school Miss Sholes held an important position in the Ak-Sar-Ben office.

The Collegiate Alumnae association have promised to provide 1,000 ciously out, the bride-to-be scram- books for the ubrary of the Nebraska bled into her traveling suit, assisted base hospital in France. The memmother and father into theirs and bers ask the co-operation of all who caught the evening train for Omaha. wish to assist in this good work of Arriving in our fair city, the party providing reading matter for went at once to the Durkee home, as wounded soldiers. Good novels, Eu-Lieutenant Raymond Durkee and ropean histories and especially French Lieutenant Roman had become great dictionaries and text books are asked friends while ballooning, and Mr. and for. The books may be taken to the Mrs. Durkee had very graciously in- Sunderland brothers' office at Sev vited the young courle to have the enteenth and Harney, where they will ceremony performed there. The re- be collected. The books must be sent sult is a very happy young Mr. and within a week, as it will take some Mrs. Lieutenant now living at Fort time to pack them for shipment.

Soliloguy of Modern

A fib is small at first, but it rolls and grows and comes back a monstrosity. : : : :

By ADELAIDE KENNERLY.

OU were in a tight pinch and so, rather than be frank and refuse to answer (or tell the truth), you fibbed a little.

That little fib called for another. It put you in deep water and when it came back tenfold you told another in an endeavor to squirm out

And the tiny little fib ripples and ripples and spreads into an atrocious

What do you gain by a lie?

Any self-glory? Any respect of your friends? The admiration/of the

But this is what you lose;

The confidence of your friends and associates, Indeed, you lose friends along with the fading confidence.

The respect of the world at large A lie loses for you the esteem of the worthy and the trust of the good.

It takes from you the interest of the classes and the faith of the And it loses for you the greatest of all achievements-love. For to win

love is an achievement. A lie is often more disastrous than an earthquake. It shatters the best to bits; it is more dangerous than the German gas, for its fumes are

wafted in on every breeze. A lie brings you nothing but grief. Is it worth the telling?

Stories at Social Settlement.

Mrs. W. J. Mettlen Now Mrs. Philip Welch and Mrs. C. W Pollard will tell stories at the children's hour of the South Side Social Settlement Saturday at 3 o'clock. There will be music by Ampfire Girls and dancing between 7 and 8 o'clock There will be social dancing for grownups from 8:30 until 11 o'clock.

The Russian Progressive club meets Sunday at 2 o'clock. Mrs. A. I. Root will sing, Miss Olga Eitner will play the violin and Miss Gertrude Weeth

Dinner Party.
Mr. and Mrs. Luther Drake will entertain at dinner at their home Thursday evening, the party attend-ing the concert given by Mrs. David Stone and Mrs. Edith Wagoner at the Boyd afterward.

At the Prettiest Mile Club, Captain and Mrs. Wedemeyer will entertain at dinner at the club Satur-

Mr. and Mrs Robert Jones will entertain eight guests at the dinnerdance Saturday evening, as will also Dr. and Mrs. Newell Jones.

L'Alliance Française.

Madamoiselle De Han gave a talk at the meeting of the l'Alliance Francaise, held Thursday evening in the City National Bank building. Madamoiselle De Han is a Belgian woman and has been instructor in French at Brownell Hall,



Mrs. W. J. Mettlen

Mrs. W. J. Mettlen has a big job at the Red Cross state inspection warehouse in the Haubens building. Mrs. Metilen is censor for all the surgical dressings produced in the

Has Big Job as Red

Cross State Inspector

to do Red Cross work, besides her patriotism. His name is Lieutenant Crane Mettlen, now stationed at Fort

Trinity Parish Aid.
Mrs. H. S. Clarke, ir., will be hostess for Trinity Parish aid next Wed-nesday at her home, 3522 Farnam

A Play

By HELEN MAE McDONALD. .

Bud favored his morning sleep. In infancy, he "pounded his ear" preferably between 5 and 9 a. m. He pursued the same course as a boy. Manhood found him sleepier,

This conversation was a daily occurrence in his home: 7:00 a. m. "Bud." called his mother, immediately after waking.

7:30 a, m. "Bud?" 8:00 a. m. "Bud!" A muffled grunt

from upper regions indicated an unhappy "Y-e-s." 8:30 a. m. "Bud! Have I got to wait

breakfast all day for you?"
"All right. I'm coming," yawned

voice laden with gloom Presently, pattering feet down the stairs announced the advent of Jack Johnson, Bud's dog. His demeanor, as he entered the kilchen, was half-apologetic, wholly friendly.

Isn't Bud up yet?" asked his ex-

asperated mistress.

A sober tail wig-wagged, "Not yet." Then Jack Johnson sat down and lifted luminous brown eyes. Suddenly, out lolled his red tongue and he deliberately displayed two gleaming

rows of ivory teeth the while his shining black body quivered. With twitching lips, his mistress turned away to replenish the fire un-der her son's breakfast.

