

Society

By MELLIFICIA. Friday, March 13, 1914.

THE general opinion is that "Society women are society women because they have plenty of money and nothing else to do except to entertain." But local society women are proving the old theory false. Society women of Omaha are doing a lot of very important things. They are interested in politics and hope to make many reforms.

To a large extent they are interested in art, and almost entirely through their influence the only annual art exhibit of this city is brought here. And now the women, assisted by a few men, are undertaking to have a permanent art home in our city, and it is the women who are taking the initiative in this. It means perseverance, endurance and enthusiasm equal to that of carrying on a successful business.

A number of church women prominent in society have also proved that they might have had a successful business career had they chosen to do so. At the Porto Rican bazaar, held at the apartments of Mrs. J. J. McMullen for the benefit of the First Congregational church, the women took in \$500 the first day, notwithstanding the sale closes Friday, the thirteenth.

It was the women of this city also who raised funds for rebuilding the Sacred Heart convent after the tornado.

Woman's Guild.

The woman's guild of St. Matthias' church met Thursday afternoon at the home of Mrs. George Bertram at 257 North 24th street, which is held each year in the foyer of The Bee building. Those present were:

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| Mrs. J. H. Sherry | Mrs. J. J. Sherry |
| Mrs. J. E. English | Mrs. J. J. Sherry |
| Mrs. E. P. Rogers | Mrs. L. S. Sisk |
| Mrs. G. E. Southworth | Mrs. E. Bartlett |
| Mrs. C. C. Cope | Mrs. M. Polcar |
| Mrs. A. C. Kugel | |
| Mrs. Lottie Richelleu | |

Bride Party.

Mrs. H. B. Whitehouse will entertain at bridge this afternoon for Mrs. Charles Skeels of Kansas City, guest of Mrs. C. C. Shimer. The guests will be:

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| Mrs. J. H. Sherry | Mrs. J. J. Sherry |
| Mrs. J. E. English | Mrs. J. J. Sherry |
| Mrs. E. P. Rogers | Mrs. L. S. Sisk |
| Mrs. G. E. Southworth | Mrs. E. Bartlett |
| Mrs. C. C. Cope | Mrs. M. Polcar |
| Mrs. A. C. Kugel | |
| Mrs. Lottie Richelleu | |

For Sunday School Class.

Miss Carrie Diehl entertained the members of Mr. M. M. Savidge's Sunday school class at her home, 300 Charles street Thursday evening. Miss Georgia Warner rendered several selections on the piano. Those present were:

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| Mrs. J. H. Sherry | Mrs. J. J. Sherry |
| Mrs. J. E. English | Mrs. J. J. Sherry |
| Mrs. E. P. Rogers | Mrs. L. S. Sisk |
| Mrs. G. E. Southworth | Mrs. E. Bartlett |
| Mrs. C. C. Cope | Mrs. M. Polcar |
| Mrs. A. C. Kugel | |
| Mrs. Lottie Richelleu | |

For the Future.

Mrs. S. A. Houser will entertain one of the informal Kensington clubs Wednesday afternoon.

Mrs. N. H. Nelson will entertain at a bridge luncheon next Tuesday. Mr. and Mrs. H. C. Freeman will entertain at dinner Monday, followed by a theater party, for Messdames William Hinton and Anon Turney of Paris, Ky.

Luncheon and Kensington.

Mrs. W. A. Smith entertained at luncheon Wednesday in honor of Mrs. F. O. Brown. A color scheme of green and white was carried out in the decorations. St. Patrick's day suggestions being distributed as favors. The guests were seated at one long table. Following the luncheon the afternoon was spent in sewing. Those present were:

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|-----------------------|-------------------|
| Mrs. J. H. Sherry | Mrs. J. J. Sherry |
| Mrs. J. E. English | Mrs. J. J. Sherry |
| Mrs. E. P. Rogers | Mrs. L. S. Sisk |
| Mrs. G. E. Southworth | Mrs. E. Bartlett |
| Mrs. C. C. Cope | Mrs. M. Polcar |
| Mrs. A. C. Kugel | |
| Mrs. Lottie Richelleu | |

Affairs of Friday.

