


3ee Want Ads Are Buš̌ness Boosters For Business
Mickel's Victrola "CLUB" Idea
With Its Trifling 25c Initial Payment Has Join Mickels Victrola C Curb
 Attracted All Omaha! -the Viotor.Viotrola, style 4.A, selling at $\$ 20$, is true
"Vietor" in every respect. - you start with a mere 250 , and the largest payment you need ever make is only $\$ 1.50$.
 -but remember, the "Olub" has a time limit. Better be here soon for the "Tlub" and its club privileges lasts
only the length of THIS WEEK. At Mickel's

Cor. 15th and Harney Sts., Omaha The "Cuw" Paun Alab herome

Just What you want for Wheatless Days!

For soups, salads and luncheon On Wheatless Days try-

©Sunshine Oats-d Crackers conform to the requirements of the L. S. Food Administration.
© Their flavory goodness will appeal to you and, in addition they are highty nourising
© Combining the three features of Government Approval Appetizing Goodness and Highly nourishing Elements. SunnAsk your Grooer

LOose-Wies Biscuir Company

Military Honors to Be
Won in Y. W. $\boldsymbol{C} . \boldsymbol{A}$.



| Next to Army, French Women's |
| :--- |
| Spirit Helps Most in Victory |



















## Advice to the Lovelorn



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## Why Beefsteak is Not Twice Its Present Price

A QUARTER of a century ago a steer was just a steer$\mathrm{A}_{\text {narrow-backed, lean and slab-sided-running largely to }}$ hoofs and horns. The dressed beef yield was as low in quantity as it was inferior in quality.
$\mathbf{Y}^{\mathrm{OU}}$ But if if livestoct suck conditionsens were tough meat tod as they. were then, this would be the only kind of beef you could get.
And not only that, but you would be paying a great
deal more for itt

## Meeting Present Day Needs

$\mathbf{F}_{\text {these low graunt of meat per head furnished by }}^{\text {OR }}$ ply present-day needs.
Though present prices, caused by an abrormal wardemand, seem high, they would shrink into insig. nome, had not Armour and Company long ago begun the work that has been responsible to to considerabible degree for the raising of the broad-backed, high-
grade beef sters of today.
Wrrethian

By establishing receiving and killing plants close to ac shain of refrigeratotors on wieecls, by perfecting 2 aystem of over 400 branch-house distributing sia.
tions, Armour has provided selling outlets and cer-
tain markets for the producer for twelve months in the maark.
It has become profitable for the livestock grower to grade up his cattle standards!
These beef-producing cattle furrish more meat and a lesarger per.proportion of of better quality meat at prac-
tically the same feding cost as that of the scrub tically the same feeding cost as that of the scrub
cattle of former years.

## Helps Growers and Users

$\mathrm{T}_{\text {whill he heavier y ield and }}^{\text {HIS }}$ improved quality in turn has held down prices to consumers.
It is in such fundamental ways as this that Armour
and Company are rendering a broad, economic servand Company are rendering a broad, economic serv,
And because Armour service directly relates to the
prices you pay for meat, when you specity Ao prices you pay for meat, when you specify Armour arem making it possibibe to extend this service ztill
farther.

