

Costs Less Bakes Better

CALUMET BAKING POWDER



ECONOMY—that's one thing you are looking for in these days of high living cost—Calumet insures a wonderful saving in your baking. But it does more. It insures wholesome food, tasty food—uniformly raised food. Calumet is made right—to sell right—to bake right. Ask one of the millions of women who use it—or ask your grocer.

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



The Society Bee-Hive

By MELLIFICIA. Tuesday, April 15, 1913.

WITH the exception of several interesting engagement announcements, society is practically at a standstill. Mr. and Mrs. Frank C. Hollinger announce the engagement of their daughter, Miss Marie Hollinger, to Mr. John Livingston McCague, Jr. Both young people are prominent in college and club circles.

Miss Hollinger attended Wellesley college after finishing at the Omaha High school, and specialized in instrumental music. Mr. McCague attended the Omaha High school and Amherst college. He is a member of the University and Happy Hollow clubs. The wedding will take place in the fall.

Society Rehearses. Several young women and men who assisted last week with relief work are now rehearsing for the benefit performance of "Sleeping Beauty." Last evening several young people rehearsed the minut and the Kowloon dance at the studio of Miss Isabel Lowden. Cleary Hannighan will take the part of the prince.

Pagalco Club. The members of the Pagalco club were entertained at cards Saturday evening by Miss Helen Swanberg. High five was played and prizes won by Miss Rosa Dixon, Mr. Joe Runa, Miss Helen Swanberg and Mr. Eugene May. Those present were:

- | | |
|---|---|
| Misses—
Helen Swanberg,
Catherine Murray,
Ethel Mulholland,
Eather Swanson,
Frances Mulholland,
Katherine Tunison,
Jane Fisher,
O. C. Slaughter,
Charles Harding,
H. J. Jaak,
Charles Schlect,
Joe Runa,
Leo McKenna,
D. D. Callahan. | Misses—
Gladya Ellis,
Waneta McCune,
Selma Swanberg,
Margaret Murray,
Marie Norgard,
Rose Dixon,
Lillie Swanberg,
Mesars—
Jack White,
Eugene May,
Ray Sorenson,
Harold Fernandes,
Jake Schlect,
Marvin Jackson. |
|---|---|

Miscellaneous Shower. Mrs. Irving M. Elson entertained at a miscellaneous shower this afternoon at her home in honor of Miss Fay Thorne. Those present were:

- | | |
|---|---|
| Misses—
Fay Thorne,
Irene Lucas,
Edith Lease,
Mesdames—
Jess Rogers,
J. B. Good,
J. Smith. | Misses—
Ruth Fisher,
Ethel Mayne,
Louise Gregg,
Mesdames—
Paul Havert,
J. H. Knettle,
Elston Looney. |
|---|---|

For the Future. The sixty-two club will entertain at a dancing party Saturday evening at Chambers. Thursday evening La Salle club will entertain at a dancing party at Chambers.

Robertson-Willard Wedding. The wedding of Miss Ruth Willard, daughter of Mr. and Mrs. Frank Willard, and Mr. Hugh C. Robertson, son of Mr. and Mrs. B. N. Robertson, took place Saturday noon at Lincoln at the residence of Rev. A. L. Weatherley of the Methodist church. The wedding does not come as a complete surprise to friends of the young couple, although the event was planned to take place in June.

The bride was graduated last June from the Omaha High school and has spent last year teaching school. Mr. Robertson is also a graduate of the Omaha High school and was graduated from both the State university at Lincoln and the Creighton Law school, and is at present practicing law with his father. Mr. and Mrs. Robertson are at the Hotel Loyal.

Orpheum Party. Mrs. Frank L. Haller entertained at a matinee party Monday afternoon at the Orpheum to see Sarah Bernhardt. In the boxes were:

- | |
|--|
| Mesdames—
Arthur L. Williams, Frank Martin,
J. M. McLaughlin, Charles Martin,
Arthur Wakeley, Frank Haller,
Miss Katherine McLaughlin. |
|--|

Leflang-Cole Wedding. The marriage of E. M. F. Leflang of Omaha to Miss Anna Cole of Lexington, Neb., was celebrated at 11 o'clock this morning at the home of the bride's sister, Mrs. M. E. House, in Lexington. Mr. and Mrs. Leflang left this afternoon for Omaha, after which they will go to Florida. Mr. Leflang is president of the Dawson County National bank. Rev. G. F. Williams of Columbia, N. B., performed the ceremony.

Mr. Leflang has been most successful in his investments in Omaha property, having bought numerous blocks in this city which have increased wonderfully in value.

In and Out of the Bee Hive. Mrs. Burkett of St. Joseph, Mo., formerly of Omaha, is the week-end guest of Mrs. D. W. Wead. Mr. and Mrs. D. V. Sholes of 2300 Woolworth avenue have sold their home to Mr. and Mrs. Sol Dege, and will move about May 1 to 3511 Douglas street.

