

MRS. PALMER AND GOSSIPS

Name of Wealthy Chicago Woman Heard Frequently.

SIR ERNEST CASSEL AN ADMIRER

Mildred Carter, Daughter of American Secretary, Creates Furore in English Society by Her Beauty.

LONDON, March 28.—(Special.)—I do not doubt for a moment that, if King Edward himself were a bachelor, that every busy body, Dame Rumor, would engage him to Mrs. Potter Palmer. The wealthy "Queen of Chicago" surely must be very tired of denying the persistent re-occurring reports of her capture by Cupid. Some little time ago it was Lord Munster; more recently the king of Serbia, and now it is whispered that she has at last capitulated to the wielder of the bow and arrow and has bestowed her heart—and her great fortune—upon Sir Ernest Cassel, one of the richest men in England and the king's greatest "pal."

Most Heartless Woman.

In my own mind there is a very serious doubt that Mrs. Palmer will ever try married life again. She has been called the most heartless American woman in London—and that is saying a whole lot. She regards every man who is especially sweet upon her as a fortune-hunter. Some little time ago, I am told, a close friend of Mrs. Palmer's asked her if she would ever marry again. Her emphatic reply was: "I would not marry an archangel if he came out of heaven."

Of course, on such a subject a woman cannot be depended upon to say what she really means—that is, not if she is a wise sort of being. Therefore, her reply can hardly be considered as evidence in the present case.

Popular American Girl.

Beautiful Mildred Carter, the daughter of Ridgely Carter, chief secretary of the American embassy, seems to be qualifying for the title of the most popular American girl of the season. We have been hearing for some time past of the handsome American girls who would be seen in London society this season, but up to date the fair Mildred is the only one who has created anything like a sensation. At Lady Portmouth's party the other night she was literally mobbed by her admirers. She is not



YOU MEET TWO MEN

HEY impress you well, one as favorably as the other. "Men to be trusted" you think. There comes a critical time—you need a friend. One man fails. The other stands by you, helps you—proves out. It is the same with shoes. Different lines resemble each other, style features are identical. One line does not stand trouble the other does. The Gotzian Shoe stands the test. It "fits like your footprint."

Drop us a line for our book on spring styles. It will help you to choose your Easter shoes.

C. Gotzian & Co., St. Paul.



The Gotzian Shoe

Mineral Waters

The mineral water business has for many years been a specialty with our firm. We buy our waters direct from the springs or if a foreign water, direct from the importer. We are thus able to make the lowest possible price, and to absolutely guarantee freshness and genuineness. We sell 100 kinds. Lowest prices by case of dozen.

Write for Catalogue. HERBMAN & MCCORMELL DRUG CO., Cor. 14th and Dodge. G.W. DRUG COMPANY, Cor. 14th and Harrison.

LIVES OF THIRTEEN SAVED

Thief's Bogus Child Induces Judge to Get Commutation.

BAND IS EXILED TO SIBERIA

One of the Many Schemes Used in Poland to Soften Hearts of the Magistrates in Charge.

WARSAW, March 28.—(Special.)—The clever acting of a young girl, the sweet face of one of their number, and the assistance of a baby borrowed for the occasion, thirteen precious young Russian scoundrels owe their escape from the hangman's noose. The men were members of one of the worst and most daring gangs of thieves and highwaymen that ever infested this part of the country.

The funniest part of the whole business is that neither the police nor the judges suspect to this day that they were bamboozled by an ingenious plan concocted by one of the prisoners. The real facts of the case were told to me by the mother of the child which played so large a part in the comedy.

Son of a Workman.

