especially shy, but this excess of attention MRS. PALMER AND GOSSIPS seemed to embarrass her and she finally Name of Wealthy Chicago Woman

Heard Frequently.

SIR ERNEST CASSEL AN ADMIRER

Mildred Carter, Daughter of American Secretary, Creates Furore in English Soclety 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 busybody, Dame Rumor, would engage him Mrs. Potter Palmer. The wealthy "Queen of Chicago" surely must be very tired of denying the persistently re-occurring reports of her capture by Cupid. Some little time ago it was Lord Munster; more recently the king of Servia, and now it is whispered that she has at last capitulated to the wielder of the bow and arrow and indifferent to the admiration that she was 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. If the report be true I envy Mrs. Palmer her future position. Sir Ernest owns ready busy making suggestions for her fu-Brook house, the finest house in Park Lane. ture and she is said to have at least one When he bought it, a few years back, from Lord Tweedmouth, it was one of the largest houses in London, and, one would suppose, plenty big enough for a bachelor, Perhaps there is some connection between Vaughan a few days ago would have been this rumor of his engagement to the Chi- a miserable flasco. Every effort was cago wildow and the fact that he has recently built an addition to the house. The woman who is fortunate enough to become the mistress of this mansion, assured as disapproval of the conversion of their she is of the very closest friendship of daughter to the religious faith of the the king and queen, will surely be one of bridegroom. The bride had a lively tiff the social arbiters of the English smart set. mony and the father finally refused to

Most Heartless Woman.

give his daughter away. The dowager In my own mind there is a very serious duchess of Newcastle, who is related to doubt that Mrs. Palmer will ever try mar- the Lister-Kayes by marriage, stepped ried life again. She has been called the into the breach and tried to smooth things most heartiess American woman in Lon- over, but was unsuccessful. Finally Lady don-and that is saying a whole lot. She and Sir John Lister-Kaye, the former of regards every man who is especially sweet whom was Natica Yznaga of New Orleans lows, was the son of a respectable workupon her as a fortune-hunter. Some little before her marriage, and a sister of Contime ago, I am told, a close friend of Mrs. suelo, dowager duchess of Manchester, Palmet's asked, her if she would ever came to the rescue and the latter took time. When the revolution broke out in marry again. Her emphatic reply was:

came out of heaven." annot be depended upon to say what she was anxious to make up for the attitude determined to become a bandit. He joined eally means-that is, not if she is a wise woman, and no one ever accused Mrs. Palmer of being aught else. Therefore, her teply can hardly be considered as evidence

n the present case.

memon knowledge that his attraction in eyes of the king is his great wealth, he is one of the small band of rich and men who surround Albert Edward, into whose well filled pockets the latter can thove his hand at will.

Popular American Girl.

Ridgeley Carter, first secretary of the returned with glowing accounts of the American embassy, seems to be qualifying affair. The Whites were always famous for the stitle of the most popular American for their hospitalities, but they outgirl of the season. We have been hearing Heroded Herod on this occasion. The for some time past of the handsome Amer- decorations of the house are gorgeous; can gonts who would be seen in London the grumblers say far too gorgeous, and toclety this season, but up to date the fair so bright and full of color is the house

followed her father into another room in an effort to get rid of some of the scions of noble families who crowded about her. Thief's Bogus Child Induces Judge to But in vain. She was the center of attraction during the whole evening to the envy of her less fortunately endowed sister guests. Her style is typically American and she has almost perfect features-small and beautifully cut. Her eyes are soft and very expressive. Added to these attractions she, or her mother, understands the art of dressing and she has adopted the picturesque and clinging style of garments. It is eminently suited to her tall, graceful svelt figure. At the crush I speak of she appeared in pure white and silver. Her satin

LIVES OF THIRTKEN SAVED Get Commutation.

BAND IS EXILED TO SIBERIA

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

WARSAW, March 28.-(Special.)-To the clever acting of a young girl, the sweetfrock spelt Paris in every fold and line and its drapings of tulle could only have heart of one of their number, and the been conceived in the Rue de la Paix. A assistance of a baby borrowed for the cloud of tulle swathed her shoulders, above occasion, thirteen precious young Russian which rose her shapely white throat and scoundrels owe their escape from the hangman's noose. The men were members of

Indifferent to Admiration. No woman can be unconscious of beauty, one of the worst and most daring gangs of thieves and highwaymen that ever infested yet this girl gave me the idea that she was

this part of the country. They were found guilty by court-martial and the penalty is arousing, or that she was totally unaware death, a fate, by the way, which they that she was the loveliest creature in the richly deserved. At the psychological moplace. She is either a very clever actress ment, however, just before sentence was or extremely innocent, Mildred Carter ought passed upon him, the accommodating sweetto marry brilliantly. The gossips are alheart and the bogus baby were brought in and the former was married to the youngest of the prisoners. A few tears on the duke at her feet.

