

# \$35 McDougall \$27<sup>50</sup> Cabinet for \$1.00 a week

This new cabinet is the very latest production of the mammoth McDougall Factory. It is designed to contain everything it is possible to give for \$35.00—and to contain every need of the kitchen—a cabinet strictly high-grade in every particular. Money can not buy a better made cabinet—it is the best in the world—if we were to sell it at \$35.00, it would be worth every cent of it, and more. But we have been allotted 25 of these McDougalls for this introductory sale, and they're going like hot cakes at \$27.50.

## Join the McDougall Co-Operative Club

Pay \$1.00 and get this great labor saver at once

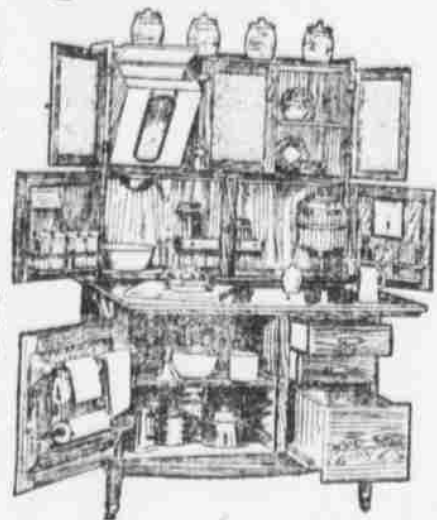
We will place this new McDougall in the homes of those who join our McDougall Co-operative Club to be paid for while using them, at the rate of \$1.00 down and \$1.00 per week—you pay only \$27.50, either on the Club terms, or spot cash.

### Your Opportunity

You've needed a McDougall all these long years, but you've done without it—perhaps you didn't want to pay the cash outright for it all at once. These Co-operative terms are for your convenience—this is your chance to get a bargain. Under the co-operative plan you pay in such small amounts that you never miss its cost.

It will save you millions of steps—save its cost in a short time and virtually cost you nothing. It's built to last a lifetime—it's the biggest bargain we've ever offered.

Why delay—Join now and get this splendid McDougall to work in your kitchen



This \$35.00 McDougall Like picture \$27.50

# Beaton & Laier Co.

415-17 South Sixteenth Street.

## THE SOCIETY OF THE BEE-HIVE

By MELLIFICIA. Tuesday, February 25, 1913.

OMAHA'S Humane society is to be rejuvenated. Lack of both interest and necessary funds have let it backslide a little, but T. L. Ringwalt, who has been prominent in this work, together with Mrs. De Forest Richards, who has also been instrumental in similar endeavors in and around Dayton, O., her former home, are the prime movers in the reorganization.

Heading the list of proposed contributions so far is Mrs. George A. Joslyn, who has offered \$1,000, providing that a like amount can be raised. A fund of \$300 was on hand, and by solicitation Mrs. De Forest Richards has increased that \$300 more. Then, added to this, there is going to be a benefit performance April 26, from which it is hoped an additional gain of several hundred dollars will be realized.

"Alice in Wonderland" is the title of the play which will be given under the direction of Miss Lowden, and local talent will go to make up the cast. Moving pictures will intersperse with acts. These will depict the humanitarian method of treating unfortunate animals in vogue elsewhere, and I am sure they are bound to have a beneficial influence upon the attendance. Beside that, other plans are going forward to meet the conditions of Mrs. Joslyn's offer, and the new organization is bending every effort to do so.

Needless to say, an institution of this kind is of more than passing necessity. And there is not a city of any prominence in the United States which has not already made it a point to create a system of protection for helpless animals.

### Club Card Party.

The Pasaquo club was entertained by Mr. O. C. Slaughter, 2015 Bristol street, Saturday evening. High five was played and prizes won by Catherine Murray, Irene Callahan, Harold Fernandes and Charles Morgan. The home was decorated in honor of George Washington's birthday.

The club will be entertained at Mr. D. D. Callahan's residence, March 8. Those present at the last meeting were:

- Misses—Margaret Adams, Ethel Muhlolland, Helen Swanson, Katherine Punison, Esther Swanson, Eva May, Anna Dobrusky, Irene Callahan, Catherine Murray, Wanda McCune, Frances Muhlolland, Rose Dixon
- Messrs—O. C. Slaughter, Charles Hardin, Harold Fernandes, Jack White, D. D. Callahan, Charles Morgan, Eugene May, Joe Ryan, Marvin Jackson, J. H. Jaska, Mr. and Mrs. H. A. Gordon.

