

SOCIETY BEE-HIVE

By MELLIFICIA.

Tuesday, March 4, 1913.

PLANS of the Players' club have again gone glimmering. The army officers of the nearby posts have all been called to the Mexican border, and, since they figure prominently in the cast, its production will have to be foregone at least for a time.

Lieutenant Raymond Smith of Fort Crook, son of General Frederick A. Smith, was to carry the leading role in "The Amazons," which is the title of the unusually clever play the club was to produce.

Lieutenant Hayes, also of Fort Crook, has a prominent part in the play.

"It just seems too bad," one of the women members of the club said to me in reviewing its troubles. "For the rehearsals were well under way and the various players were getting their parts splendidly. To have all of this disappointment come at this particular time is very discouraging.

The present situation finds just one masculine member of the club still in town, Mr. George McIntyre, who is a character actor. Among the women members with parts in the production are Miss Anna Bourke, Mrs. Harry Doorly, Miss Margaret McPherson and Miss Pauline Bourke.

But hope has not entirely deserted the Players' club, and there is a possibility left that officers may soon return and enable the performance to go ahead.

Theater Parties.

A few small theater parties were given Monday evening at the Brandeis theater. One of the parties included Mr. and Mrs. Joseph Bazzage, Miss Edith Haldrich, of Hollydayburg, and Mr. W. Pagan Smith.

Following the theater they had supper at the Omaha club. Another party included Mr. and Mrs. C. S. Hayward and Mr. and Mrs. Raymond Hayward. Miss Dora Alexander will entertain at a theater party at the Orpheum this evening, and will have ten guests.

Miss Margaret Getten entertained the members of the Odix club at luncheon Saturday followed by an Orpheum party. Those present were: Misses—Sarah Sears, Louise Hupp, Sturdevant, Elizabeth Berryman, Dickinson, Dorothea Striver, Marion Pearson, Irene McGuire, Katherine Saunders, Mary Haller, Margaret Getten.

For Visitor.

Several parties are being planned for Mrs. Lott H. Dennis, of Boston, who is the guest of Miss Louise Cotter. Thursday afternoon Miss Cotter will entertain at a large bridge party in honor of her guest, and Tuesday afternoon Miss Irene Cotter will entertain at a theater party at the Orpheum. Next Monday Miss Agnes Singlet will entertain at luncheon for Mrs. Dennis.

Surprise Party.

A surprise party was given Mr. and Mrs. D. C. Buck Monday evening at their home. Cards were played and those present were: Mr. and Mrs. J. C. Reeder, Mr. and Mrs. Fred Sullivan, Mr. and Mrs. P. M. Wobber, Mr. and Mrs. J. E. Shaffer, Mr. and Mrs. C. P. Wobber, Mr. and Mrs. D. C. Buck, Mr. and Mrs. J. Meyer, Mr. Leonard Webber.

Debutante Bridge Club.

Miss Daphne Peters was hostess this afternoon for the meeting of the Debutante Bridge club. Miss Helen Brown,

of Seattle, Wash., guest of Miss Dorothy Hall, was the guest of the club.

Dundee Luncheon Club.

Mrs. E. E. Kimberly entertained the members of the Dundee Luncheon club at luncheon Monday. Covers were laid for eight members. The decorations were spring flowers. Mrs. S. R. Rush will entertain the club in two weeks. The March dinner party will be given at the home of Mr. and Mrs. Royal Miller shortly after Easter.

Mrs. George Stone entertained at luncheon at the Henshaw, followed by a matinee at the Orpheum Monday afternoon in honor of Mrs. George E. Golden, of Fort Dodge, Ia.

Evening Card Party.

A pleasant evening was spent at the home of Mr. and Mrs. H. G. Fricke, 523 South Twenty-sixth street. Cards and music were the amusement of the evening. Those present were: Mr. and Mrs. William Parrabine, Mr. and Mrs. H. G. Wallace, Mr. and Mrs. Earl P. Wallace, Mrs. and Mrs. V. Magney, Miss Coupl, Esther Fricke, Alice Johnson, Hattie Biltz, Carthey Du Bois, Messrs.—Andrew A. Kliner, A. L. Fitzsimmons, Baldwin.

In and Out of the Bee Hive.

Miss Annie Dennis has returned from a visit of two months in Chicago. Mr. and Mrs. Charles Kirschbraun have returned from a stay of several weeks in California. Mrs. Joseph Barton, Jr., returned today from Portland, Ore., where she spent a month visiting her mother, Mrs. W. L. Graham. Mr. D. C. Crisman, who was for fourteen years connected with the telephone company in Omaha, has been transferred to Minot, N. D., where he will be general auditor. Mrs. William C. Nickerson and infant daughter left Saturday for their home in Livonia, N. Y. Mrs. Nickerson has been visiting her parents, Mr. and Mrs. Henry Evans of Benson, all winter.

BIG SHOW TO OPEN TONIGHT

Nebraska Manufactured Products to Be Exhibited at Auditorium.

