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EDITOR

# WOMAN'S SECTION OF THE BEE

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ASST. EDITOR

## Nature's Remedies in the Form of Vegetables Here

With spring in the air and reflecting its influence in the blood, people need to regulate their diet in order to avoid the spring ailments to which man is heir. Fresh rhubarb and spinach are excellent for thinning the blood and they are plentiful and cheap in the local markets already. Dried fruits which we have had all winter are still extremely plentiful and are especially recommended by physicians as a natural spring tonic. They contain certain acids which tone up the stomach in nature's own way. Besides this, they are economical. Prunes cost from 12 to 20 cents a pound, dried pears 20 cents, dried apples, 15 cents, dried peaches 15 to 20 cents, silver prunes 20 cents, apricots

25 cents, radishes 12 to 25 cents, figs and dates 35 cents. Grape fruit is a bargain nowadays, selling as low as 5 cents each for the smaller sizes and large ones costing only 10 and 12 cents each. Potatoes hold to their remarkably low prices, which aren't much higher than they were before the war. New spring beans from the southern gardens cost only 20 and 25 cents a pound. Cucumbers at 25 cents each are somewhat of a luxury so early in the season, though they are large ones. Strawberries have become almost a commonplace on the local markets, selling at 15 to 20 cents a "pint" box.

## To Make Your Job Pay, Learn How To Talk--But Not Too Much

By BEATRICE FAIRFAX.  
"Just what do you mean by that last statement, sir?"

Jones stopped and looked in amazement at the customer he was trying to interest in his course on "Salesmanship." He had been halted in the very midst of his sales-talk, the talk he had learned so thoroughly that he could recite it fluently and with oratorical impressiveness even while he was thinking about his coal bill or his need of a new spring suit. "What do I mean?" asked Jones. "Why, what I said, of course. It is simple, in fact it is quite plain. All life is a game of selling, and the ratio of selling your goods to your prospect is directly as your ability to sell your own personality plus the merit of your goods."

"That is what you said before. What do you mean by it?" persisted the customer. Again Jones assured him that it was all quite simple and that he meant exactly what he said. And Jones does not suspect that he failed to make a sale because he had never learned how to talk.

Not a Recital. Talking is not a matter of reciting glibly a series of interesting statements. Talking is a matter of presenting your statements so they will appeal to the person to whom you are directing them.

When a man asks you to explain and you assure him it is all quite simple, you are inferring that he is not wise enough to comprehend a plain statement of fact. And you are antagonizing by your words instead of making friends through them. Almost all business is indeed a matter of selling. And the most potent selling force we have is our ability to talk a customer into buying. That means talk just enough to sell him—not enough to bore him! That means talk enough to awaken his interest in your proposition and not enough to overstate it and make him feel that nothing could be as wonderful as you claim your goods to be. Talk enough to rouse curiosity and provoke investigation—not enough to let your prospect "go stale" on the thing.

Hard Work. Now, conversation—be it business or social talk—does not come by the grace of heaven! It results from hard work from developing the "gift of gab."

To talk well, you must first of all have a pleasant voice that does not rasp or irritate the person to whom it is addressed. Then you must have something interesting to talk about and a real knowledge of the thing you wish to present. Furthermore, you must have words in which to dress your subject vividly and vitally. A knowledge of grammar and of that fluent and charming thing,

language, is so completely essential that it seems strange everyone does not know how worth while acquiring is a mastery of English.

And, finally, there is a knowledge and understanding of human nature. This means you must study the person to whom you are going to talk and modify your conversation to suit his attitude and interests.

Read Good Books. By reading good books, by listening to the conversation of your superiors, and by attending critically to your own talk you will find yourself growing in ability to express yourself.

Never mind how difficult this task I have set you sounds. You cannot have a job half or even one-tenth as difficult as that of Demosthenes, the great Athenian orator.

Demosthenes stuttered, and yet he became an orator. He betook himself to the seaside. Then he put small pebbles in his mouth and with these to force him to speak slowly and carefully and to work over his enunciation, he talked against the roll and boom of the great waves. When he had learned to bring out his voice so sonorously that it drowned the sea and to speak with such painstaking precision that he could manage his stammering tongue and the pebbles upon it, Demosthenes no longer stuttered! And his fame as an orator has come down the centuries.