### Lothrop Whist Club.

Mr. and Mrs. E. H. Ward entertained the members of the Lothrop Whist club Saturday evening. The high scores were made by Mrs. M. M. Loomis and Mr. M. E. Lease. The decorations were in George Washington novelties. The centerpiece was a cherry tree and the place cards were hatched with bunches of cherries. The tri-colors were also used in the rooms. Two weeks hence the club will be entertained by Mr. and Mrs. M. E. Lease.

### Wedding Plans.

The wedding of Miss Helen Pauline Klein, daughter of Mr. and Mrs. Edward Klein of Chicago, to Mr. Milton Newburger of Omaha will take place at the Standard club in that city the evening of March 15. The ceremony will be performed by Rabbi Stolz. The bride will wear a gown of white chiffon trimmed with princess lace and crystals. Mrs. J. Nathan of Chicago will be matron of honor and will be gowned in rose chamoisee and will carry pink roses. Miss Hazel Wolf of New York City will be maid of honor and will wear yellow chiffon and carry yellow roses. Miss Esther Rubin of Chicago will be bridesmaid in pink chiffon over pink chamamoisee. Mr. Otto Rothburg of Omaha will serve as best man. The ceremony will be followed by a reception. They will leave for an eastern trip and after April 1 will be at home in the Bernard apartments in this city.

### At Fort Omaha.

Captain and Mrs. Holland Rubottom of Fort Omaha entertained at supper Sunday evening. The decorations were spring flowers. Covers were laid for: Captain and Mrs. Alvin Yorik, Lieutenant and Mrs. Robert Blaine, Lieutenant and Mrs. Harry Gregg, Captain and Mrs. Holland Rubottom.

### Society Night at Auto Show.

Wednesday evening society will attend the Automobile show. Much time and thought has been devoted to the decorating of not only the interior of the building, but also the cars. The brilliant lighting effect is shaded with quantities of green foliage, the color scheme of the

decorating of the building being in green and white, which makes an artistic background for the cars. Broad ribbons and palms separate the exhibits.

The society women will delight in the beauties and comforts of the cars which are found in display this year. Most attractive are the electric, and the jampest of auto bouquets are found in each car. In a handsome electric which is most luxuriously upholstered in gray, a contrasting floral decoration of pink sweet peas is seen. In another which has its appointments in the deep purple a fresh bunch of spring flowers is placed in the auto vase. A limousine which is attracting a great deal of attention has a vase filled with real American Beauty roses.

### For Kansas City Guest.

Mr. and Mrs. Edwin Swobe entertained at bridge Monday evening in honor of Mrs. Pryor Markel of Kansas City, the guest of her mother, Mrs. Ralph Kitcher. Two tables were placed for the game. Mrs. William Foye entertained informally Monday afternoon for Mrs. Pryor Markel of Kansas City.

### Men Who Shave Themselves

Often find the hair thinning at the temples—or find a spot on the crown of the head, where the hair is thinning. Finally they are obliged to resort to the use of shaving property cream.

## MOTHER'S SHAMPOO

Directly attacks the germs that destroy the hair. It thoroughly cleanses the scalp, yet is action is mild and gentle. After using it, the scalp won't pull or be itchy or dry. Instead, the scalp is clean, refreshed and pliable. It has the right qualities to encourage healthy growth of hair. If not satisfied with the condition of your hair, try Mother's Shampoo. Sold by all druggists. See a pkg. in shampoo.

Mother's Remedies Co., Chicago, Ill., U.S.A.



Arwood Milk and Cream may be obtained in Council Bluffs, South Omaha and wherever the Alamito Sanitary Dairy Co. distribute. Telephone Douglas 411.

where he and Mrs. Jones will make their home. All of the men present were former members of the Cornhusker team excepting three who were enthusiastic rooters at the university. Those present were:

- Mr. and Mrs. Alvin Budd Jones.
- Mr. and Mrs. Earl Stanfield.
- Mr. and Mrs. John Cameron of Tekamah.
- Mr. and Mrs. Arthur Anderson of Tekamah.
- Mr. and Mrs. Hensell of Tekamah.
- Mr. and Mrs. Le Forest Hancock of Pender.
- Mr. and Mrs. John Hamming.
- Mr. and Mrs. Harvey Fair.
- Mr. and Mrs. Frank Crawford.
- Mr. and Mrs. George Johnston.
- Mr. Gerald Hancock of Pender.
- Mr. Charles L. Thomas.
- Mr. George Shield.

