

## M. E. SMITH REVUE MARKET WEEK FEATURE

### MARKET WEEK VISITORS

The following additional merchants and their wives have registered here for Market week:

**INDIVIDUALS.**  
**Nebraska.**  
 Mr. Alden, Hyannis.  
 J. J. Andre, Petersburg.  
 Mr. Anderson, Sevard.  
 Mr. Allen, Bellwood.  
 Mrs. Allen, Campbell.  
 Mrs. Allen, Canfield.  
 Miss Aden, Gothenburg.  
 Mr. Andersen, Wahoo.  
 N. J. Bell, Waterloo.  
 C. Bellinger, Gretna.  
 Miss Bown, Falls City.  
 Lena Bory, Columbus.  
 J. S. Bowler, Randolph.  
 Mr. Butler, Nebraska City.  
 Mr. Brooks, Beatrice.  
 Mr. and Mrs. F. L. Brundage, Tecumseh.  
 L. A. Braton, Hastings.  
 Mr. and Mrs. D. T. Carse, Palisade.  
 Sam Curtis, Auburn.  
 Mamie Coats, Stuart.  
 W. N. Coats, Stuart.  
 Mr. Christensen, Nickerson.  
 Mr. Dickson, Panama.

L. W. Doodendorf, White Clay.  
 Clark Draper, Fremont.  
 J. F. Dregulis, Scribner.  
 F. J. Dworak, Ord.  
 J. J. Dworak, Jr., Ord.  
 Mr. and Mrs. J. DeMaranville, Ravenna.  
 J. M. Ellwell, Jr., Springfield.  
 Mr. Fisher, Creton.  
 Mrs. Fieselman, Hickman.  
 Mr. and Mrs. B. J. Graves, Madison.  
 W. H. Gillett, Holdrege.  
 Sam Goldstein, Lincoln.  
 Mr. and Mrs. Heasted, Fairbury.  
 E. W. Hallgren, Newman Grove.  
 W. S. Halleck, Springfield.  
 M. G. Howard, Gordon.  
 H. Hooper, Orange City.  
 L. C. Hask, Alliance.  
 Mrs. Hourigan, Geneva.  
 L. M. Hilt, Lamar.  
 Max Herrington, Millard.  
 C. E. Hastert, Shelby.  
 E. E. Johnson, Genoa.  
 Mr. Johnson, Stromsburg.  
 Mr. Kelsey, Adair.  
 Mr. Kromas, Talmage.  
 Mrs. H. L. Kruger, Plattsmouth.  
 A. J. Karel, Clarkson.  
 Mr. and Mrs. A. M. Kingdon, Gretna.  
 J. J. Kinkle, Avoca.  
 Mr. Lincoln, Geneva.  
 Miss Lord, Schuyler.  
 H. G. Larson, Kenesaw.  
 Mr. and Mrs. F. R. Locke, Friend.  
 S. Lipp, Schuyler.  
 C. P. Lippert, Havelock.  
 J. McCormick, Wolbach.  
 Mr. Mosiman, McCook.  
 Mr. McMein, Lynch.  
 Nora Moller, Nebraska City.  
 Miss Marlen, Oshkosh.  
 James Mose, Blair.  
 O. T. McDonald, Gretna.  
 F. E. McCormick, Wolbach.  
 E. McCarty, Lawrence.  
 E. Malten, Bellwood.  
 C. S. Newmeyer, Lyons.  
 Mr. and Mrs. C. H. Niemeier, DeWitt.  
 Otto Niemeier, Western.  
 Miss O'Connor, Lyons.  
 Mr. Pierce, Eureka.  
 John Palmer, Wausa.  
 Mr. Planzer, Plattsmouth.  
 H. Perlmeter, Plattsmouth.  
 W. A. Racely, Pender.  
 Mr. and Mrs. H. H. Reese, Chappel.  
 Miss Reikofski, Foster.  
 J. J. Reznick, Dodge.  
 Mr. Reimer, Gartley.  
 Mr. and Mrs. William Sievers, Fort Calhoun.  
 Mr. and Mrs. Walter Stohlman, Louisville.  
 William Shotger, Crofton.  
 Mrs. Swoboda, Clarkson.  
 Ed Scaferman, Tebeasta.  
 Bud Sinclair, Curtis.  
 I. Stine, Lincoln.  
 J. J. Sullivan, Papillion.  
 Mr. and Mrs. L. G. Todd, Union.  
 M. B. Thompson, McCook.  
 Mr. and Mrs. E. J. Tucker, Howe.  
 Miss Ude, Deshler.  
 Mr. Vandervolk, David City.  
 William Webber, Spaulding.  
 W. R. Weston, Sutton.  
 Mr. Weber, Arlington.