Miss Gladys Shamp will entertain at dinner this evening. Spring flowers will be used and decorations were suggestive of Friday the thirteenth. Covers were laid for:

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|-----------------------|-------------------|
| Mrs. J. H. Sherry | Mrs. J. J. Sherry |
| Mrs. J. E. English | Mrs. J. J. Sherry |
| Mrs. E. P. Rogers | Mrs. L. S. Sisk |
| Mrs. G. E. Southworth | Mrs. E. Bartlett |
| Mrs. C. C. Cope | Mrs. M. Polcar |
| Mrs. A. C. Kugel | |
| Mrs. Lottie Richelleu | |

Entertain at Bridge.

Mr. and Mrs. P. M. Conklin entertained at bridge last evening for their daughter, Mrs. Arthur Calacobe, who leaves Saturday with her small son, Master Arthur, Jr., for Sidney, Ia., to make her future home. Those present were:

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|-----------------------|-------------------|
| Mrs. J. H. Sherry | Mrs. J. J. Sherry |
| Mrs. J. E. English | Mrs. J. J. Sherry |
| Mrs. E. P. Rogers | Mrs. L. S. Sisk |
| Mrs. G. E. Southworth | Mrs. E. Bartlett |
| Mrs. C. C. Cope | Mrs. M. Polcar |
| Mrs. A. C. Kugel | |
| Mrs. Lottie Richelleu | |

Personal Mention.

Mr. and Mrs. Frank J. Carey and family have moved into their new home at 1513 North 40th street.

In and Out of the Bee Hive.

Mrs. James P. English has gone to Kansas City to visit her son. Mrs. Oscar Garrelson of New York City, who was the guest of her parents, Mr. and Mrs. T. H. Fonda, left for home Tuesday.

Miss Marie Hodge will spend the week-end in Lincoln, where she will attend the annual banquet given by the Kappa Alpha Theta sorority.

Mr. and Mrs. A. B. Smith of San Francisco, Cal., who have been the guests of

Frederick B. Wright

Traveler and Archeologist, Y. M. C. A., 4 P. M.

Sunday, March 15.

Stereopticon Lecture for Men and Women.

CLOSE FINISH OF CONTEST

Hardest Work Will Come During the Next Two Weeks.

COMBINATIONS MOST VALUABLE

Every Label Has a Voting Value and Every One Should Be Saved, to Make the Combinations Giving Most Votes.

Fourteen more working days in The Bee's big Merchants' and Manufacturers' voting contest. Only two more weeks are left in which to collect labels, coupons and wrappers that have a voting value. If you have not paid the attention that you should have done, it is not too late to start. If you are behind in your standing, labels will bring you to the front. Study the combinations. Realize the big voting power of the bonus votes given for "sets" of labels. It's no trouble. It's worth your while.

On Sunday, March 15, The Bee will publish the pictures of a group of hard working contestants. These nominees are "on the job" all the time.

The candidates who will win are those who patronize the retailers listed in the contest and who save every label that has a voting value. It's almost like wasting money to waste labels.

The contest manager is anxious to investigate every instance that points to unfairness in securing votes. Every complaint will be investigated, but he will pay no attention to anonymous letters. A great many of these letters have been received at the contest department. Come out "in the open" with your evidence and the rules will be lived up to in every detail.

Now, let's all get together for the last two weeks. Of all times this is the time to get in your "best ticks." The final voting values are determined. There is

no necessity for holding back your votes. Get them in now, and get the credit for them. Remember, the last week of the contest—March 23 to 25—only 1,000,000 votes will be received from any one individual contestant. From organizations only 4,000,000 votes will be accepted. Next week, then, will be the big week. If you are in doubt about any of the rulings in the contest call at room 224, Bee building, and talk it over with the contest manager; if you can't, call phone Douglas 3113.

Friday, the 13th, Lucky to 31 Men in Police Court

Friday the thirteenth was a lucky day for the thirty-one prisoners who appeared in police court, all being discharged by Judge Foster. This bit of luck was decidedly enhanced by the fact that City Prosecutor Anheuser failed to appear, owing to a bad case of neuritis. Clerk Tom O'Conner served efficiently in his place.