her little flower-like face.

of the rest of the family.

part of the wife, a prolonged screech on Had it not been for the intervention of her American aunt, I am told, the the part of the baby, who thus showed his objection to having a pin stuck in his leg. marriage of Miss Lister-Kaye to Captain and the hearts of the judges were melted. Instead of the death penalty the sentence made to keep the facts from the public of the thirteen was commuted to twenty ear, but the father and mother of the years' imprisonment each. The funniest part of the whole business young bride could not help showing their

is that neither the police nor the judges suspect to this day that they were hamboozled by an ingenious plan concocted by with her parents just before the cere- 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 Workingman.

Stanislas Lukasiak, the youthful prisoner who married under the shadow of the galingman. He was apprenticed to a locksmith and worked in that capacity for some the place of the father and stood by the Russia Lukasiak was, like most young "I would not marry an archangel if he unhappy bride during the ceremony. Lady men, dragged into the vortex of strikes Lister-Kaye made a great fuss over the and demonstrations. He, with many others, Of course, on such a subject a woman bride, creating the impression that she lost his place, and, driven to desperation, a bandit society which styled itself "The Working Man's union" to disguise its

Lady Ellenborough Again. nefarious purpose. There were thirteen Among the guests at the wedding was another American woman, whom every- members, whose ages ranged from 18 to 25. body was surprised and yet delighted to They had no political aims, but exerted all It would be impossible for even Mrs. see, Lady Ellenborough, who was Her- their energies to robbing the rich wherever Palmer, with all her money, to accuse Sir mione Schenley of Pittsburg before her they could. Being well armed, they were Ernest Cassel of fortune-hunting if he is marriage about a year and a nalf ago very successful. More than one death is ceally seeking to become her husband. His and who brought her husband several laid at their door, as their victims often "pile" is ample enough to include hers sev- millions. She has been seen very little offered resistance. For over three years eral times over and something more to in society since. Her strenuous husband these thirteen youths were the terror of the boot. He is a German Jew who has fought drags the poor woman to all sorts of country. In that time they robbed offices is way up from the very bottom rung of God-forsaken and uncivilized corners of and private people of upwards of 100,000 e ladder, financially and socially. It is the world. But these sojourns among roubles. It was while he was a member savages do not seem to have destroyed of "The Working Man's union" that Lukaher taste in dress. She was beautifully siak met Marya Borkowska, the girl who gowned in blue and gave the impression was eventually to save him and his comthat she still manages to keep posted panions, and became engaged to her. He about the latest decrees of dame fashion. did not, however, tell her how he got his Some of those who were fortunate money and when he was arrested, as he enough to be across the channel at the eventually was, and taken to the citadel time and attended the long-talked-of party of Warsaw, she had not the slightest idea Beautiful Mildred Carter, the daughter of of the American embassy in Paris have that he was guilty of the charges laid against him. Stanislas and his twelve companions were tried by court-martial and

> that sentence of death was inevitable. Commutation of Sentence. The thirteen then put their heads toand deliberated

Girl---

We'll

above price

the lawyer.

president and the eleven generals who

groom took leave of one another. Both

of seeing one another again, and the baby,

iabbed with a pin at the proper moment

added his voice to the din. The twelve

Woman Stays During Trial.

the lawyer they employed assured them

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.

Every mattress sold bears both ours and the maker's guarantee, and so certain are the makers that these mattresses will give absolute satisfaction, that they have authorized us to offer them on THIRTY DAYS FREE TRIAL, and if they are not entirely satisfactory, you do not need to keep the mattress. Remember the sale is next Monday, March the 30th and for one day only. See big display in our window. Read detailed description of Mattresses below.





Week.

(Exactly like ut). Has full

Improv

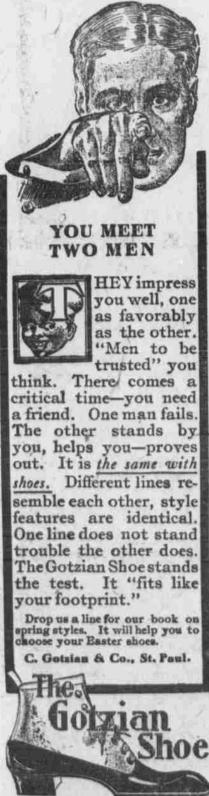
value

special

an extra

THE OMAHA SUNDAY BEE: MARCH 29, 1908.