**Iowa.**  
 Mr. and Mrs. Anderson, Brayton.  
 R. Addy, Imogene.  
 A. E. Aulich, Grimes.  
 Mr. and Mrs. Barrett, Dunlap.  
 Mrs. Robert Bogie, Pacific Junction.  
 W. F. Burke, Walnut.  
 Mr. and Mrs. J. H. Crilly, Danbury.  
 H. Cooper, Avoca.  
 Ben Davenport, Coon Rapids.

**Missouri.**  
 Mrs. Nellie Dean, Hamburg.  
 H. K. Dye, Macedonia.  
 Mr. and Mrs. DeVries, Hoppers.  
 Mrs. Ellison, Woodbine.  
 J. Fauborg, Kimballton.  
 Mr. Frieden, Randolph.  
 Mrs. M. Farrell, Randolph.  
 Mrs. M. Farrell, Randolph.  
 Mrs. W. H. Fenzler, Maudale.  
 Mr. Hansen, Scranton.  
 Miss Hanover, Henderson.  
 Mr. and Mrs. Heaton, Perry.  
 R. A. Hilliard, Corns.  
 Mr. Hackett, Missouri Valley.  
 Mr. Israel, Sioux City.  
 Mr. Jamieson, Glenwood.  
 J. K. Kerr, Manila.  
 J. Kaplan, Missouri Valley.  
 Mr. Looker, Arlington.  
 Mrs. Livingston, Bedford.  
 Mr. and Mrs. H. R. Landis, Malvern.  
 O. J. Lucas, Cumberland.  
 H. C. Lyons, Gravity.  
 Mr. Lewis, Laneshoro.  
 C. H. Luxford, Carson.  
 Mrs. J. L. Lyons, Guthrie Center.  
 R. A. Mester, Portsmouth.  
 Mr. Mueller, Ricketts.  
 John Madsen, Shelby.  
 Evan Noyes, Monravia.  
 L. P. Oxford, Henderson.  
 W. A. Plager, Sutherland.  
 S. Ruback, Avoca.  
 E. H. Ries, Kingsley.  
 J. A. Robinson, Red Oak.  
 W. F. Schneedecke, Underwood.  
 Mr. Tornerman, Fort Dodge.  
 Mrs. Turnbull, Holstein.

**Nebraska.**  
 Mrs. D. W. Wiggins, Cooper.  
 Miss Wiseman, Woodbine.  
**Kansas.**  
 Mrs. Bryan, Delia.  
 W. D. Pallis, St. Francis.  
**South Dakota.**  
 E. Rosen, Sioux Falls.  
 Mrs. Starcher, Fairfax.  
 Mr. Spayde, Rapid City.  
 Mrs. Stephenson, Springfield.  
 George L. Thompson, Winner.  
**Missouri.**  
 J. H. Carter, Mound City.  
 C. M. Price, Marysville.  
**Wyoming.**  
 G. Sturholm, Rock Springs.  
 L. Sterokolen, Rock Springs.  
**Colorado.**  
 A. Jankovsky, Segewick.  
**Montana.**  
 Mr. Jens, Klein.

