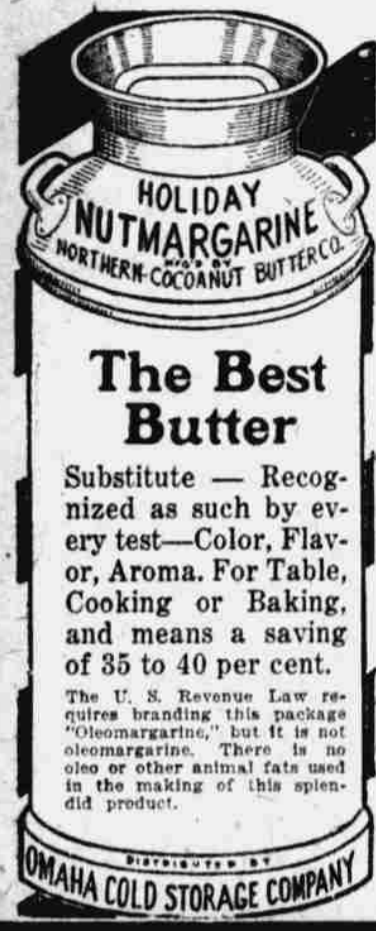


Adelaide Kennerly EDITOR

WOMAN'S SECTION OF THE BEE

Ella Fleishman ASST EDITOR

HOLIDAY BRAND NUT-BUTTER



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

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

The new vegetable oil nut-butter, which is known as the "Holiday Nutmargarine," is having a phenomenal sale...

Users' claims are filled with Enthusiasm. Our claims are Conservative. We are anxious that you TRY A POUND TODAY

Bee Want Ads Are Business Boosters For Business

SOCIETY

By MELLIFICIA—Feb. 1

From Out of the West. Young Lochinvar came out of the west, it's true, but the real Miss 1918 Lochinvar comes from the east.

The bride-to-be was busily engaged in entertaining the Ladies' Aid society at her home one wintry afternoon when a telegram was delivered from her soldier lover away out in Nebraska.

One Thousand Books Promised. The Collegiate Alumnae association have promised to provide 1,000 books for the library of the Nebraska base hospital in France.

Omaha. Although "advice to the lovers" is hardly in our province, to all doubting young women who are a bit skeptical about these war-time marriages we would say, "Go thou and do likewise."

Miss Sholes in Washington. Miss Helen Sholes left Thursday evening for Washington, D. C., where she will occupy an important government position.

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 the piano.

Soliloquy of Modern Eve

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

By ADELAIDE KENNERLY.

YOU 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 of it.

Stories at Social Settlement. Mrs. Philip Welch and Mrs. C. W. Pollard will tell stories to the children's hour of the South Side Social Settlement Saturday at 2 o'clock.

Dinner Party. Mr. and Mrs. Luther Drake will entertain at dinner at their home Thursday evening, the party attending 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 Saturday evening.

L'Alliance Francaise. Mademoiselle De Han gave a talk at the meeting of the Alliance Francaise, held Thursday evening in the City National Bank building.

Trinity Parish Aid. Mrs. H. S. Clarke, jr., will be hostess for Trinity Parish Aid next Wednesday at her home, 3522 Farnam street.

A Play

By HELEN MAE McDONALD.

SCENE I. Bud favored his morning sleep. In infancy, he "pounded his car" preferably between 5 and 9 a. m.

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

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.

Fort Snelling Training Camp. Enter 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 morning."

But he did. Hundreds of the nation's young patriots tumbled out into the cold bleak morning, ready for settings exercises before breakfast.

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 to others.

Next morning a teary-eyed girl laid her head on her employer's shoulder. "Oh," she gulped, "if it hadn't been for you, I wouldn't have this."

Shyly, she displayed a glittering diamond on the third finger of her left hand.