OTHER CITIES REPRESENTED

Hastings Has Exhibits from Ninety Concerns and Fremont and Lincoln Have Large Space to Make Display.

Exhibits for the Made-in-Nebraska show at the Auditorium will all be in place for public inspection when the doors are thrown open this evening. The booths are all built and the displays are now being installed and will be in readiness for the opening.

Something like two hundred booths, beautifully decorated, were hauled to the Auditorium Monday and under the direction of Leo McGrew, the work of the installation of the booths was begun. Z. T. Howell, who had the active superintendency and the arrangement of the exhibits for the several corn shows and land shows held here, was placed in charge, by Manager Buckley, of the working force of the Made-in-Nebraska show.

The Wolfe Electric company is installing big mains and arranging to have the different booths coupled on for lighting purposes. The Gillingham company is doing the interior decorating and has a force of from twelve to fifteen at work. There will be a complete change in style of decorations from those of the Automobile show. In some respects, they will give one more the idea of out doors and forestry through the use of tons of smilax and green stuff.

Many Tickets Sold. C. E. Beinet, president and G. W. Danner, vice president, and the various officers and directors of the Federation of Nebraska Retailers, have arrived in the city from their respective homes and will remain here during the two weeks of the show. There have been about 18,000 tickets sold in advance of the show, these being purchased by jobbers, wholesalers, manufacturers and the larger department stores. The Brandeis store purchased 700 tickets for distribution among its employes and other retailers bought a large number for the same purpose.

Exhibits from State. The arrangements for the opening night program have been fully completed. It will be known as the Commercial club of Omaha night and City night. It is expected that the members of the Commercial club of South Omaha will be present. On the stage there will be Lieutenant Governor McKeel as the representative of Governor Morehead. Isador Ziegler, attorney for the Omaha Commercial club will represent that association, and A. C. Smith will represent the jobbers and manufacturers. Hon. M. A. Hostetler of Shelton, Neb., will talk for the Federation of Nebraska Retailers. The opening ceremonies will be presided over by C. E. Beinet, president of the federation and G. W. Danner, vice president, will tell how the Made-in-Nebraska show happened to be. Mr. Louis W. Buckley, one of the managers of the exposition, will read the telegram from President Woodrow Wilson. Then Green's band will play the special Made-in-Nebraska show march.

The Hastings exhibit, in charge of L. A. Kinney and others of the Hastings Commercial club and Manufacturers' association, arrived in the city on special cars Monday. There are some ninety manufacturers from the little thriving city of Hastings who will make displays in this show. The Fremont exhibit arrived yesterday. Mayor Weis of Fremont will be on the stage as one of the reception committees.

The exhibits of the manufacturers from Lincoln will be on hand. Secretary Whitten of the Lincoln Commercial club, arrived Tuesday and the booths are being made by the Gillingham company. Sixteen hundred square feet of space will be used by Lincoln manufacturers, and on their exhibits will be emblazoned the words, "Made in Lincoln." In addition to this there will be exhibitors' displays from Wakefield, Schuyler, Crete, Nebraska City, Scott's Bluff, Superior, Plattsmouth, and several others will have separate and distinct displays. About 10 per cent of the exhibits are from Omaha.

The Peralta band will be here March 2, direct from Los Angeles, and will play in one week of concerts, afternoon and evening.

Alamito to Build New Sanitary Plant

The Alamito Sanitary Dairy company has elected new officers, taken new men into the firm and decided to erect a large three story concrete sanitary dairy upon a lot recently acquired. The new plant will occupy a quarter of a block, including the garage and barns, and completed will cost \$18,000. Entirely new and automatic machinery will be installed throughout at a cost of an additional \$20,000. The rooms throughout the building wherever any of the products are handled, will be of solid white tile. The refrigerating plant will take the place of the use of ice which will be nowhere in evidence. Any degree of temperature desired, even to below zero, may be brought about by a simple adjustment of the mechanism of the proposed refrigerating system. The pasteurizing device will be the result of the latest study into this branch of the dairy business.

The new officers elected were, Chas. F. Schwager, president and general manager; Geo. B. Dyrball, vice president and treasurer. Mr. Dyrball was formerly an officer and director of the Smith Brick company, and interested in banking and railroad work in Omaha. Frank L. Kernan, for some time connected with the dairy business in Los Angeles and Omaha, was made secretary. The general superintendent of the plant will be Edward Martin. Mr. Martin is one of the foremost milk producers in the west, having been engaged in this line of work more than fifteen years, and having brought on the champion herd of the Douglas County Cow Testing association under the jurisdiction of the state university.

Since the recent fire experienced by this firm, an entirely new delivery equipment is being rapidly installed. All wagons are coming from the work-shop

a pure white, and white horses or grey horses being put into service as rapidly as possible. With the new building completed and the erected service plans completed, the Alamito will have a plant unequalled by any in the west.