Mr. and Mrs. R. P. Rifenberck of Cincinnati, who were expected to arrive Saturday to visit Captain and Mrs. R. P. Rifenberck, Jr., have been delayed by the floods and will not reach here until the latter part of this week.

Key to the Situation—See Advertising.

Her Engagement Announced



MISS MARIE HOLLINGER.

TWO FIREMEN ARE INJURED

Fall Through a Hole in Burning Building.

HALF DOZEN NARROW ESCAPES

Men and Women Leap Twenty Feet to Pavement to Escape Flames Which Threaten Whole Block on Thirtieth Street.

Two firemen were injured, one seriously, and half a dozen persons living over the James Kopp saloon at 102 South Thirtieth street risked their lives when they jumped twenty feet to the ground in order to escape flames that for a while threatened to sweep half a block of property, just before 3 yesterday morning.

William Reese of truck three fell through a hole in the flooring of the second story, receiving a dislocated shoulder and a fracture of his right arm. Barney Hahn of the same fire company fell through the same hole a moment afterward, but saved himself by clinging to a burning rafter. His injuries are slight.

An Italian woman whose name could not be learned made a hammock of a bed sheet and fastening it to a blanket, dropped her 2-year-old babe into the arms of a neighbor. She then jumped twenty feet to the sidewalk, although uninjured. Peter West jumped just before her. While the fire was raging furiously in the second story and signs are believed that all of the sleepers had been aroused, four men appeared at windows and hanging on the sills for a moment, dropped in rapid succession.

The fire originated in the rear of the Kopp saloon and burned up through the ceiling into the sleeping quarters of several families. It then spread with remarkable swiftness to the Metropolitan Importing company, a grocery firm in an adjoining building.

Fire men succeeded in controlling the fire after a desperate fight, and it is thought that the total loss will be less than \$2,500. The origin of the fire has not been determined.

The Metropolitan Grocery firm is a stock company. The president is Fortunato Mauro.

Uncle Bill Christie

Came on Boat Forty-Six Years Ago

"Uncle Bill" B. Christie, veteran contractor, landed in Omaha forty-six years ago Tuesday at 9 o'clock in the evening, from the semi-weekly packet, "the Colorado," which pushed its nose in the mud at the foot of Douglas street after an arduous trip of two days and nights from St. Joseph.

"Wasn't much of a town then," said Uncle Bill. "No paved streets, about 7,000 people. I was born in Cincinnati and had come direct from there. I was pretty lonesome and was getting discouraged when I struck St. Joe and found that Captain Brown of the Colorado was an Ohio riverman.

"Now, I was a river man myself, and so he took me on and brought me to Omaha. He went with me to the Herndon house and introduced me. Next day he showed me ashore and I've been here ever since."

"Uncle Bill" said he couldn't even estimate the number of houses he has built or superintended since he has been in Omaha. He built the Creighton home at Twentieth and Chicago and takes a great pride in the fact that through the years it has remained intact.

TWO AUTOMOBILES ARE STOLEN; FOUND LATER

Walter Gehrie, 257 Dodge street, reported the loss Monday morning of a two-passenger Hudson runabout which had been taken Sunday night about 10 o'clock from the curbing in front of 3655 Jones street. After an extensive search the car was found to be ditched only two blocks away in a vacant lot and none the worse for its experience.

J. A. Lanagan, Sixty-fifth and Dodge streets, made known to the police Tuesday morning that his five-passenger Lexington touring car had been stolen from in front of the Boyd theater Monday night around 10 o'clock. The machine was found late Tuesday morning at the east end of the Douglas street bridge.

RE-ELECTED PRESIDENT OF THE OMAHA WOMAN'S CLUB.



MRS. C. W. HAYES.

T. A. FRY IS TREASURER OF THE COMMERCIAL CLUB

Thomas A. Fry has been elected treasurer of the Commercial club, to succeed John Steel. The executive committee unanimously voted Fry into the office at the weekly meeting. John Steel has resigned to leave Omaha for his ranch in Idaho, where he intends to live.

Persistent Advertising is the Road to Big Returns.

A Wonderful Sale of Millinery

A Mighty Purchase of Spring Hats--Comprising a Manufacturer's Complete Sample Stock--on Sale TOMORROW AND REMAINDER OF THIS WEEK AT \$2.50 to \$10.00

248 SMALL, MEDIUM AND LARGE SHAPES

Their Regular Prices Are \$5.00 to \$20.00

Every hat in this season's creation, right style is assured—no tiresome sameness. They are individual and the variety is almost limitless—hats for every occasion—all different—all beautiful. Designs from such popular straws as hemps, milans, leghorns, etc. Handsomely trimmed with imported flowers, ostrich feathers, fancies, Bulgarian ribbons and in all the new shades.