Stanislas Lukasiak, the youthful prisoner, who married under the shadow of the gallows, was the son of a respectable workman. He was apprenticed to a locksmith and worked in that capacity for some time. When the revolution broke out in Russia, Lukasiak was, like most young men, dragged into the vortex of strikes and demonstrations. He, with many others, lost his place, and, driven to desperation, determined to become a bandit. He joined a bandit society which styled itself "The Working Man's union" to disguise its nefarious purpose. There were thirteen members, whose ages ranged from 18 to 25. They had no political aims, but exerted all their energies to rob the rich wherever they could. Being well armed, they were very successful. More than a dozen had laid at their deaths several of the country's thirty youths were the terror of the country. In that time they robbed offices and private people of upwards of 100,000 roubles. It was while he was a member of "The Working Man's union" that Lukasiak met Marya Borkowka, the girl who was eventually to save him and his companions, and became engaged to her. He did not, however, tell her how he got his money and when he was arrested, as he eventually was, and taken to the citadel of Warsaw, she had not the slightest idea that he was guilty of the charges laid against him. Stanislas and his twelve companions were tried by court-martial and the lawyer they employed assured them that sentence of death was inevitable.

Commutation of Sentence.

The thirteen then put their heads together and deliberated upon some means of getting this sentence commuted. Fortunately for them life imprisonment does not exist in Russian law. After sentence of death there is nothing heavier than ten years' hard labor. So they racked their brains for a means of escaping the impending death sentence. Twenty years' hard labor was infinitely preferable to the harsh punishment. At the end of that time the oldest of them would only be 45, and there was always a chance that a coronation would be celebrated during the next five years. But the officials who preside over court-martials are particularly hard upon bandits. Some eight or ten are hanged nightly in the Warsaw citadel. One night, since these men were arrested, as many as thirteen were hanged. To the members of the "Working Men's Union" this coincidence of numbers was a bad sign.

Slur on Girl's Name.

At first Lukasiak said he would not cast such a slur on his girl's name for any of them. But the others soon persuaded him that it would be far better than hanging and that, if he were hanged after all, his sweetheart would be none the worse, as she would be free to marry whom she liked.

Woman Stays During Trial.

Marya begged leave to be present during the rest of the trial and was allowed to take a seat in court. Lukasiak was led back to the dock and the trial went on. In half an hour it was finished and, in a husky voice, the president passed sentence of death upon the thirteen prisoners. Poor Marya fainted and Lukasiak burst into tears. The court retired and the prisoners were led back to their cell, to gloomily await the sequel.

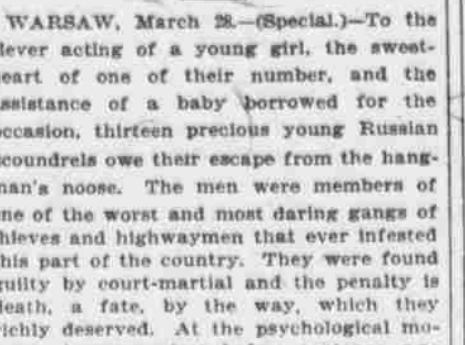
Soon their lawyer appeared.

He said that the court, although obliged by martial law to pass sentence of death upon them, felt strongly moved to recommend them, and especially Lukasiak, to mercy. Death sentences of this sort are usually confirmed by the governor general of Warsaw, who signs them almost as soon as the trial is over, so that the prisoners are quickly disposed of. But General Uversky determined that these thirteen should, if possible, be spared. He wrote a petition to the governor general and presented it himself. The sentence was commuted to twenty years' hard work in Siberia and perpetual exile in that country.

Great Sale of High Grade Elastic Felt Mattresses

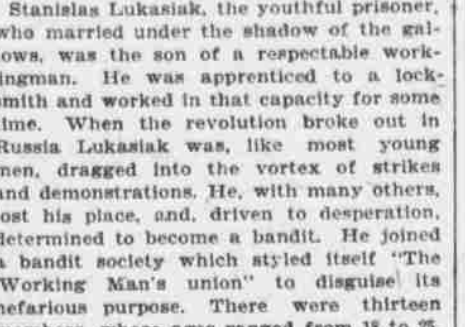
A Selling Event That Should Appeal to All Classes of People

The Peoples Store recently contracted for five hundred cotton felt mattresses and have divided them into two lots. Lot No. 1, consists of 250 cotton felt mattresses, each mattress weighing 45 pounds and is covered with a high grade ticking. Lot No. 2, consists of 250 high grade cotton felt mattresses, each weighing 55 pounds and covered in a beautiful satin finish art ticking.



