The principal difference between Oleomargarine and butter is prejudice and price.

Because good Oleomargarine cannot be readily distinguished from good butter, the law requires that it be labeled Oleomargarine.

The government has an inspector in every Oleomargarine factory to insure the purity and wholesomeness of each pound produced.

If Oleomargarine must be labeled to distinguish it from good butter and if the government approves every pound of Oleomargarine made, there should be no prejudice against it.

There were over 150,000,000 pounds of Oleomargarine made and sold in 1915 at an approximate saving to the public of $15,000,000.00.

Snowflake Oleomargarine

Not touched by hand in making or packing. Order a pound to try it.

TEXT OF ENTENTE PEACE TERMS IN REPLY TO PRESIDENT WILSON

Washington, D. C., Jan. 12.—Following is the translation of the entente allies' reply to President Wilson's peace note, transmitted yesterday to the state department by Ambassador William G. Sharp in Paris:

"Ambassador Sharp to the Secretary of State, American Embassy, Paris, Jan. 10, 1917.

"The allied governments have received the note which was delivered to them on the name of the government of the United States on the 20th of December, 1916. They have studied it with care imposed upon them both by the exact realization which they have of the gravity of the hour and by the sincere friendship which attaches them to the American people.

For Insurance of Peace.

"In a general way they wish to declare that they are remote in the elaboration of the sentiment with which the American note is inspired and that they associate themselves with all their hopes with the person of the creation of a league of nations as the guarantor of peace and justice throughout the world.

"They recognize all the advantages for the cause of humanity and civilization which the institution of international agreements intended to avoid violent conflicts between nations would present, agreements which must make the sanctions necessary to insure their execution and thus no longer appear as a general menace such as that facilitating new aggressions.

Blame Central Powers.

"But a discussion of future arrangements destined to insure an enduring peace presupposes a satisfactory settlement of the actual conflict. The allies have as profound a desire as the government of the United States to terminate as soon as possible a war for which the central empires are responsible and which inflicts such cruel sufferings upon humanity, but they believe that it is impossible at the present moment to attain a peace which will assure them reparation, restitution, and such guarantees to which they are entitled by the aggression for which the responsibility rests with the central powers and of which the European world tended to ruin the security of Europe, a peace which would, on the other hand, permit the establishment of the future of European nations on a solid basis.

Fighting for Humanity.

"The allied nations are conscious that they are not fighting for selfish interests but above all to safeguard the independence of peoples, of right, and of humanity.

"They when are fully aware of the losses and suffering which the war causes to neutrals as well as to belligerents, and they deplore them; but they do not bear them—responsibility for them falling to an way either allied or associated this war and they strive to reduce them to the minimum in the measure compatible with the imperative requirements of their defense against the violence and the aims of the enemy.

Understand United States' Position.

"It is with satisfaction, therefore, that they take note of the declaration that the American communication is in nowise concerned in its origin with that of the central powers transmitted on the 12th of December by the government of the United States. They do not equally concerns the result that if the government to avoid even the appearance of a dispute, even more, of the witness responsible for the war.

"The allied governments believe that they must, prior to the most cordially and in the most specific manner against the misunderstanding established in the American note between the two groups of belligerents, this association based upon public declarations on the central powers, is in strict accordance with the evidence, both in letter and in spirit, for the past and the guarantees for the future, President Wilson is mentioning that it certainly has not the intention of connection himself with it.

Blame of War on Germany.

"It needs no demonstration that entirely at the present date, it is the military aggression of Germany and Austria-Hungary by which their hegemonic aims Europe and shall continue about, if the worse.

"Moreover, it is evident by the declaration of war on the monstrous complex of Bulgaria and Turkey, and by the treatment of conquering the West, not simulating condoning for all principles of humanity and all respect for small peoples, that the central powers have developed the attitude of the central powers and that it has been a continual defiance of humanity and civilization.

Cites Enemy's Atrocities.

"It is necessary to recall the barbarous means employed for the duration of humanity and to persist the atrocities which have raised against the invaded countries the indignation of humanity of millions. Armenians massacred in a period against the populations of Serbia, the exile of Zeppelins and such bombs the destruction of monuments, museums, churches and of hospitals, open towns, the deportation of Belgians, of Serbs, of Rumanians, and of Tchecs Slovaques (Czech Slavs from foreign domination), the enslavement of populations subject to the bloody tyranny of the Turks, the expulsion from Europe of the Ottoman empire, medieval ... apparent outlawed to western civilization.

Goal Is Peace for World.

"The intentions of his majesty the emperor of Russia regarding Poland have been clearly indicated in the proclamation which he has just addressed to his armies.

"It goes without saying that if the allies want to liberate Europe from the brutal overlordship of Prussian militarism it never has been their design, as has been alleged, to encompass the extermination of the German peoples and their points of disappearance.

"That which they desire above all is to insure a peace upon the principles of liberty and justice, upon the inviolable respect of international obligation with which the government of the United States has never ceased to be inspired.

"United in the pursuit of this supreme object, the allies are determined, individually and collectively, to act with all their power and to consent to all sacrifices to bring to a victorious close a conflict upon which they are convinced not only their own safety and prosperity depends but also the future of civilization itself.

"SHARP."

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Purchase those needy articles of furniture now and S-A-V-E 20%. All goods marked in plain figures—the 20% discount is to be deducted from the former selling price, marked on the tag. Come early so as to insure your getting the article you desire.

Quartered Oak Buffet, $24.75 less 20%, now $19.80

Quarter sawed oak buffet, having large vanity top, French beveled plate mirror, two top divided drawers for silverware, large cupboard space and large linen drawer beneath. An exceptional value at the regular price of $24.75, but with 20% off it is to be sold at the extremely low price of ... **$19.80**

6 Ft. Dining Table, was $14.00, less 20%, now $11.20

6 ft. extension, 42 inch top solid oak dining room table with easy operating slides which permit the table to open and close easily. Regular $14.00, less 20% discount, now ... **$11.20**

Genuine Leather Seat Dining Chair, $3.50 less 20%, now $2.80

A solid oak golden finish, well constructed dining chair, seat covered in genuine Spanish leather. Chair is nicely constructed throughout with corner blocked seat and full bored seat. Regular $3.50 value, less 20% discount, now ... **$2.80**

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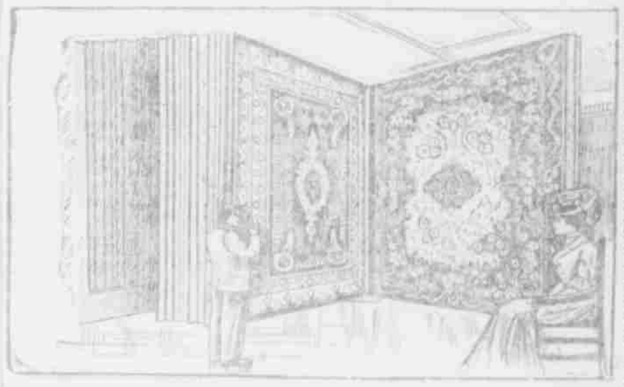

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9x12 Tapestry Brussels Rug	*20% Off*
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8-3x10-6 Tapestry Rugs	*20% Off*
All small size rugs	*20% Off*
All rugs in the various other sizes	*20% Off*

Solid Oak Highly Polished Rocker, $5.50 Less 20%, now $4.40

A solid quarter sawed oak rocker, like cut, very neatly constructed, and exceedingly comfortable. Regular $5.50 value, less 20% discount, now ... **$4.40**

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