**FIRMS.**  
 Nebraska.  
 Allgaier Co., Talmage.  
 McMeen Mercantile Co., Lynch.  
 Ashland Variety Store, Ashland.  
**Iowa.**  
 Clark & Son, New Market.  
 Dale Clothing Co., Woodbine.  
 H. A. Furtney & Co., Minden.

## Girls in "1950 Style" Frocks Parade Farnam Street Docks

The Farnam street docks in 1850-17 girls in coats, capes, street dresses, street suits, costumes, knickers, and tennis suits—a stringed orchestra—1,500 spectators—put them all together and you have the M. E. Smith style show, staged for out of town merchants here for Spring Market week.

"Dame fashion has her traditions," declare the managers of the entertainment. "She does not forget. Now and then she reverts to the master fashions of former days and repeats them. The presentation of 'The Maids of 1950' is based on the belief that some day in a succeeding generation the styles of 1924 will be repeated, perhaps in 1950."

"As a fitting background for this revue, we present a 1950 scene showing the river front and the docks when the Missouri river waterway plan has been completed—a step that will mark one of the greatest strides in our history toward the upbuilding of a greater Omaha."

**Endless Variety.**  
 The last hurrying spectator is seated, the orchestra plays a luring tune, and a tall, slender girl comes down the runway that is in the M. E. Smith auditorium. She is succeeded by another, and another, all clad in the latest styles. The number and variety of costumes are apparently endless. Sport coats, sport dresses, traveling dresses, street dresses, silk dresses, wash dresses, wool dresses, enough dresses for every woman in the audience.

The women in the audience burst into applause, the men, unless they are out-of-town buyers, make sure that their pocketbooks are in a safe place.

At last the procession ceases, the curtain is drawn, and E. J. Berg of Burgess-Nash, with Mrs. Helen Hendrickson, step out before it. Berg dives into an enormous suitcase that has been handed to him and pulls out yards and yards of green silk. He rapidly proceeds to encase his model, putting a pin here and there, and in five minutes he has produced an evening gown. A dark green fan, a diamond sunburst and pearls complete the picture.

**Fashion's Evening Robe.**  
 Another swoop into the suitcase and he has a great strip of carmine silk which, under his fingers, becomes an evening robe for Mrs. Hendrickson. That comes off, then the gown, and with light green silk he fashions a pair of pajamas.  
 Berg and Mrs. Hendrickson quit the stage, bowing to the vigorous applause, and the 17 models reappear. The show goes on until the styles change to bathing suits. Seventeen bathing suits of seventeen different colors and seventeen different styles. The music stops. The curtain is again drawn, and the M. E. Smith spring style show has completed its 1924 run.

## Visiting Merchants Buy More This Year

(Continued from Page One.)  
 "The banks are loosening up," stated Henry Egblink, Alton, Ia. "Farmers are buying. They have been getting good prices for their corn and there's a lot of it still to be moved. Grain is not the only source of revenue over there. Nearly every farmer in the state marketed at least a carload of hogs."

"Hard times?" laughed G. A. Rober, Manning, Ia. "Nothing to it. I've been in business more than 25 years and have seen some real hard times. You don't see the people sacrificing necessities today. In fact, they buy a good many things which used to be called luxuries. They wouldn't be doing that if the times were hard."

**Cash Business Increasing.**  
 "Up in our territory the farmers are putting the money they get into their pockets, and for this reason cash business is increasing very rapidly," said J. A. Anderson, Rosebud, S. D. "The prospects for spring and summer business are exceptionally good. The banks are gradually getting over their slump."

"Money is not really easy to get," remarked O. E. Adcock, McGrew, Neb. "but some is to be had. Most sugar beet farmers are either just in the process of liquidation, so that they soon will be ready to spend, or are making plans for next year's crop. One good sign is the fact that a number of farmers are going to farm heavier than they have in the past. The outlook now points to a good crop of beets."