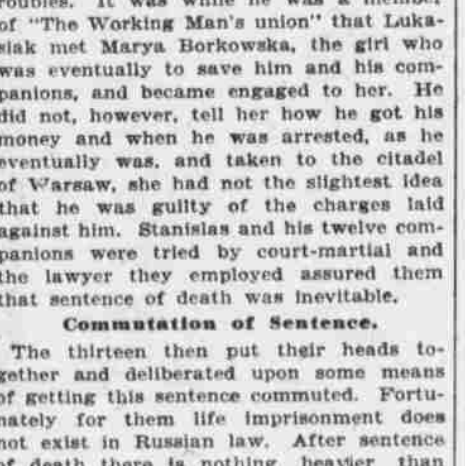
975 For this Useful Kitchen Cabinet

Terms: \$1.00 Cash and 50c Weekly (Exactly like cut). Made of kiln dried stock and is provided with two large, 50 lb. flour or meal bins, two good sized drawers for kitchen cutlery and a most and a bread board. The upper cabinet has two glass doors and plenty of shelf room. Worth double what we ask.



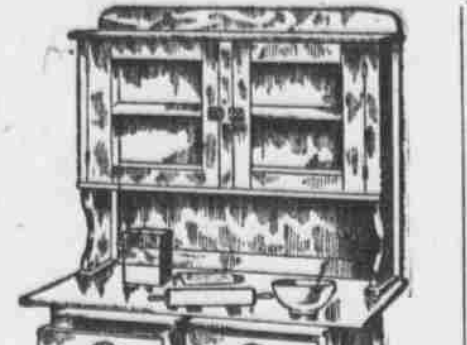
2650 For this Superb BED DAVENPORT

Terms: \$2.50 Cash and \$2.50 Monthly. (Exactly like cut.) Made of solid oak of a beautiful grain, the upholstering is in imported velours of an exquisite pattern. These davenport beds are constructed by skillful workmen and can easily be converted from a davenport to a comfortable bed.



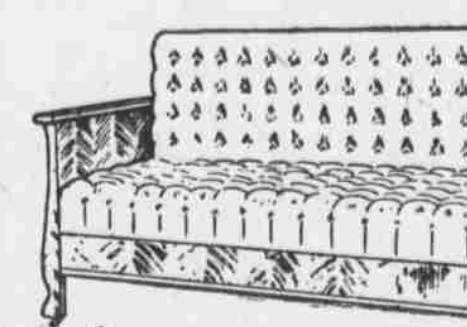
1475 For this Beautiful Pedestal EXTENSION TABLE

Terms: \$1.00 Cash; 50c Weekly. Made of solid oak of a selected grain and highly polished. Best of construction, 4 foot extension. An unusual value at the above price.



Extraordinary Sale of High Grade Elastic Felt MATTRESSES

TERMS: \$1.00 CASH; \$2.00 MONTHLY. COTTON FELT MATTRESSES are absolutely the best and most sanitary mattresses made today. They are made in a high grade quality of elastic felt and are composed of loose flaky sheets of the finest cotton. Every fiber of the cotton goes through a special process, making it the most sanitary and comfortable mattress made. We guarantee them to be perfectly germ proof and not to lump or mat. They never need to be made over, as is the case in hair mattresses. For Monday's selling we have divided them into two lots. Lot 1 consists of 250 cotton felt mattresses, each weighing 45 pounds and are covered in a high grade of durable ticking. The regular value of this mattress is \$13.50; the special selling price for Monday is the remarkably low one of \$8.75.