Lucile, Bud's baby niece, came & visiting from the far-off Philippine islands. She was at the age where gurgles and cooing accomplished her ends. She seemed-even to doting relatives—rather backward in her speech, and they impatiently awaited her first intelligible, word. A few mornings after Lucile's arrival, she electrified all with the following:

"Bug." "Bug?" "Bug!" But "Bug" slept on. SCENE 3.

Fort Snelling Training Camp. En-ter the bugler. Lifting his bugle to his lips and facing the spot where the dawn ought to be, he shrilly sends forth his plaint:

I can't get 'em up, "I can't get 'em up,

"I can't get 'em up in the morn-

But he did. Hundreds of the nation's young patriots tumbled out into the cold bleak morning, ready for setting-up exercises before breakfast. Among them was Bud. And it was

Today, a fire lieutenant of artiflery, 88th division. Camp Dodge. Iowa, laughs heartily as he remembers.
"Fort Snelling cured me of that, too," he admits, blushing.

Jennie's sweetheart, enroute to France, had just one day in Omaha. Jennie was anxious to celebrate every minute with him, but she was a stenographer and her time belonged Anyone who thinks Mrs. Mettlen's to others. Summoning her courage, is a "soft" job is recommended to pay a visit to the warehouse and woman, and asked for "just a half

hour, please. "Why, there is nothing that can-not wait until tomorrow, Jennie. Take the whole day." What welcome per-

mission it was! Next morning a teary-eyed girl laid her head on her employer's shoulder. "Oh," she gulped, "if it hadnit been for you, I wouldn't have this."
Shyly, she displayed a glittering

diamond on the third finger of her left

PERSONALS

EMPRESS MARKET

113 S. 16th St.

Phone Douglas 2307.

SPECIAL PRICES IN OUR NEW GROCERY STOCK

Tall Hebe Milk, per can 11c Baby Size Hebe Milk, can 5c 15c can Tomatoes, per can 11c 15c can Corn, per can 10c 15c can Peas, per can 12c	Hand Picked White Navy Beans, lb Lima Beans, per lb
3-lb. can Hominy or Pumpkin, can. 12c 3-lb. can Sauer Kraut, can 15c Tea Siftings, per pkg 15c 15c pkg Corn Flakes, pkg 9c Huco Pork and Beans, in tomato sauce, per can, at	10-lb. can Calumet Baking Powder 10-lb. can Karo Syrup Creamery Butter, lb Best Potatoes, 15 lbs. to the peck Best Jonathan Apples, box31 45c Oranges, per dozen31
Huco Tomato Puree, per can	80 size Grapefruit, each. 56 size Grapefruit, each. Best Dried Peaches, lb. 12 Best Prunes, pef lb. Pinetree Matches, per box. 6 boxes for.
These prices prevail for this week at	the Empress Market Grocery De

1917 Milk-Fed Spring Chickens at Wholesale Prices.

Steer	Porternouse Steak, 10
Steer	Round Steak, lb
Steer	Sirloin Steak, lb
Steer	Pot Roast, lb 171/2c and 191/2c
Steer	Boiling Beef, lb
	Shoulder Steak, Ib 191/2c
Steer	Rib Roast, lb
Pig Po	ork Roast, Ib
Pig Pe	ork Butts, lb
Young	Veal Chops, lb 191/2c
Young	Veal Roast, Ih 171/2c and 191/2c

No. 1 Mutton Legs, lb231/90 No. 1 Mutton Chops, lb 221/20 Fancy Mutton Roast, lb .. Sugar Cured Picnic Hams, lb. Swift's Winchester Bacon, lb. Cudahy Puritan Bacon, lb....

Early shoppers can do their bit in helping Uncle Sam. A part from getting bargains in groceries, meats and hams; Restrict yourself to eating less when sitting at the table. Let us send more food to our allies, as much as we are able

Conserve, Reserve and Preserve-let your actions be undefiled Let the food administrators find us ever ready: O maha has much to do, but let us not be heady. Some people think that early closing is a severe war measure, I natead of that, it should be a duty and a pleasure. Now the "WASHINGTON MARKET" welcomes you daily from 7 till 6,

to "Our Branch" at McCrory's" and there your order we'll fix.

Go to Our Branch at McCrory	and there your order were
hoice' Sirloin Steak, lb	Morrell's Skinned Hams, hal per lb., at
Vinehester Sugar Cured Breakfast Bacon,	Sautters Buising per th

One of the Largest Mail Order Houses in the Middle West.



Chicago and Monmouth, Ill.

Mrs. J. J. Dodds returned Thursday from a three weeks' trip in the east, Mrs. Dodds visited in Columbus, O.,

Dean James A. Tancock is ill with the grippe and will be unable to appear on the open program of the Omaha Woman's club Monday. A daughter was born to Mr. and

Mrs. Walter J. Whitaker in Chicago, January 16. Mrs. Whitaker was for-merly Miss Eva Johnson. Miss Elizabeth McDonald, who has

been confined to her home with an attack of the grip, is much improved.