Aged Woman Found Dead in Her Bed

Mrs. C. A. Ramsey, aged 60 years, living at 219 North Nineteenth street, died Thursday night of heart failure and was found yesterday by her landlady, Mrs. Leptien. Mrs. Ramsey, who worked out by the day, came home Thursday evening and retired early, saying she was not feeling well. When she failed to appear for breakfast Mrs. Leptien went to the room and found her dead. She is survived by a daughter living in St. Paul, who has been notified. Coroner Crosby has charge of the body.

WILL ENTERTAIN MERCHANTS

Wholesale Men Plan Gala Time for Out-of-Town Customers.

MERCHANTS' MARKETING WEEK

Precedent Will Be Brushed Aside and Visitors Will Dance at the Commercial Club for First Time in New Quarters.

Tango, castle walk, and maybe the bear will be danced in the Commercial club dining room Tuesday, March 24, when the merchants from out in Nebraska and the other states in Omaha's trade territory will be in the city for Merchants' Marketing week. The club has decided to open house and permit a dance for the first time in the history of the new club rooms. The tables are to be removed from the big dining room after the buffet dinner, a canvas spread over the carpet and the evening given over to dancing.

Professionals and semi-professionals will be on hand to give demonstrations in the latest and most popular dances, so that many who have heard what a terrible dance the tango is will have an opportunity of seeing it and determining whether it is quite so bad, or whether it is even worse than reports indicated.

Merchants' marketing week is to be a permanent institution in Omaha, established by the wholesalers. It is to be held twice a year. One such week is to be in the spring and another in the fall. Invitations are being sent to 30,000 merchants in the state and in adjoining states included in Omaha's trade territory. The letters invite the merchants to come in during marketing week, as the wholesalers and jobbers are making special preparations to care for their wants during that week and are making

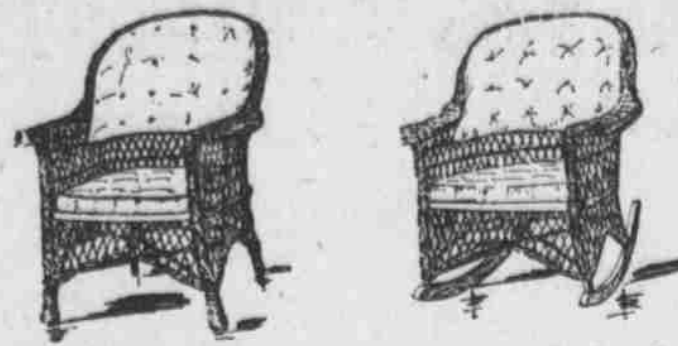
special preparations for their entertainment at that time.

Each of the wholesalers will entertain his own customers and acquaintances in his own way, but on Tuesday and Wednesday evenings of that week the

whole crowd is to be entertained at the Commercial club rooms by the buffet dinner, the dancing, the vaudeville and cabaret entertainments.

Key to the Situation—Bee Advertising.

Upholstered Reed Furniture



A special quantity purchase of chairs and rockers to match, in fumed, old ivory or frosted brown finish, with cretonne cushions—style like illustrations, regular price \$15.00; special Saturday \$9.75.

Many other pieces of this furniture at 10% to 20% reduction from regular price.

Don't Forget Mattress Sale Monday

Beaton & Laier Co.

415-417 SOUTH SIXTEENTH STREET

PAYMENTS IF YOU WISH

When You Go Out To Shoot Ducks! Shoot Ducks!

A friend of ours remarked a day or two ago, "What I like about your ads is that you shoot straight at the game you are after. It reminds me (he said) of the days when my father was trying to make of me a good shot. And while I may never be a mighty hunter, if I go out after ducks, I reserve my ammunition for that kind of game."

SO ON SATURDAY, THOMAS KILPATRICK & CO. will hunt for those who are interested in economies and there will be no shooting wild, if we can avoid it.

THE PREMIER EVENT for Saturday is, or will be if you like that better, A GREAT EMBROIDERY SALE. Each year about this time our buyer is keenly alert for special offerings. Knowing as he does that this is the timely time. Dealers in junk do not appeal to importers of high grade goods; and no matter how COMMANDING their position may be in a financial way, neither taste nor inclination lures him in their direction. Our firm is well known as handlers of clean merchandise. Our buyer has a long and intimate knowledge of the game. Our outlet is large on high grade goods, and constantly growing. Our capital is big enough to meet promptly all demands of our business.