1375 For this Beautiful Tiger Brussels Rug

Terms: \$1.00 Cash; 50c Weekly. The size is 12 feet by 9 feet. They are made of a high grade Tapestry brussels carpeting that is guaranteed to wear well and keep their color to the very last. Large assortment in set and floral effects. An extra value at the above low price.

Carpets and Draperies

INGRAIN CARPETS—Good quality and 49c designs, 60c value, special. BRUSSELS CARPETS—Good quality, choice designs, 90c value, special. NOTTINGHAM LACE CURTAINS—Extra widths, good quality, \$2.50 value, special, per pair. CLUNY LACE CURTAINS—Good quality, neat design, \$3.00 value, special, per pair.



THE PEOPLES STORE LEADERS OF LOW PRICES 16th & FARNAM STREETS, OMAHA. THE PEOPLES FURNITURE AND CARPET CO. EST. 1887



1250 For this beautiful CHINA CLOSET

Terms: \$1 Cash, 50c Weekly (Exactly like cut). Made of solid oak of carefully selected quarter-sawn grain. Has bent glass ends of double strength, grooved shelves for plates and in extra well made. An exceptional bargain at the above price.



1450 For this Excellent GAS RANGE

Terms: \$1.00 Cash; 50c Per Week. Guaranteed to cut your gas bill one-third. Entirely different construction from all other gas ranges; easy to operate—no unpleasant odors. Consumes more oxygen than any other gas range, hence costs you less.



595 For This Folding, Reclining GO-CART

Terms: 50c per Week (Exactly like cut). Has full red body of selected reed, and red dash—patent rubber tired wheels, and full steel gears, fancy paragon and all the latest improvements; an extra special value.

ABOUT ADVERTISING—NO. 3.

The Tailor Who Paid Too Much by Herbert Kaufman

I was buying a cigar last week when a man dropped into the shop and after making a purchase told the proprietor that he had started a clothes shop around the corner and quoted him prices with the assurance of best garments and terms. After he left the cigar man turned to me and said: "Enterprising fellow, that, he'll get along."

"But he won't," I replied, "and, furthermore, I'll wager you that he hasn't the sort of clothes shop that will enable him to." "What made you think that?" queried the man behind the counter.

"His ideas are wrong," I explained; "he's relying upon word of mouth publicity to build up his business and he can't interview enough individuals to compete with a merchant who has sense enough to say the same things he told you to a hundred thousand men while he is telling it to one. Besides, his method of advertising is too expensive. Suppose he sees a hundred persons every day. First of all he is robbing his business of its necessary direction and besides he is spending too much to reach every man he solicits."

"What makes you say that?" "Well, as the proprietor of a clothes shop his own time is so valuable that I am very conservative in my estimate when I put the cost of his soliciting at five cents a head. "Now if he were really able and clever he would discover that he can talk to hundreds of thousands of people at a tenth of a cent per individual. There is not a newspaper in Chicago the advertising rate of which is \$1.00 per thousand circulation, for a space big enough in which to display what he said to you."

"I never looked at it that way," said the cigar man. "It's only 'the man who hasn't looked at it that way' who hesitates for an instant over the advisability and profitableness of newspaper publicity. Newspaper advertising is the cheapest channel of communication ever established by man. A thousand letters with one-cent stamps will easily cost fifteen dollars and not one envelope in ten will be opened because the very postage is an invitation to the wastebasket. If there were anything cheaper rest assured that the greatest merchants in America would not spend individual sums ranging up to half a million dollars a year and over in this form of attracting trade.

Dr. Lyon's PERFECT Tooth Powder Used by people of refinement Established in 1866 by J. H. Lyon, D.D.S.

Spring Announcement 1908 Guckert & McDonald TAILORS 317 South 15th St. ESTABLISHED 1887.

PILES CURED WITHOUT THE KNIFE Piles and all rectal diseases cured under a positive guarantee. No money till cured. Examination free. Call or write today. DR. EDWARD B. FERRY, 528 Bee Building, Omaha, Nebraska.