Hampton Mercantile Co., Hampton. Meeks & Rathbone, Red Oak. Stephens Clothing Co., Sidney. Rystad Bros., Rembrandt.  
**Wyoming.**  
 Kline's Store, Glen Rock.

## AT THE THEATERS

"Laugh and the world laughs with you" is an old but true saying and it would seem as though the entire population of the United States were trying to rush into the theater to laugh with Ed Wynn "The Perfect Fool" who opens at the Brandeis theater tonight for an engagement of three days. Wynn's offering is clean-cut and class, without an innuendo to cause a blush to the cheek, a drop to the eye, or a discord to the ear. It is all "daintily different" entertainment. True Blue, is "Ed's" right-hand hower in the fun-making, aided and abetted by Flo Newton, John Dab, Arthur P. Burckly, Nydia D'Amell, Estello Penning, Anita Purman, Edna Hamel, "That Girl Quartet," the Misses Keyes, Ferrati, Kirkwood, and Fielding, the clever little Mevako Trio, and Wynn's Wynnling, Wynn-some chorus of charm and beauty.

Harry J. Conley, the wise-cracking rube comedian, is at the Orpheum this week in his rural classic, "Rice and Old Shoes." Mr. Conley's rustic delineations bear no earmarks of burlesque. They are real and true to life. In any village in America you might find the character he portrays. The plot has to do with a motorcycle and a proposed marriage. Conley proposes to take the girl down the road to the church on his motorcycle and she must marry him or walk back. The lightning and scenic effects at the climax provide a real novelty.

Five very attractive girls are prominent in "Happy Days" at the Gayety—Kitty Glasco, Fay Tunis, Mabel McCloud, Mildred Campbell and Gladys Darling. Columbia Burlesquers are famous for fine dressing, but the ladies of Omaha who want the newest thing in fashion will have their eyes filled with beauty as they gaze on these girls—these manikins that sing and dance and do lots of things most entertainingly, besides wearing fine garments.

The new seven act bill at the World starting Saturday offers two headline attractions in Collins and Harlan, noted phonograph artists, and Ruth Mix, daughter of Tom Mix, in a sentimental comedy, "Heartstrings." Jed Dooley, "The Cameo," is an added attraction. Other acts will include Fred Weber and Co., Julia Curtis, La Rossita Trio and the Hannans.

The Julian Elling and Tom Brown Black and White Revue of 1924 opens its local three nights' engagement at the Brandeis Theatre on next Sunday evening, March 16. The Elling and Brown Revue, a musical organization of 40 entertainers, carries Julian Elling, Tom Brown, "Blackface" Eddie Ross, Six Brown Brothers, Theresa Valerio, Adeline Val-

erio, Babetta Fuller, Pauline Loraine, Estelle Winters, and many others. Unusual care was exercised by the Messers. Elling and Brown in the selection of their chorus. As an additional musical feature, the Revue carries a saxophone band of thirty musicians.

"O By Jingo" is the musical farce being offered at the Empress today, tomorrow and Saturday. It marks the closing performance of the Halton Powell Players. Starting Sunday the Empress presents the Bert Smith Players, an entirely new organization. The opening attraction is "Oh Daddy Oh" and features Vic Shaffer and Billy Van Allen.

Edward Everett Horton, graduate of the short reels, will be Constance Talmadge's leading man in "Heart Trouble."

## REEL REMARKS

By the M. P. Editor.

The return of Dorothy Phillips to the screen is expected soon. She has returned to the coast from Baltimore, where she had been staying since the death of her husband, Alan Holubar, the director.

Elaine Hammerstein went to Del Monte, Cal., for a short vacation, saw some of the handsome polo players in action and is now demanding that a polo game be incorporated into her next picture.

Julianne Johnston, leading woman for Douglas Fairbanks in "Bagdad," will have the role of a French danseuse in Joseph Swickard's production of "San Francisco."