### Matinee Luncheon.

A luncheon was given on Saturday at the Delft tea rooms, followed by a late party at the Orpheum theater, in honor of Miss Mary Wolfe, a March bride. In the party were:

- Misses—Rose Goldstein, Ilse Marie Brash, Fannie Brodsky, Rockport, Mo.; Eva Goldstein, Mary Wolfe.
- Mrs. C. H. Kirsh.

### Pleasures Past.

The O. C. B. W. club was entertained by Miss Malvina Newman Monday evening at her home.

### Personal Gossip.

The Mendelssohn choir has a new member. A son, born Sunday to Mr. and Mrs. Frank Burchmore, Mr. Burchmore says he will join the bases.

## Miss Helen Morton Must Quit Study of Farm Management

CHICAGO, Feb. 25.—(Special)—The agricultural studies of Miss Helen Morton, daughter of Mark Morton of Lake Forest and granddaughter of the late J. Sterling Morton, have come to a sudden close at the University of Wisconsin through the university officials putting a stop to the social activities of a party of young women of whom she was one.

It seems one of the girls was out late and having forgotten her key and not wanting to arouse the entire boarding house she climbed in through the window, an offense deemed heinous in the eyes of the college authorities.

After telling of this Miss Morton said: "But what worries me most is the danger that I may lose my chance to become a real farmer. I always wanted to do that. My father has a beautiful farm near Nebraska City, Neb., and that is where I have been longing to go."

"I was taking an agricultural course at the university so I would be able to superintend the farm property. Now I am afraid my father may insist that I shall stay in town, and go to teas and dances and musicales and receptions and theaters and weddings and club meetings and shopping, and all the dull things that keep society breathless and bored. 'I don't care a whit about society. It doesn't get anywhere. It's superficial. And I know enough about farming already to start in if I can just convince my father. He has always been opposed to my agricultural career.'"

Perseverant Advertising is the Road to Big Returns.

## How to Make CALUMET Biscuit



To see how delightful baking can be, get a can of Calumet Baking Powder—and try this delicious recipe:

Calumet Baking Powder—and try this delicious recipe:

- Calumet Biscuit.
- 1 heaping teaspoonful Calumet Baking Powder,
- 1 level teaspoon of salt,
- 2 rounding tablespoons butter or lard,
- 1 cup of milk.

Sift flour once, then measure, add salt and baking powder and sift three times, rub shortening in with fork or spoon, add milk and water, turn out on a well floured board and roll one inch thick, cut and bake in a quick oven about twelve to fifteen minutes.

And when they come piping hot from the oven, light and fluffy and wholesome—butter and taste.

That's the Calumet test—always. Everything baked with Calumet must be as good—or a little better—than bakings made with other brands.

Calumet is moderate in price—economical in use. Your grocer knows—ask him.

RECEIVED HIGHEST AWARDS  
World's Pure Food Exposition, Chicago, Ill.  
Paris Exposition, France, March, 1912.

## CALUMET BAKING POWDER



### CALUMET GUARANTEE

We guarantee Calumet to be pure and wholesome, and to give perfect results. If, in your opinion, Calumet fails to give satisfaction, return the can to the grocer and get your money back. CALUMET BAKING POWDER CO.

P. S. We forgot to mention in the above recipe that it requires four cups of sifted flour

Visitors to the Automobile Show are invited to visit the greatest store in the west.

# Brandeis Stores

## These Are Special Bargains in New Merchandise All Are Important Selling Events for Wednesday

Every woman knows that every day in the year this store offers the biggest, genuine bargains in all Omaha.

- 27-in. Embroidered or Ruffled Swiss and Batiste Flouncings in choice eyelet, floral, blind relief and combination designs, worth to 85c a yard, at, yard. 49c
- Fine French and German Val Laces and Insertions, Linen Torchons, Crochet and Cluny effects and fancy Wash Laces and Insertions, worth to 10c, at, yard. 5c
- Hundreds of Remnants in All Over Laces, Bands, Edges, Appliques, Medallions, etc.—all kinds on Bargain Squares specially priced at, each piece. 15c
- 50c Plain 40-in. Voiles, Main Floor. .25c
- 50c 27-in. Jacquard Silks, Main Floor. .25c
- 50c Brilliant 27-in. Silks, Main Floor. .29c
- 50c 27-in. Eflure Voiles, Main Floor. .25c