The Omaha Bakers and Mr. Wattles--

Some of the Omaha daily newspapers have been printing stories and editorials 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 7 1/2c. We were not even requested to do it. 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 7 1/2c 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



EAT SKINNER'S THE BEST MACARONI

Anyone who thinks Mrs. Mettlen is a "soft" job is recommended to pay a visit to the warehouse and learn differently. Mrs. Mettlen has a special impetus to do Red Cross work, besides her patriotism. His name is Lieutenant Crane Mettlen, now stationed at Fort Sill, Okl.

Trinity Parish Aid. Mrs. H. S. Clarke, jr., will be hostess for Trinity Parish Aid next Wednesday at her home, 3522 Farnam street.

Early shoppers can do their bit in helping Uncle Sam. Apart 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: Your country needs your help today—every man, woman and child.

Conserve, Reserve and Preserve—let your actions be undeffiled. Let the food administrators find us ever ready: Omaha has much to do, but let us not be heady. Some people think that early closing is a severe war measure, instead of that, it should be a duty and a pleasure.

Now the "WASHINGTON MARKET" welcomes you daily from 7 till 6, G to "Our Branch" at McCrory's and there your order we'll fix.

Mrs. W. J. Mettlen Now Has Big Job as Red Cross State Inspector



Mrs. W. J. Mettlen

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

Trinity Parish Aid. Mrs. H. S. Clarke, jr., will be hostess for Trinity Parish Aid next Wednesday at her home, 3522 Farnam street.

EMPRESS MARKET

113 S. 16th St. Phone Douglas 2307.

SPECIAL PRICES IN OUR NEW GROCERY STOCK

Table listing grocery items and prices: Tall Hebe Milk, per can... 11c; Baby Size Hebe Milk, per can... 5c; 15c can Tomatoes, per can... 11c; 15c can Corn, per can... 10c; 15c can Peas, per can... 12c; 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; Hucco Pork and Beans, in tomato sauce, per can, at... 8c; Hucco Tomato Puree, per can... 6c; 4 lbs. Bulk Rolled Oats... 25c; 25c can Peas, per can... 14c; 15c can Peaches or Pineapples, 2 cans... 25c; 25c can Salmon... 17 1/2c; 2 lbs. Fancy Head Rice... 25c.

These prices prevail for this week at the Empress Market Grocery Dept.

MEAT DEPARTMENT

Table listing meat prices: 1917 Milk-Fed Spring Chickens at Wholesale Prices. Pig Pork Loins, per pound... 21 3/4c; Young Veal Stew, lb... 13 1/2c; No. 1 Mutton Legs, lb... 23 1/2c; No. 1 Mutton Chops, lb... 22 1/2c; Fancy Mutton Roast, lb... 16 1/2c; Skinned Hams, lb... 28 1/2c; Cudahy Puritan Regular Hams, lb... 29 1/2c; Sugar Cured Picnic Hams, lb... 23 1/2c; Swift's Winchester Bacon, lb... 41 1/2c; Cudahy Puritan Bacon, lb... 41 1/2c; Sugar Cured Bacon, lb... 37 1/2c.

PERSONALS

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

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 formerly 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 McAlpin in New York during the past week were: Mr. T. P. Gentleman, Mr. J. T. McMahon, Mr. F. L. Haas, Mr. William Offenham and Mr. H. R. Ganun.

Cartier Lake Club Dance. The members of the Cartier 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 possessor of the hand-made handkerchief 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 Herbol of Peru, Ill., who is the guest of Mrs. Rpsc 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 husband.

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 hundred 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 in price and because most of them furnish some tissue-building material 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 fed, finds its way into the garbage pail. The saving medium: Some here.

Advertisement for Washington Market: ONE OF THE LARGEST MAIL ORDER HOUSES IN THE MIDDLE WEST. UNITED STATES FOOD ADMINISTRATION LICENSE NO. G-27634. WASHINGTON MARKET 1407 DOUGLAS ST. TEL. TYLER 470. WE MOST UP-TO-DATE AND MEAT MARKET IN THE MIDDLE WEST.