The Store of

# Thomas Kilpatrick & Co.

Established in 1870.

## These offerings are representative of a vast accumulation of New Merchandise assembled for your inspection, and, we hope, your USE.

## Beautiful Silk Nightgowns

On Sale Thursday 9 A. M.

The values in this sale are so extraordinary that we urge promptness. The early-in-the-day shopper profiteth.  
 108 Silk Nightgowns of the finest workmanship, taken from regular stock and radically reduced.

Fine Quality Radiums, Floriswah and Crepe de Chine

Tailored and lace trimmed with tiny tuckings, hemstitching, shirring and lovely Val laces.  
 Strap shoulder and kimono styles. "V" square and round necks.  
 Colors, flesh, orchid, honeydew and white.  
 Former prices mainly \$7.95 to \$9.85.  
**THURSDAY SALE PRICE—**

\$5.00

Another Shipment

## New Linen Frocks

on Sale Thursday

A number of customers who recently attended our sale of linen dresses came too late to procure the colors and sizes wanted. It was our good fortune to procure an additional quantity in the wanted sizes and colors.

THEY are cleverly styled of pre-shrunk linen; straightline, slip-over and coat models.

THE TRIMMINGS are drawn work, Irish crochet, hemstitching, French knots and buttons.

COLORS—Nile, orchid, copen, canary, shrimp, hollyweed, Mexico, brown and white.

The Price is Still

\$10.95

Women's and Misses Section—Second Floor.

Sizes 36 to 44.

\$2.95

Women's and Misses Section—Second Floor.

### Sport Coats

*Fur Trimmed*

This "in-between" weather enhances their popularity. Lovely colored plaids, imported weaves, desire and blanket cloth, crepe de chine lined. Colors: gray, tan, brown, tan and navy and black and gray combinations. Fur trimmings of fitch, red fox, civet cat and wolf. Formerly priced to \$69.00. Sale price ..... \$49.50

### Gingham Dresses

*Strictly a One-Day Sale*

The workmanship of a dress is as essential as the material which enters into its making. Among those represented are

*L'Aiglon and Habrite*

(There are none better.)  
 Checked gingham and fine quality chambrays, all attractively trimmed, and some with hand embroidery touches. Colors: Hello, leaf green, orange, purple, gray, pink, blue and black and white.  
 Sizes 36 to 52.  
**ONE-DAY SALE THURSDAY..... \$2.95**

Wash Frocks Section—Second Floor

### Pile Fabric Coats

*Self-Collared*

For the woman who wishes a change from her fur-trimmed winter coat, these special values will be of vital interest. Straightline and semi-wrap styles. Included among the materials are a few Geronas and lustrosas, some with attractive stitching. Formerly priced to \$79.00. Sale prices—

\$39.50
\$49.50
\$59.50

## The Floor Below

*Opening the Season With a Bang*

One day's pricing on two famous numbers of spring wash fabrics—

32-INCH AIR LINE TISSUES, Thursday, yard ..... 39c
32-IN. KAL BURNIE GINGHAMS, Thursday, yard ..... 25c

One case of each just received. The newest of spring patterns, of course. Prices will necessarily be higher.

## A Picture Aglow With the Flaming Breath of Impassioned Love



**Norma Talmadge**  
 IN  
**THE SONG OF LOVE**

**JOSEPH SCHILDKRAUT and ARTHUR EDMOND CAREWE**  
 HEAD A BRILLIANT CAST

It's a new Norma you will see in "The Song of Love." A Norma who displays all the tempestuous emotions of which she is capable. A Norma in fiery love scenes. A Norma as the sensuous dancing girl.