Now, why should not you learn to talk!

The women of Siam have full legal status with men.

## Pretty Young Matron On Eastern Trip



Mrs. Paul Schaye

Mrs. Paul Schaye, an attractive newcomer in Omaha social circles, is spending the holiday week with relatives in the east.

## The Colored Bean

There is a bargain for meat-saving, and often money-saving, by the use of colored beans, as against the standard white navy and marrowfat varieties. Housewives have discriminated against colored beans in the past on the score of appearance. Dietetic tests show that colored beans are equal to white in food value, and in some cases are from 30 to 40 per cent cheaper.

The Mexican pinto beans, grown in Colorado, Arizona and New Mexico, is a representative example of a colored bean subject to price differential on appearance. It is named for its dappled coat, like that of the western "pinto" pony. Our chances for raising increased crops of beans for war food purposes are said to be better in the southwest, where the pinto bean is grown, than in the white-bean growing sections of the north and east. Grocers can render real war service by stocking colored beans, giving the consumers the benefit of any difference in price.

## Form New Relief Society To Work In Devastated France

Steps have been taken to incorporate an organization under the name "The American Committee for Devastated France," for the purpose of carrying on the relief work which hitherto has been conducted by the civilian division of the American Fund for French wounded in those parts of France which have been devastated by the German armies.

Among the women directors are Miss Anne Morgan, Mrs. A. M. Dike, Miss Elizabeth Scarborough, Miss Maude Wetmore, Mrs. Lewis B. Stillwell, Mrs. Ogden Armour, Mrs. William Crocker. The work of the American Fund for French Wounded, which has been recognized by the Red Cross as a co-operating organization, has grown very rapidly during the last year. The primary object of that organization is the care of the wounded in French hospitals, but special work of various kinds such as civilian relief in the devastated regions, the establishment of dispensaries, canteens, etc., has also been carried on very successfully.

The work of the civilian com-

mittee which hereafter will be continued by the American Committee for Devastated France is recognized by the French government and under the direct patronage of the minister of the liberated provinces. The new committee will work in co-operation with the American Red Cross.

## DISHES FOR MEATLESS DAYS.

**Cheese Souffle.**  
2 T. margarine, 1/2 c milk  
2 T. flour, 1/2 c cheese, diced,  
1/4 t. salt, 2 eggs  
1/4 t. paprika  
Melt butter, add flour, salt and paprika, add milk and cheese, and let mixture come to a boil. Cook slightly and add yolks of eggs, well beaten. Beat whites stiff and fold them in when the mixture is cold. Put into a greased baking dish and bake 20 minutes in a moderate oven. Serve at once.

**Salmon Souffle.**  
One-pound can of salmon. Remove bones and skin and separate salmon. Cook together one-half cup milk and two tablespoons of stale bread crumbs for 10 minutes in double boiler. Add one level teaspoonful of flour which has been rubbed to a paste with two tablespoonsful of margarine and stir mixture until smooth. Add one teaspoonful salt and one-quarter teaspoonful of pepper. Remove from fire and add fish. Whip whites of three eggs stiff and cut into mixture. Bake in quick oven.