BIG FINE FOR ACCOSTING A WOMAN ON THE STREET

When accosted on the street in front of the Loyal hotel Monday night by I. McGuire, an employe of the Omaha Street Railway company, Mrs. R. E. Vinnau struck him a stinging blow on the cheek with her open hand and fell into the lobby of the hotel. She notified the police station and McGuire was arrested. Police Magistrate Foster fined him \$5 and costs.

BUZZINGS

It is said an original Wilson man, Attorney J. W. Woodrough, contemplates changing the spelling of his name now to "Woodrow."

Just picture in your mind's eye, all those fat colonels, who never bestrode a horse, riding down Pennsylvania avenue behind Governor Morehead.

W. S. Baestinger, the new Union Pacific general passenger man, used to be here as assistant to Gerrit Fort, when the latter held forth in that capacity.

W. J. Conell has the record of being in court trying cases more than any other attorney practicing at the local bar.

State Senator Macfarland used to be mayor of Columbus, Neb., before he landed in Omaha.

Note that one of our enterprising Omaha retail establishments advertises a display of military and apparel on "Army models." Them's for us.

Advertisement for Scott's Emulsion, featuring a man carrying a large fish. Text: "OVEN BROOK AND WIND MENTAL STRAIN causes run-down health and sickness. Scott's Emulsion and rest are needed, but SCOTT'S EMULSION is more important because it enriches the blood, nourishes the nerves—builds the body and restores strength, vigor and immediate energy without interrupting daily duties. Scott's Emulsion drives out colds and strengthens the lungs." Scott & Bowza, Roseland, N. J.

Skinner's Macaroni to Be Exhibited at the Nebraska Show

Skinner's macaroni products will be represented at the Made-in-Nebraska show which opens Wednesday night. The booth of the Skinner Manufacturing company will be in charge of W. A. Stone, who is sales manager of the company. Mr. Stone has had a great deal of experience in food shows and other public enterprises and he says, that in his opinion, the Made-in-Nebraska show will be one of the biggest events that has taken place in Omaha in years. Mr. Stone expects to meet a great many grocer travelers as well as retail merchants at the show.

All the varieties of macaroni manufactured in Omaha by the Skinner Manufacturing company will be on display and each one of the varieties will be served in tempting dishes to visitors. Skinner's line is absolutely high grade, being made from pure durum wheat which is exceedingly rich in gluten and body building qualities. The company's business for the month of February is much larger than it has ever enjoyed in any one month and its sales are increasing rapidly. This is due to the greatly increased consumption of macaroni by the public and also to the exceedingly high quality of the article put out by this firm. The Skinner line is handled by practically every jobber in the middle west and is sold as far south and east as Memphis, Louisville and New York and as far west as Salt Lake City and Provo, Utah.

The president of the company, Paul F. Skinner, is one of the original boosters for the Made-in-Nebraska show and, in fact, was one of the very first to secure space, believing that the show afforded a great opportunity for the manufacturers of the state to get double value for their money because of the opportunity presented to reach the consumer and at the same time co-operate with the great number of retailers interested who, in his opinion, form such an important part in the marketing of food products. The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Ad Club Members Bubble Over With Real Enthusiasm

Patriotism bubbled over at the weekly meeting of the Omaha Ad club when Woodrow Wilson's picture was thrown on the screen at the Paxton hotel, and following the reading of the inaugural address, the members rose to their feet and lustily sang the national anthem.

Several minutes were consumed in applause at the end of the reading of the address by C. A. Aiden and on motion of O. T. Eastman the club sang the national anthem. Following this an illustrated lecture on "Co-operation of the Manufacturer and Dealer" was given, in which was shown the good effect of advertised goods on the books of both.

The Ad club has prepared a city ordinance which will soon be introduced for passage regulating the nature of all kinds of advertising. The ordinance is calculated to promote truth in all advertisements and provides a penalty of a fine of not less than \$10 nor more than \$100 and thirty days imprisonment for any one found guilty of making an untrue or misleading statement about goods in an ad. The ordinance was indorsed by the club and will be submitted to the council for passage. A committee of twenty-five members of the club will be named to make preparations for entering the northwest division of Ad clubs which convenes in Omaha April 1.

Chamberlain's Tablets for Constipation.

Advertisement for Calumet Baking Powder. Features 'BAKING POWDER TESTS' with three glasses and a can of Calumet. Text: 'THE OMAHA DAILY, EVENING AND SUNDAY BEE. The Best Advertising Mediums in Their Territory. CHEAP or "Big Can" Baking Powder. Cream of Tartar Powder. Calumet Baking Powder. NOTE here the amount of leavening gas by the way the powder has risen over the top of the glass. Note how light and fluffy it is; also how even the grain is. This test proves CALUMET has a great amount of leavening gas that it is gradually and uniformly given off. It leaves no unwholesome residue. This Proves the Wonderful Leavening Qualities—the Purity—the Economy—the Superiority of CALUMET BAKING POWDER. Ask Your Grocer—Insist on Calumet. RECEIVED HIGHEST AWARDS, World's Pure Food Exposition, Chicago, Ill., 1907; Paris Exposition, France, March, 1912.'