Luck helps some sometimes, and our buyer's last visit was one of the lucky times.

He found two or three importers anxious to clean their counters of sample stocks. Some of the pieces were slightly soiled; others mused a little. Paper bands marred or broken, but the merchandise all sound and good. Then the bartering started, and buyer and seller soon got together. The goods are ours! They will be yours Saturday!

Nainsook and Swiss Embroidery Edging from 3 to 9 inches; dainty patterns, suitable for underwear and children's wear. 9 cents per yard; worth up to 25 cents in the regular way.

18, 27 and 45-inch Flouncing of fine swiss and nainsook, just right for what is known as the

Minaret Skirt, or for children's dresses; others suitable for underwear, also corset cover embroidery and 45-inch flouncing for dresses. This is a wonderful lot, 39 Cents per yard; values up to 75 cents per yard.

LOT 3—Consists of 45-inch flouncings in voile, crepe and fine sheer swiss, both white and colored. "Haute Nouveaute," as the French would say. 98 Cents Saturday for goods worth more than twice that.

At Notion Counter: Special sale of Rhinestone Aluminum Barrettes at 95 Cents, usually \$1.50 each.

Saturday will show in China Section a delayed shipment of French Rock Crystal Vases, made by Baccarat & Co., perhaps the most celebrated makers in France of this kind of ware. For Easter gifts, for wedding presents or for your own home; most attractive. Prices range from \$1.00 up to \$7.50. Worth seeing, whether you buy or not.

When our suit buyer was in the market recently, a manufacturer presented for consideration a line of NEW COATS. The buyer was impressed, for the value was exceptional. THESE GOODS ARE OURS ALSO. Materials, Matasse, Serge, Waffle Cloth, black and white checks, eponge, etc., etc. CUT AND STYLE FAULTLESS—lined completely with all silk peau de cygne. Coats to be proud of. Ordinarily the buyer says, a \$25.00 garment. Saturday, just to start the season lively, \$17.50.

Similar reasons prompt us to offer a lot of high class foreign dress fabrics—Ratine, Eponge, Crepe, Voile, etc., imported to sell up to \$2.00 per yard; 5-yard patterns Saturday at \$4.98 per pattern.

We cannot waste time or space fooling with WALL PAPER. We are not paperhangers, but we do have a lot of high class wall paper. PERHAPS THE COLLING STOCK OF PAPER WAS OF TOO COSTLY A CHARACTER. Never, after Saturday, will it be possible to make that excuse, for paper will be sold as follows: Wall Paper, was \$1.00 to \$1.50 per roll, Saturday 35¢

Wall Paper, was 75¢ to \$1.00 per roll, Saturday at 25¢ Wall Paper, was 45¢ to 75¢ per roll, Saturday, roll, 15¢ Wall Paper, was 25¢ to 50¢ per roll, Saturday, roll, 10¢ We doubt if there ever was such a splendid chance offered of procuring elegant wall paper at the price of common grades.

ON THE SQUARE, MAIN FLOOR—All the samples and short lengths from the COLLING STOCK of high grade Tapestry, Damask, Rep, Cretonne—the imported kind—marked at fool prices to close them out. Splendid for squares, pillows and furniture covering.

Now that Old Mother Earth has got through getting between the Sun and Moon, we may hope for fair weather. THEREFORE, MEN, it's time to spruce up. KILPATRICKS for New Shirts, New Neckwear, New Socks.

WOMEN'S UNDERWEAR—We are quite proud of this department. Every day we hear complimentary things—but we remember the saying, "Talk is cheap—but it takes money to buy land," and gratifying as it is to hear the nice things said about style, fit, quality and price, that of itself would NOT PAY THE RENT. THE WONDERFUL GROWTH OF THE BUSINESS IS THE BEST EVIDENCE OF FITNESS AND SATISFACTION.

Special display of special garments at special prices for Saturday—and it's not a bad idea to anticipate spring and summer wants a little. More than once you have been disappointed at finding sizes sold out—may happen again, although we try hard to prevent it.

Women's Union Suits, trimmed and plain, 50¢ 69¢ and 89¢.