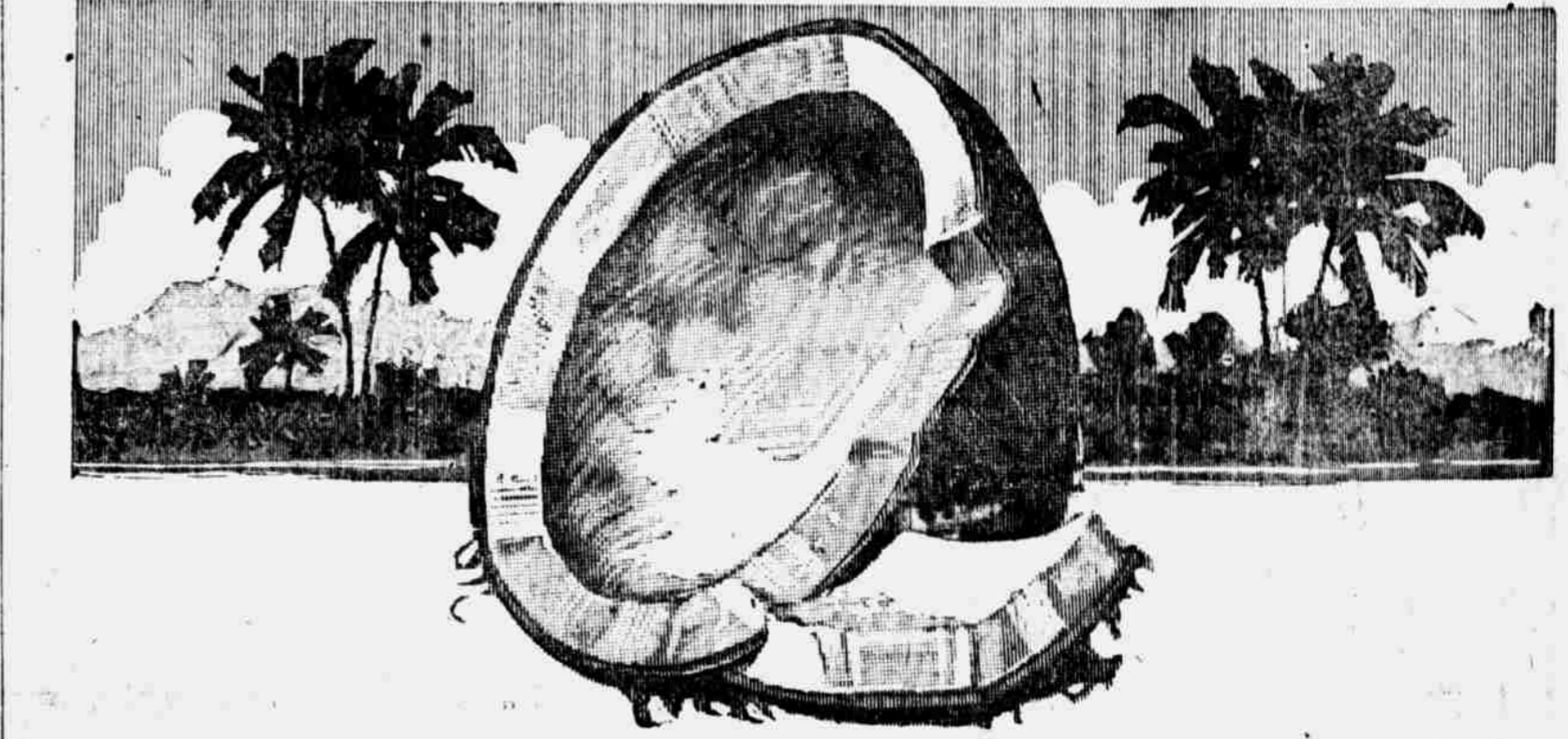
Mrs. Arthur T. Cox, of East Chicago, is Indiana's first woman state factory inspector.

### For Wheatless Wednesday

# Sunshine Oats & Crackers

Made largely from Oats

BAKED ONLY BY LOOSE-WILES BISCUIT COMPANY



## Science Solves the Butter Problem with Butter Made from the White Meat of Cocoanuts

Just when the price of butter threatens to make it an unattainable luxury, science perfects TROCO, the new vegetable butter made from the white meat of the coconut.

It tastes exactly like the finest creamery butter and is even more wholesome and pure. It is churned with fresh Pasteurized milk to give true butter flavor.

Because of old laws, made before this discovery, we are compelled to label this nut-made butter as oleomargarine.

But it contains no oleo oils—no hog or beef fat. TROCO is simply vegetable fats, churned with milk for the butter taste.

Yet this appetizing combination costs no more than does the best grades of oleomargarine.

# TROCO

**Can't Be Told From Butter**  
TROCO has all the good qualities of fine creamery butter. The only difference you will notice is the cost.

It is as nutritious as cream butter, and as easily digested. It possesses the fuel value needed for energy.

TROCO when served has butter's golden color, because we supply the same vegetable coloring used by all butter makers.

Served on your table, without explanation, no one can tell the difference.

**Goes Farther In Cooking**  
TROCO, used in cooking, gives the same results as butter, except that it goes farther. Cooks should remember this and reduce the amount.

It makes such cake as has not been known since butter soared in price.

It allows the old-fashioned "rich cooking" that builds up the family health.