Omahans registered at Hotel Me-Alpin in New York during the past week were: Mr. T. P. Gentleman, Mr. T. McMahon, Mr. F. L. Haas, Mr. William Offenham and Mr. H. R.

Carter Lake Club Dance.

The members of the Carter Lake club will give a dance and card party Friday evening, February 8, at the Rome hotel.

Mrs. Wilson's Handkerchief.

Mrs. H. Y. Cook is the fortunate ossessor of the hand-made hankerchief sent by Mrs. Woodrow Wilson to the White Elephant sale.

Mrs. Stack Will Entertain.

Mrs. F. J. Stack will entertain at luncheon Tuesday at her home in honor of Mrs. Ida Herbolt of Peru, Ill., who is the guest of Mrs. Rose

Woodworth. Of Interest to Women.

No legal execution of a woman has been recorded in Massachusetts since July 2, 1778, when Bathsheba Ruggles Spooner was hanged in Worcester for the murder of her hus-

One of the highest salaried women holding public office in New York City is Miss Mary Catherine Tinney, who receives \$3,500 a year as general inspector of the department of public charities.\

One thousand two Kundred miles by water were covered during the summer by the first river postwoman in England in delivering letters and packages to the bungalow and houseboat dwellers along the Staines reach

Because cereals are relatively low n price and because most of them furnish some tissue-building materials as well as body fuel, it is good economy to use them freely and in the place of part of the more expensive foods when this can be done without reducing the food value of the meal.

Let the table scraps help make eggs and meat. In every household, no matter how economical the housewife there is a certain amount of table scraps and kitchen waste which has feeding value, but which, if not fee finds its way into the garbage pal The saving medium: Some here



ery test-Color, Flavor, Aroma. For Table, Cooking or Baking, and means a saving of 35 to 40 per cent. The U. S. Revonue Law requires branding this package "Oleomargarine," but it is not oleomargarine. There is no oleo or other animal fats used in the making of this spiendid medical.

MAHA COLD STORAGE COMPAN

Bee Want Ads Are Business Boosters For Business

The Omaha Bakers and Mr. Wattles--

Some of the Omaha daily newspapers have been printing stories and editorals concerning the relations between the Food Administrator and the Omaha bakers which, either by design or through ignorance, have been grossly misleading as to facts and in spirit.

Directly and by innuendo, we have been accused by at least two of these newspapers of being "unpatriotic," of thinking ourselves "exempted and privileged," "big and powerful enough to defy the law," that we try to "bluff and bully," that we insist upon having a "run-in with the food administrator," and that we have "profiteering proclivities."

We, therefore, want to come before the public with these frank and clear statements:

First-We excuse the newspaper men for their inaccuracies. We realize that their work must be done hurriedly and they are apt to err in their haste.

Second-We have no fight with Mr. Wattles. He is trying in a big, broad, earnest and conscientious manner to discharge faithfully his duty to his fellow citizens. We desire only to help him so far as lies within our power.

Third-We are not "unpatriotic" .One of our number has two sons in the army; another has two. These four boys volunteered. Others of us have sons in the uniform. Nearly all of us have done committee work for the sale of Liberty Bonds, Red Cross and Y. M. C. A.

Nor do we consider ourselves "exempted and privileged." The greatest. asset we have is the good-will of the public, and we consider ourselves their servants. Nor are we trying to "defy" the law, "bluff and bully," or have any

run-in." Above all, we are not "profiteers." This we shall prove, incidentally, by analytical reports of our business, which we expect to submit to Mr. Wattles.

We were never "ordered" to reduce the price of bread in Omaha to 7½c. We were not even requested to do ft. There has been no law requiring it. WE MADE THE REDUCTION VOLUNTARILY as a try-out measure of co-operation with the food administration after our committee visited Mr. Hoover.

This voluntary reduction in price was tried through December. We found the 71c price left us no profit—in fact, caused us a loss. On January 4th we notified Mr. Wattles of our finding and said we would put the price back at 8c on January 7th, but at his request we deferred raising it until January 12th, a week later. Before sanctioning the return to our November price, Mr. Wattles merely desired to assure himself of its necessity and wisdom. We are, therefore, to submit to him a "questionnaire," which when filled out, will prove our contention.

Fair play is all we ask. We are not "fighting" for it. We are only exerting our efforts to save our businesses from closing their doors.

We sympathize with Mr. Wattles in his trying office, and believe that he intends to be fair and just to everybody concerned to the best of his ability.

While the decision is pending before the Food Administrator, we believe the public will be fair enough, both to Mr. Wattles and to us, to suspend, judgment based on inaccurate newspaper reports.

The Bakers of Omaha