SECOND FLOOR, INFANTS' SECTION—Sale of Long and Short Dresses—just a few only, 11 all told: 4 infants' Long White Dresses and 7 infants' Short Dresses—very fine materials and trimmings. Similar sold before from \$6.00 to \$8.50, Saturday \$3.98 each.

Junior and Children's Coats, Suits, Dresses, and Hats—new arrivals—representative of 1914 best styles. A touch and a style about them which is real; suggesting, indeed, something of a mother's pride. A safe guess that a mother who them if one, indeed, DID NOT CUT THEM OUT. Junior, as applied here, means garments for short women or tall girls.

We never approach St. Patrick's day but the jingle, "Two and two, away we go, up Broadway, through hall and snow," rings in our ears almost as bad as a "Red trip" for a three-cent fare, etc. which we may soon be humming. Anyway the Saint's day will soon be here. We have Postals, Dinner Cards, etc.

Without any further publicity than appears in the press—tonight and Saturday morning—we will make a test of the value of advertising by placing on sale at Globe Section 50 dozen pairs of choice Smoothen Gloves, sold usually as prime kid, popular colors, all sizes; sold in most stores at \$1.00 per pair, Saturday 69¢ a pair.

On one occasion we sold more than this quantity in one day. This we think is a choice lot. Now let's see if it pays to advertise. Those who are fortunate enough to get the gloves will profit at any rate. THEY ARE GUARANTEED.

THOS. KILPATRICK & CO.

Belated Copy

Calls attention to something special for MEN ONLY—Just as winter was about to break, an importer overstocked on Men's medium heavy weight gloves—offered a lot to us at a low price. We bought them, feeling that the reduction on price to us would pay splendid interest on the investment if we carried them till next season. Crisp mornings and cool evenings impel us to offer the purchase now—Saturday then, \$1.39 per pair. We are assured they are made from Kassar stock, and that the home of the animal who wore the skin is in the Balkan mountains—\$2.00 is the usual price.

About a week ago we spent a pleasant hour with one of the most interesting women we have ever met—A CORSET EXPERT—Now that word expert is a much abused one—This lady had qualified—qualified through experience with every detail of corset making—qualified by scientific training in physiology and anatomy—qualified by long experience of corset fitting and

wearing, for she admitted being near the half-century milestone (although she could easily pass for thirty-five.) From her we learned more than we ever knew. Her knowledge and experience was communicated in tabloid form to our fitter. You will get the benefit—"Nothing is more unwise than putting on the corset immediately upon getting up in the morning or half resting in negligence. Proper exercises should be indulged in to restore the body to normal." Thus the expert—much more to tell you. Suggest you make appointments for fitting by telephone. Call Miss Coleman, Douglas 51.

SWEET WORDS—The man who could so coin phrases—as to convey an idea of taste with description—would be invaluable. The artist sometimes, with paint and pigment, throws on the canvass, for instance, Bon Bons so natural as to make the mouth water and get the gastric juices ready to do their duty. The words, "Cobb's Candies" to those who know them have the same effect as such a picture. Mr. Cobb says, let us tell the dear people that we have specials for St. Patrick's day. Cases—Hats and Candies

in proper colors to harmonize—and then mention the Cremon Caramels, alias Loriot Caramels—made in Strasburg, Germany, packed in sealed tins. Special for Saturday, 40 cents instead of 50 cents—tin contains one pound.

Peanut Brittle—made from nuts properly roasted and just held in old-fashioned Molasses Candy. We know this will bring fond recollections—on a previous occasion we sold the stock out by 3 p. m. Special for Saturday, pound box for 15 CENTS.

Molasses Mint Kisses—A real fitting name. Think of the purest molasses flavored with mint, and then kisses—don't that suggest a pleasing combination. Pound box 25 cents—usually 40c.

Chocolate Almonds—Covered with rich chocolate. Toothsome and healthful; 60 cents per pound instead of 80 cents.

We open at 8 a. m. We live up to the nine-hour law. We close at 9 p. m. Saturdays; would like to quit at 6 p. m. Strange, is it not, that those who enjoy the 8-hour day care so little for their less fortunate brothers and sisters? Trading can be done before 6 p. m. "Have a heart," as Polly's Pa would say, and try it.

THOMAS KILPATRICK & COMPANY