**Your Dealer Can Supply TROCO**  
If your dealer doesn't already keep TROCO ask him to get it for you. Tell him you must have this new-day successor to butter.

Insist until he secures a supply. For TROCO solves one of the biggest problems presented by our high food prices—

—The problem of serving appetizing, wholesome butter at a moderate cost. Made by the TROCO NUT BUTTER CO., Milwaukee, Wis.

PAXTON & GALLAGHER CO., Wholesale Grocers  
Distributors.



NOTICE: Under the law, all butter substitutes must be branded Oleomargarine. That law was passed there is no oleo in it. All butter substitutes must pay an extra tax if colored. So the color for TROCO comes in a capsule. Add it yourself, as you do with Oleomargarine.

## Completes the Easter "Service"

### Egg Nogg

Soothing as a benediction, the subtly delicious flavor of our Special Ice Cream will add a final touch to Sunday dinner. It symbolizes Easter—French Vanilla with selected eggs and Egg Nogg flavor—and dealers will appreciate your placing an early order.

# Hardings

The Cream of All Ice Creams

Hindquarters Mutton, lb. 13 1/2c	Fresh Eggs, dozen 33c	Fancy Potatoes, peck 15c
3 lbs. Mutton Stew for 25c	Country Butter, lb. 39c	Fancy Onions, peck 15c
PRICES GOOD ALL WEEK—OPEN SATURDAY UNTIL 9 P. M.		
MEAT SPECIALS		
Leaf Lard, Special, 19c	10c can Soup 5c	10c BARGAINS
day A. M. only, no delivery, lb.	Large pkg. Matches 5c	Large glass Jelly 10c
Veal Chops, lb. 17 1/2c	Large pkg. Toilet Paper 5c	Large pkg. Corn Flakes 10c
Veal Roast, lb. 17 1/2c	2 lg. pkgs. Tooth Picks 5c	No. 3 can Pumpkin 10c
Mutton Chops, lb. 15c	Large can Swift's Cleaner 5c	BUTTERINE, LB. 25c
Pork Roast, lb. 18 1/2c	White Russian Soap 5c	No. 3 can Peaches or Plums 15c
4 lbs. Neck Bones 25c	Rub No More, pkg. 5c	Tall can Asparagus 15c
Liver, per lb. 7 1/2c	Electric Spark Soap 5c	Kamo can Soups 9c
Spare Ribs, lb. 15c	10c can Baking Powder 5c	No. 1 Navy Beans 12 1/2c
Milk-Fed Young Chickens, per lb. 27c	10c BARGAINS	18-oz. can Sawtlay 25c
Choice Steak, lb. 20c	Can Corn or Peas 10c	37-oz. can Sawtlay 50c
Beef Boil, lb. 14c	Can Tomatoes 10c	Tall can Milk 11c
Beef Roast, lb. 18 1/2c	Pinto Beans, lb. 10c	10c pkg. Macaroni or Spaghetti 7 1/2c
Salt Pork, lb. 25c	Fancy Prunes, Peaches or Raisins 10c	2 lbs. Kraft for 5c
Sausage, per lb. 15c	Large Can Wax, Kidney or Baked Beans 10c	4-lb. sack Buckwheat Flour 39c
S. C. Cal. Hams, lb. 22 1/2c	Salad Dressing 10c	4-lb. sack Pancake Flour 25c
S. C. Back Bacon, lb. 33 1/2c	20c can Sweet Potatoes 10c	N. Y. Cream Cheese, lb. 25c
Frankfurters, lb. 17 1/2c	Large pkg. Oatmeal 10c	Fancy Peanut Butter, per lb. 22 1/2c
5c BARGAINS	Large pkg. Pancake Flour 10c	Fancy Seedless Raisins per pkg. 7 1/2c
Brown Navy Beans, lb. 5c	at 10c	Tall can Salmon 15c
Van Camp's Milk, can 5c	Can Peaches or Plums, in syrup, at 10c	
10c big glass Mustard 5c	Chili Con Carne 10c	
Mail orders filled at same prices. Largest cut price mail order grocery and meat market in the state. Write for large price list.		
BOSTON MEAT AND GROCERY CO., 113 North 16th St. Opposite Postoffice. Two Phones—Douglas 1080.		