

Adelaide Kennerly EDITOR

WOMAN'S SECTION OF THE BEE

Ella Fleishman ASST. EDITOR

Asparagus From Far West Appears on Omaha Market

Fresh asparagus was added to the new things on the Omaha markets this week. It is excellent and comes from California. It costs about as much as chocolate—45 cents a pound.

Government Tells How To Use New War Flours

The new flours are soon to be ready for housewives. Maybe the grocer hasn't them in stock yet but he will have, so keep on asking for them!

Honey Cake (Rice Flour). 1-3 cup glucose, 2 cups pastry flour, 1-3 cup honey, 5 teaspoons baking powder, 1/2 cup fat, 1/2 cup water, 1 cup rice flour, 1 teaspoon vanilla.

Rye and Rice Flour Pie Crust. 3/4 cups rye flour, 1/2 teaspoon baking powder, 1/4 cup rice flour, 1/2 cup fat, 1/2 cup water, 1/2 cup rye flour, 1/2 cup water.

Soy Bean Griddle Cakes. 1 1/2 cups soy bean flour, 1/2 cup sugar, 1/2 cup milk, 1/2 cup water, 1/2 cup fat, 1/2 cup rye flour, 1/2 cup water.

Barley Spoon Bread. 4 cups boiling water, 2 eggs, 1 teaspoon salt, 2 tablespoons dried yeast, 1 cup barley meal, 1/2 cup milk.

Rye and Corn Flour Biscuit. 1 cup rye flour, 2 tablespoons shortening, 1 cup corn flour, 1/2 cup milk, 1/2 cup water, 1/2 cup fat.

Save Fuel in Cooking. An excellent way to save fuel is not to use it. Fresh or canned fruits for desserts in place of cakes and pies; salads, nuts, raisins, milk, cheese, punches, junksies, and gelatins are uncooked foods that we can use constantly.

Camouflage Child's Milk. Nothing can take the place of milk in the child's diet. When they tire of it, as they often do, leave it off for a few days if necessary, and then begin to give it to them in a different form.

Saturday Specials at THE EMPRESS MARKET. LEAF LARD, per lb. 25 1/2c. CHOICE FOREQUARTERS LAMB, at per lb. 13 1/2c.

Grocery Department. Best Quality Creamery Butter in pkgs., per lb. 48c. Best Creamery Butter, in tubs, lb. 45c.

THE EMPRESS MARKET. 113 South 16th Street. Phone Douglas 2307.

Dressing the Part Helps To Make Your Job Pay

BY BEATRICE FAIRFAX.

"There's a man outside wants to see you," said Jerry, the office boy.

Mr. Jenkins looked up and studied Jerry's face; "What's the matter with him?"

"Ah! he looks like a back number—kind of down and out. I thought maybe he'd come to touch you for a loan or to sell you some phony stock."

Mr. Jenkins sent word that he was in an important conference and could see no one. Then he turned to me and spoke tersely, aggressively:

"When an office boy comes in and reports that a man looks seedy and shiftless and down and out, I don't want him in my organization."

"Is it fair to judge that way? Maybe this is a splendid man who has been forced out of work. Do you think it's humane to turn him away because a 14-year-old youngster says so?"

Perhaps he had something to say; perhaps I asked so earnestly that Mr. Jenkins sat back then and there and gave me what he called "Chautauqua Lecture No. 8342."

"Business isn't a social settlement or a charity fair," said he. "And it hasn't time to investigate down and outers."

Down and Out. "Fifteen years ago I was down and out. I went after a position for six months and pieced in with such jobs as dishwashing at cafeterias and shoveling snow. I had to take any cheap little means of earning a few cents in order to avoid starving to death.

Fate seemed dead against me. I got more and more unshaven and unshorn. My feet were not far separated from the cold ground. And the raggeder I got, the worse the treatment I got when I went looking for work."

"And doesn't that make you see how unfair it is to shut a man off from a job because he's shabby?"

"No, it doesn't. I was shabby mentally, too, shiftless, down and out. I looked the part of a failure and a vagrant. I looked like a tramp, I felt like a tramp, I got treated like a tramp. And then one day I woke up to the fact that a man isn't likely to be much better than he looks."

"So I marched myself down to a big charitable organization, put my pride in my pocket and offered to do a month's work for a decent outfit of clothes. They gave me a place to sleep and two square meals a day, and I worked at everything from packing cases of old clothes to driving wagon loads of poor children on excursions to the country."

I waited on table, cleaned dormitories and did a lot of jobs you probably won't be able to think of in connection with me. I came out with \$5 and I lived on pretty skimp meals, but I kept my clothes pressed and my face shaven. I got a position, too, without any help started on my own, and here I am. I tell you the man who looks as if he had kept his self-respect generally has

it, too, and has the grit to fight for it."

Of course Mr. Jenkins is hard. He has been trained in a hard school and has made his fight grimly and ruggedly. But he isn't all wrong about the importance of appearance in business.