Cut Price Milliner **MISS BUTLER** **Over Alexander's Shoe Store**
1512 DOUGLAS ST.

6:30 Chicago P. M. Limited

Burlington Route

Sleepers and Diner ready 6:00 P. M.

Brandeis Stores

No Matter What Price You Wish to Pay, You Can Find Satisfaction Here in the Better Qualities, the Wider Varieties and Newer Styles in Each Group of Women's Untrimmed Hats for Mid-Season

Genuine Milan Untrimmed Hats in some of the most fashionable blocks of the season—new greens, cerise, burnt, also black and white—actual \$6.50 values, Wednesday, **\$2.98** on 2d floor, at.....

Untrimmed Hats in Basement
A new shipment of horsehair braid, hemp and milan untrimmed hats in the new spring colors with black **\$1.50 and \$1.75** crowns, at.....

3 popular shapes in medium priced hats.



New, stunning novelty ostrich effects now so much in vogue for trimmings, in stick-ups, bandings, imitation aigrette effects and tips in solid colors and shaded effects, cerise to blue, orange to blue, cerise to taupe, gold to black and tan to brown—moderately priced, on second floor, at 75c up to \$2.50.

New Straw Braids—10 and 12-yd. Bolts—new and popular colors, values to \$1, b'm't, 25c

Big Bargains in Factory Ends and Remnants of 36-in. and 40-in. All-Over Laces and Nettings, Worth 75c and \$1.00 at 49c a Yard
In new shadow effects, small dots and figures, craquale meshes, crochet, filet and fancy combination designs—correct styles for yokes, waists, dancing frocks, etc.—**49c**
white, cream and ecru; on main floor at, yard.....

35c and 50c Fine Embroidered Flouncings and Corset Coverings at 29c a Yard
18 and 27-inch Swisses and Batisses—very effective designs in English eyelet, floral and combination effects, on main floor, at yard..... **29c**



"The Right Suits for Right Now"
BUSINESS MEN'S and YOUNG MEN'S
Norfolks

Many men regarded Norfolks last season as suits exclusively for young men. This season the popularity of the Norfolk is greater than ever and it is a favorite suit for men of all ages. You'll see Norfolks more than ever this season. They are emphatically the

Out-of-Door Suits for Out-of-Door Men
It is just the suit for outing, for motoring, for traveling and for every outdoor activity of the up-to-date man. Most of them are 2-piece suits; just the thing for summer wear.

Practical, Comfortable Suits for Business
You will approve the fancy English tweeds in new pencil stripes, also the medium and light weight blue serges and tan, brown, grey and shepherd plaid suits.

We Show More Styles in Norfolk Suits Than Any Other Store in Omaha
\$15, \$17.50, \$20, \$25 and \$30

Brandeis Gigantic Sale of Spring and Summer Wash Fabrics

Thousands of yards fresh from the original cases brought forward to the basement squares and tables for Wednesday's sensational selling. Never were such wash goods bargains as these offered in any store. The patterns and colorings are of the most desirable and attractive character.

A Properly Fitting Corset is Indispensable



Your Own Appearance Requires It.
The Fit of Your Summer Frocks Demands It.

R. & G. Corsets

In the new 1913 models, meet every exacting demand and fulfill every modish requirement. Models to fit every individual figure are here, very moderately priced.

In this model D 223 (as pictured, here) body material is of fancy striped batiste. This corset is for medium and slight figures, medium height in bust with extreme long hip lines; garment is boned with flexible boning, **\$2.50**
three sets of heavy web garters attached, an excellent value, at.....

A Splendid Figure Model R. & G. Corset (B217)—Made in batiste with very long straight hip lines, small, low bust line, 3 sets of garters attached. On display and sale now in our corset department on second floor, at..... **\$1.50**

You ought to be in Fry's Shoes.



Time for "Low Ones"

Scores of striking Spring lasts for Men and Young Men. Extreme English or knob toes—swing lasts or conservative lasts. Whatever your fancy dictates. All leathers.

\$3.50 up

FRY SHOE CO.
16th & DOUGLAS.

NO GARMENT SHOULD BE PUT AWAY UNTIL IT HAS BEEN THOROUGHLY CLEANED

Dirt—grease—wrinkles and creases ruin a garment faster than proper wear.

If you lay your winter clothes away dirty they will look old and dingy next fall, and may be full of moths.

Dry cleaning not only removes all dirt, grease, germs, moth eggs, etc., but if put away in the box or bag in which they are returned there is absolutely no danger of moths, and your clothes are ready to wear any minute you want them in the fall.

Tell our driver how you want them returned, whether in box or bag, and they will come home ready to lay or hang away. We will guarantee them to open up satisfactorily in the fall.

Phone for a wagon.

Pantorium
"GOOD CLEANERS AND DYERS"
1515-17 JONES ST.
PHONES DOUGLAS 963 IND. A-3168
GUY LIGGETT PRES.