**STARTING SUNDAY** *Strand* **STARTING SUNDAY**

## A Story of "Icebound" Hearts Melted by Love

**WORLD**

Today and Tomorrow,  
**HANNEFORD FAMILY**  
 And Other Novel  
 Entertainment Features

**SATURDAY**  
 A Mighty Bill of  
**7--Great Acts--7**  
 Including  
**COLLINS & HARLAN**  
 Renowned Phonograph  
 Artists  
 and Vaudeville Debut of  
 Daughter of Tom Mix **RUTH MIX**

*Gayety* Omaha's Fun Center  
 Will H. Ward and Frank R. Murphy  
 In Springs "HAPPY DAYS"  
 The Australasian Impressionistic  
 Rhythmic Dancer  
**KEE-WA-NU** the 6 DANCING  
 LORELEIS  
 Ladies' 25c Bargain Mat. 2:15 Wk. Days  
 Saturday Matinee and Week-ends Collins &  
 Pillard: "Hollywood Follies"  
**BEE WANT AIDS BRING RESULTS**

SCARAMOUCHE

## REX INGRAM'S

*Mighty Achievement*

With

# Ramon Novarro

## Alice Terry Lewis Stone

If You Are a Lover of Motion  
 Pictures You Will Run  
 Over This Picture

If You Dislike  
 Motion Pictures  
 THEN STAY AWAY  
 From "Scaramouche"  
 For It Will Convert You

**STARTS SATURDAY**

—at the—



**First Time at Popular Prices**

Thursday, Friday, Saturday

**EMPRESS** Final  
 Performances

Halton Powell Players  
**"Oh, By Jingo"**  
 and New Photoplays.

**RIALTO**  
 (DIRECTION OF A. H. BLANK)  
**REX BEACH'S**  
**OIL-FIELD STORY**

**FLOWING GOLD**

**MILTON SILLS**  
**ANNA Q. NILSSON**  
 LLOYD HAMILTON  
 in "LONESOME"  
 Rialto Orchestra

STARTS SUNDAY

A New and Greater  
 Musical Comedy Company.

**BERT SMITH**  
**Comedy Players**  
 28 Star Entertainers.

Last 2 Days

**MOON**

TOM MIX  
 in "Western Speed."

Starts Saturday—  
**"THE SECRETS  
 OF PARIS"**  
 A Mystery Picture of the  
 World's Greatest Underworld

**Orpheum**  
 ORPHEUM CIRCUIT VAUDEVILLE  
 2:20 — NOW PLAYING — 8:20  
 Twice Today, Mat. 15-50c; Nite 18c-51

**HENRY SANTREY**  
 and His  
**CAMEO RECORD ORCHESTRA**

Santrey-Seymour Travesty  
**HENRY J. CONLEY**  
**THE KENO FOUR**  
 Danny Dugan  
 Wilson Aubrey Trio  
 Harry and Anna Seymour

LAST TWO DAYS

**SUN**

**"Judgment of the Storm"**  
 Added Attraction  
**RODOLPH VALENTINO**  
 in "Society Sensation."

NEIGHBORHOOD THEATERS

LOTHROP 24th and Lothrop  
 "Hollywood"  
 "Fighting Blood"—Comedy.

GRAND 16th and Binney  
 Harold Lloyd  
 in "Why Worry."

BOULEVARD 33d and Leavenworth  
 "Black Oxen"  
 "Fighting Blood"—Comedy.

**BRANDEIS**  
 THEATRE

**Tonight** **FRIDAY and SATURDAY**  
 Sat. Matinee

RETURN ENGAGEMENT  
 • By Special Request

**ED. WYNN**  
 THE PERFECT FOOL

3 Nights Only, Starting Sun., March 16

**JACQUES PIERRE**  
 and  
**JULIAN ELLINGE**  
 and  
**TOM BROWN**  
**BLACK & WHITE**  
**REVUE**  
 1924  
 COMPANY OF 70 ENTERTAINERS  
 CHORUS OF MANY BEAUTIFUL MAIDENS

TICKETS NOW ON SALE  
 Prices . . . 50c, \$1, \$1.50, \$2 and \$2.50