When I come into an office and am greeted by a rouged little stenographer, who looks as if she belonged to a musical comedy chorus, I instinctively feel that I am in a place lacking in either efficiency, dignity, moral tone or all three. When I am greeted by a neat, well-tailored, blue serge clad clerk I naturally feel the waves of efficiency and business-like order and a decorum that are part of the atmosphere of the place.

Dressed for Business. Dressing for business is part of the equipment for business success. Neat, clean, plain, dark clothes with a touch of ecru or gray or white are most practical for the business woman. Too many girls think that a bit of color to brighten them up is going to make them more attractive. Being overemphasized by blue glass beads and a purple veil and pale gray suede shoes isn't "attractive" in the right way, however. The glass beads look cheap and dingy, the purple flunts itself, the light shoes become soiled. There is a suggestion of soil which attaches itself to the wearer. Business needs a uniform that shall fit quietly into an atmosphere of work.

No more than he can afford to go unpressed, unshaven or spotted as to clothes can a man afford to go dressed in conspicuous black and white checks showing yellow shoes and vivid scarlet ties. And certainly of all places where "what's a sauce for the goose will most completely be one where what is neatness and trimness and common sense in man's dress is also pleasantly attractive, decently pleasing and efficient looking for women.

Your appearance is your letter of introduction and you might as well make it a letter of recommendation, too!

Serbian Needs

Household utensils, as well as the food which is to be cooked in them, will be much needed in Serbia as soon as that Serbian territory which is now in the hands of the enemy is recovered.

Department of commerce information is to the effect that in Serbia American manufacturers may anticipate a market for many articles. Tin plate for canning purposes will be wanted, as well as corn, wheat, flour, hard-tack, dried vegetables, lard, tallow, iron, steel bars, galvanized sheets, and tin plate. Here are a few of the things needed by Serbia: Tractors, plows, harrows, rollers, seeders, cultivators, mowers, reapers, scythes, compressors, sickles, wagons, cart axles, wheels, spray pumps, spray bags, sulphur, copper sulphate, raffia, pig iron, oxen, cattle, horses, goats, fowls, incubators, seeds, sawmills, motor trucks, saws, saw sharpeners, nails, chains, measuring instruments, rails, corn, wheat, flour, and hard-tack.

Rag Rugs for Red Cross

There are people who have looms and do colonial weaving or pattern work, adapting the old colonial designs. They are donating their looms and time and the Red Cross chapter has advertised for rags and women have cut and sewed them, besides using the long strips of unbleached muslin left from bandages, also strips left from pajama cloth, which work to excellent advantage, according to the March Woman's Home Companion. These rugs sell from \$5 up, according to size, and the fund is used to buy materials for surgical dressings, etc. The only cash outlay is for warp, everything else being donated, and as there are many women who for some reason feel they can't do regular Red Cross work this opens up a field of endeavor in which even the oldest and youngest can do his or her bit.

One hundred thousand women in New York City will cast their first votes next month in the special elections for representatives in congress.

OH BOY! IT'S GOOD! HOLIDAY NUTMARGARINE



It's Pure, Delicious, Healthful and You Can Spread It On Thick Because It Costs a Lot Less Than Cow's Butter.

Just consider how wonderful this new vegetable butter product really is—

Made from the oil pressed from the white, tender meat of the coconut—then peanut oil furnishes a part and you know that the straight raw bean alone makes a very tasty peanut butter.

With these two wholesome and highly nutritious oils sweet milk and salt is added and the whole churned into a snow white butter that is making a hit with every one who tries it. BE SURE TO ASK FOR

HOLIDAY NUTMARGARINE

Don't let yourself be confused in your purchase. Ask for HOLIDAY because it's best. Made in a model plant—large, light and scrupulously clean.

It is labeled oleomargarine to comply with an old law. It is not oleomargarine. There is no oleo or animal fat used in making this pure nut butter.

Be sure that your grocer gives you the color capsule. The coloring process is an easy matter. Holiday is licensed by U. S. Food Administration under Serial No. G-13175.

Northern Coconut Butter Co. MANUFACTURERS, MINNEAPOLIS. Your Grocer, Delicatessen Store and All Dealers in Pure Food Products Sell Holiday. DEALERS SUPPLIED BY THE

OMAHA COLD STORAGE COMPANY WHOLESALE DISTRIBUTORS.

Butter - Eggs - Poultry!

FRESH COUNTRY BUTTER, POUND . . . 40c FRESH DRESSED CHICKENS, POUND . . . 29 1/2c FRESH EGGS, DOZEN 34c

On Sale Daily, Consumers' Dept. 1116-18 Douglas St. Large Stock of Selected Pullets for Brooding—Fancy Cockerels.

Consolidated Food & Ice Co. United States Food Administration License No. G-91191.

From Packer to Consumer At Wholesale Prices

SATURDAY SPECIALS AT THE NEW PUBLIC MARKET OMAHA'S STRICTLY CASH MARKET

All sales strictly cash. No deliveries on orders under \$5.00. Carry your packages and help win the war.

