

SOCIETY'S WEEK WAS LIVELY

Pleasures of the Last Six Days Struggle to Keep All Busy.

WOMEN GOING IN FOR RIDING AGAIN

Horseback Exercise and Driving Threatens the March of the Automobile in the Affections of the Smart Folks.

Flowers

The flowers that bloom in the spring, trail-in, cost less than the blossoms of fall. But those that come in the winter are the costliest of all.

The Social Calendar

MONDAY—The Young Men's club party. TUESDAY—Miss Schenck's birthday party.

Weddings and Engagements

Mr. and Mrs. F. G. Uhlau have issued invitations for the wedding of their daughter, Miss Claude Uhlau, to Dr. Milton Baker of Madison, Neb.

Coming Events

Miss Lydia Edminston will be hostess of Tuesday's meeting of the Thimble club.

Good Times on the Pacific

Gerrit Fort Deeply Impressed with Natural Beauty and Man's Enterprise in California.

Stomach on the Brain

What if a Man Gains the Whole World and Loses His Stomach?

Stomach on the Brain

The man with the well behaved stomach never thinks about it. He eats what he likes and likes what he eats.

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NEW NUMBERS ARE IN GREEN DIRECTORY

The telephone subscribers in the new district, which covers the entire western portion of the city from South Omaha to Benson, will be answered when they take their telephone from the book by the operators in the new office, while those in the eastern part of the city will obtain their service through the old exchange as in the past.

DIAMONDS ON CREDIT

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GOOD TIMES ON THE PACIFIC

Gerrit Fort Deeply Impressed with Natural Beauty and Man's Enterprise in California.

Gerrit Fort, assistant general passenger agent of the Union Pacific, who has been west on a business trip through the west, has returned and brings glowing reports of the prosperity which is enveloping the whole western country.

"I have been to California a number of times, but have never before seen it under more favorable conditions," said Mr. Fort, who was deeply impressed with the belief that the development of the state is as yet in its infancy. For some days before his arrival in southern California there had been a heavy rainfall, which was much needed. When I arrived the weather was beautiful and continued so during my entire stay.

The orange growers of southern California are commanding fairly high prices for their product this year and are happy and prosperous. Los Angeles and the towns surrounding it are developing at a rate that fairly astounds an eastern man, but the growth seems to be a substantial one, and not at all of the mushroom variety, although there is an unmistakable boom. The building of the San Pedro, Los Angeles & Salt Lake railroad has been an important factor in giving an impetus to the development of southern California, and the low rates which all of the transcontinental railway lines have made each spring and fall for the last few years, and which will be again authorized this year from February 15 to April 1, have been the means of attracting hundreds of thousands of tourists, a considerable portion of whom either have remained in the state or made investments there.

A noticeable fact which I heard commented upon frequently by California people is that a large portion of recent settlers in that state come from Nebraska, Iowa, Minnesota and Dakota. It seemed to me nearly every man I met in Los Angeles, Pasadena, Redlands, Long Beach and the other towns I visited in the southern part of the state hailed from Iowa or Nebraska. Californians are congratulating themselves on securing this desirable class of settlers.

From Los Angeles I went to San Francisco over the Coast line of the Southern Pacific, stopping at San Jose, which is located in the beautiful Santa Clara valley. This valley is, to the eye at least, the most attractive spot in all California. It is one vast garden of deciduous fruits and grapes, the orchards being mainly in the valley and the vineyards covering the half way to their summits—the hills which surround it.

Our representative in the Santa Clara valley is Mr. R. S. Rubie, who is well known in Omaha. He showed me a letter from Mr. Goetz, business manager of the Metropolitan Opera company, and who is Mr. Rubie's personal friend, telling Mr. Rubie that he was thinking seriously of making the Santa Clara valley his permanent home, and asking him to look around for a suitable place which he could examine on his next trip to California. Coming from a man who is familiar with the whole of Europe and who has lived for years in Italy, it seems to me this is a pretty high testimonial to the attractiveness of life in California.

"One may search the United States without finding more hospitable or generous hosts than the California people. They all take a deep pride in the development of their magnificent state and are anxious to show it all to visitors from the east, and I do not know of any more attractive place in which to sojourn or abide permanently—unless it is Nebraska."

MCCUNE LANDS GOOD REDS

Buffalo Bill's Right-Hand Man Succeeds in Getting Favorable Ranch of Indians.

William McCune, right-hand man to Colonel W. F. Cody, writes The Bee from the Pine Ridge agency, where he is securing Indians for the Wild West show, which will make its farewell tour of Europe this summer, that he has been most successful in securing Indians and has sixty-five of the finest looking braves he has ever been able to secure. In addition he has the full-blood Sioux, who are expert bucking bronco riders, and these he is sure will make the hit of the show. He will pass through Missouri Valley Monday afternoon with his Indians. Colonel Cody will be in Omaha Sunday and Monday.

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