SEE THESE NEW ARRIVALS IN SILKS and WASH GOODS WEDNESDAY  
Brocade Crepe de Chine, Printed Radium Silk, Silk and Wool Brocaded Poppins in stunning self, 2 and 3-tone colorings, also new Bulgarian Silks, yard. 75c to \$2.50  
Imported and Domestic Ratines are much in vogue—beautiful patterns in new blues, tans, wood shade, French gray, rose, lilac, white, etc., at, yard, 59c to \$1.59

## The Two Foremost Rug Bargains in Town

- Axminster and Wilton Velvet Rugs—9x12 sizes, in rich new patterns; worth to \$25, on sale at. \$15.98
- Seamless Wilton Velvet Rugs—9x12 sizes, in an extra quality Wilton, worth to \$27.50, at. \$17.98

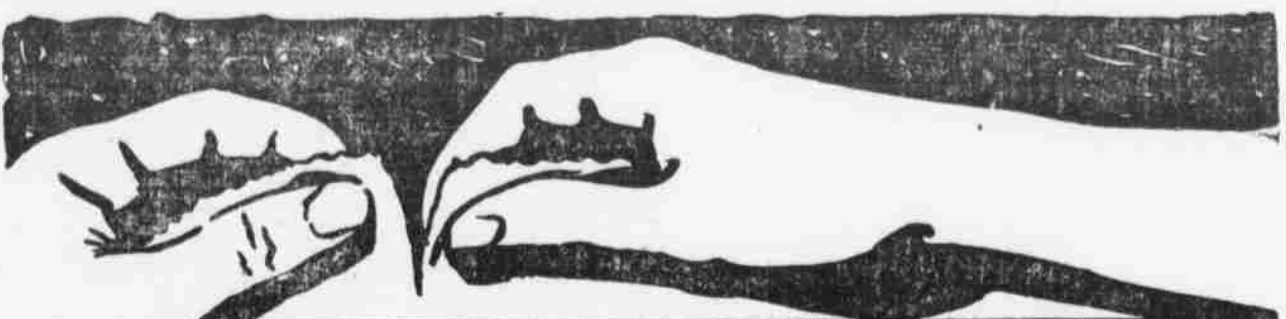
Beautiful New Models in Spring Millinery. BRANDEIS STORES



### Help in Selecting Your Dress Shield

At our Dress Shield Counter this week, there is an expert who will gladly advise you in regard to your dress shields. She is demonstrating OMO, the moisture proof, odorless Dress Shield, and describing the new styles and attachments.

New Arrivals in Women's Tailored Suits. BRANDEIS STORES



### SHIP SUNK, ANTINOPLE REPORT.

Account Says Re Umberto Was Driven on Rocks—Tugboat Blown Up.

ANTINOPLE, May 2.—The Italian battleship Re Umberto, which had been conveying landing expeditions in Tripoli, has been driven on the rocks by a storm. She sank on the coast near Zuara. The Re Umberto was built in 1887, and carried a complement of over 700 men. She was 400 feet long; and 77 feet in beam, drawing 23 feet of water. Her armament included four 13.5-inch guns. Zuara is on the northwest coast of Tripoli, near the Tunisian border. Shoal water and rocky patches extend along that coast for half a mile or more, making navigation hazardous.



CLEVER ELSIE

"Mamma, why did you say mustn't mustn't?"  
"Because you mustn't."  
"You mean because I can't. That's why I like these Sunshine Takhomas—they're the first soda crackers I've ever had that break so nice in the middle and can't muss up everything with crumbs."

## Tear this Out—Mail It

Loose-Wiles Biscuit Company, Omaha, Neb. Please mail at once the free "Surprise Box" of assorted

# Sunshine Biscuits

which you offer in today's paper to send me free and postpaid. I wish to test "The Quality Biscuits of America."

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Grocer's Name \_\_\_\_\_  
Address \_\_\_\_\_

## The Omaha Bee is everywhere recognized as the best newspaper published anywhere in this country in a city of the size of Omaha.

It carries the best features of a great metropolitan newspaper organization, which pays its artists and writers as high as twenty-five thousand dollars a year. It is printed on the best quality of paper. Its illustrations are of the finest quality. It prints all the news and prints it first. It has the confidence and enthusiasm of its readers.

All of these things go to make a circulation among people of all classes, who are able to buy and buy intelligently.

The Bee is a great business establishment with a remarkable organization. Every fibre of this organization is designed to create a paper fit for the home and to put it into all the homes in and about Omaha.

Advertise in the paper that goes to the homes.

## The paper that goes to the homes brings results for the advertiser.