- These are just a few of the many bargains to be found in this Hoover Cash Store. LEAF LARD, per lb. 25 1/2c. CHOICE FOREQUARTERS LAMB, at per lb. 13 1/2c. Steer Porterhouse Steak, per lb. 22 1/2c. Steer Round Steak, per lb. 22 1/2c. Steer Sirloin Steak, per lb. 21 1/2c. Steer Pot Roast, per lb. 18 1/2c. Steer Shoulder Steak, per lb. 18 1/2c. Young Veal Roast, per lb. 16 1/2c. Extra Lean Skinned Hams, per lb. 27 1/2c. Sugar Cured Picnic Hams, per lb. 23 1/2c. Swift's Winchester Bacon (Extra Lean), per lb. 39 1/2c. Sugar Cured Bacon, per lb. 34 1/2c. Wisconsin Cream Cheese, per lb. 30c. Marigold Oleomargarine, per lb. 30c. Best Country Roll, per lb. 48 1/2c. Carrot or Pot Milk, per can. 12 1/2c. Large California Prunes, per lb. 14c. 4-Crown Raisins, per lb. 12 1/2c. 15c quality Corn, Pass or Tomatoes—per can. 11c. Large California Celery, bunch. 5c. Fancy Cauliflower, per lb. 8 1/2c. Fancy Leaf Lettuce, 3 for. 10c. Young Carrots, Onions or Radishes, per bunch, at. 5c.

CANDY DEPARTMENT On Ground Floor, Just Inside the Door.

SPECIAL FOR SATURDAY—Spiced Jelly Beans, regularly 40c per pound, today, per pound. 25c Full Cream Caramels, regularly 60c per pound, today, per pound. 40c

COFFEE AND TEA DEPARTMENT

Mexican Blend, 30c value, per pound. 23c Morning Hour, 25c value, per pound. 18c Japan Tea, 65c value, per pound. 55c

MAIL ORDERS AT ABOVE PRICES THE NEW PUBLIC MARKET 310-12 South 16th Street. Phone Douglas 2793.

President Wilson has proclaimed certain days to observe. Restrictions as to wheat and meat, our Allies' supply to reserve: Enable us to help our boys who are far across the sea. Sustain our policies everywhere in this land of the free. Independence, our motto is, and may we each one live. Encouragement to live the same and stand for liberty. Not heeding these few autocrats, but uphold democracy. This is what our president asks, so let us try each day.

Wherever we are to do our bit, come whatever may. Insist upon trading at a store which a Government License holds. Little things like these, you see, patriotism unfolds. So you'll find the WASHINGTON MARKET Omaha's best provider of all; Now remember us when buying, even if the purchase is small.

Veal Round Steak, lb. 28 1/2c Veal Outlets, off the loin, lb. 25c Young Mutton Chops, lb. 17 1/2c Extra Fancy Genuine Spring Lamb Chops—per lb. at. 25c Fancy Veal Roast, lb. 20c Round or Sirloin Steak, lb. 22 1/2c Steer Beef Roast, lb. 17 1/2c, 20c Pork Tenderloin, lb. 33 1/2c Rump Roast, per lb. 20c Sugar Cured Breakfast Bacon, lb. 34 1/2c No. 1 Skinned Hams, half or whole, per lb. at. 26 1/2c Compound Lard, per lb. 25c Pure Lard, per lb. 30c Red Kidney or Chill Beans, lb. 11 1/2c Hand Picked Navy Beans, lb. 14 1/2c Ground Bone, 6 lbs. 25c All Kinds Fancy Apples, box. \$1.69 Extra Fancy Potatoes, peck. 30c Extra Fancy Leaf Lettuce, 3 bunches 10c All Brands Creamery Butter, lb. 50c Good Oleomargarine, lb. 25c Regular 35c Coffee, lb. 25c All Brands of Tall Boy of Milk, 2 cans for. 25c Kamo Brands of Soup, per can. 9c Extra Fancy Green Onions, 3 bunches 10c Full Cream American Cheese, lb. 32 1/2c Home Made Hamburger or Sausage, per lb. at. 17 1/2c Extra Fancy Head Lettuce, 3 for. 25c

Visit our Branch Market at the McCrory 5c and 10c store, in the basement. Same goods. Same prices. Same honest weight.

One of the Largest Mail Order Houses in the Middle West. United States Food Administration License Number G-27634.

WASHINGTON MARKET

1407 DOUGLAS ST. TEL. TYLER 470 THE MOST UP-TO-DATE AND MEAT MARKET IN THE MIDDLE WEST



Edelweiss Cereal Beverage

NON-INTOXICATING

"Exercise and be well"—say the doctors. And add to the pleasures of good exercise by drinking Edelweiss Cereal Beverage.

Pure and delicious, with the strength and flavor of selected grains, it is unequaled as a family beverage.

Serve it in your home—at every meal. It makes a place for itself at once.

Order your case today.

McCord-Brady Co. 13th and Leavenworth Sts. Omaha, Neb. Phone Doug. 1670.

Schoenhofen Company—Chicago

Bee Want Ads Are Business Boosters For Business