Mildred is the only one who has created anything like a sensation. At Lady Portsmouth's party the other night she was literally mobbed by her admirers. She is not



Mineral Waters

first.

over possi

water business has for The minimum water ounders 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 abso-lutely guarantee freshness and genuine-ness. We sell 100 kinds. Lowest prices by case or dozen.

Write for Catalogue. Cor. 16th and Dodge. OWL DEUG COMPANY Cor. 16th and Harness

that it is most important that you select g your gown with the utmost discretion, of getting this sentence commuted. Fortunately for them life imprisonment does else it will clash with the background. For the party, I am told, Mrs. White not exist in Russian law, After sentence had over from New York a special Ameri-I of death there is nothing heavier than can chef and no end of American confec- twenty years' hard labor. So they racked

their brains for a means of escaping the tionery and sweets. She is, unfortunately, in poor health impending death sentence. Twenty years' and seemed very tired as she received her hard labor was infinitely preferable to the guests. Her gown was a vision of taste harsher punishment. At the end of that nd beauty in white satin worked with time the eldest of them would only be 45. pearls and diamonds. I believe she is and there was slways a chance that a coming to spend some weeks here during coronation would be the means of cutting the season for the sake of her young off another five years. But the officials LADY MARY. daughter. who preside over court-martials are par

is Baffling.

norning and back again at night is becom-

ticularly hard upon bandits. Some eight LONDON'S TRAFFIC PROBLEM or ten are hanged nightly in the Warsaw citadel. One night, since these men were arrested, as many as thirteen were hanged. Parliament to Select Commission To the members of the "Working Men's Grapple with Question that

Union" this coincidence of numbers was a bad sign. Suddenly one of the men, known by the LONDON, March 27.-(Special.)-Londonname of "Lanky," hit upon an idea that ers are beginning to realize at last that the immediately appealed to all except Stanisproblem of conveying them from their las. omes in the suburbs to their work every

"Stanialas is going to save us all!" he exclaimed, and unfolded his plan. "You've generals were visibly moved and so was ing increasingly serious and one that must got a girl to whom you are engaged," he

be grappled with and settled at once if said. 'She's got to do the trick." disaster, financial and otherwise, is to be Lukasiak remarked despondently, that avoided. Accordingly, a bill will be intro- being engaged to a girl did not help any duced at the present session of Parliament of them much when he was likely to be for the appointment of a London traffic hanged by a rope within a few hours. commission, which shall have autocratic "Before you hang by a rope, you've go

powers over the companies and public to be married to that girl," said Lanky. authorities concerned in the business of "The president of the court martial, Gencarrying passengers within the London eral Uversky, looks a good old buffer. We'll try and play on his feelings. You've The fact is, that London, although the got only today to do it in, because the oldest and greatest of cities, and one of trial will be over tomorrow before dark the best equipped in many of the convenand it will be all over with us before the

iences of life, is ages behind the times in next day dawns. You must ask permission the matter of traffic facilities. It began to see your betrothed and tell her to get dimly to realize this fact some years ago, hold of somebody's baby-the younger it is and then began a feyeriah race to capture the better-and be ready to come here with what every one saw at last was a great tomorrow afternoon. You must speak source of revenue. Before that it depended to the lawyer tomorrow morning as soon on the crawling old horse omnibuses and as he comes to the citadel, and tell him almost equally slow and much dirtier "un- you want to marry the girl you've lived derground." with before you're hanged, so that your

The awakening was due, of course, to child shall have civil rights and not be a the foresight and genius of an American. nameless outcast.

ever, before the system was completed and before his plans were fully worked out and the Yerkes tubas and now in as bad liked. muddle as the other London passenger

arrying companies. His example caused the directors of the inderground to wake up and electrify their Marya happened to come that same day to have not been able to make it pay, and their last condition is worse than their

In New York or Chicago one may ride twenty miles for 5 cents, and if one rides same day only a block or two the charge is the same. The companies make money by this system. In London the theory is that one must pay for exactly what one gets. The local traveler in London may have a 1-cent ide, which will take him about half a alle, but if he wishes to get across Lon-The about the same distance as from the Battery to the extreme northern limits of New York-it will cost him anywhere from 5 cents to 36 cents, according to the route which he adopts, and it will take him about two hours. In addition to that he will have to change vehicles at least four times. When the companies realized a few months ago that they were making no money, they decided that the only remedy lay in raising the fares, which they did by reducing the distance that one might ride for two cents, without saying anything about it to the public. The public naturally resented guarded by a strong convey of soldiers, this policy and retallated by walking wherinto the next room, where a priest, Marya (with the bogus baby in her arms), her

ALL THIS Terms: 50c per the Home: cut). Has full read body of selected read, and read dash-putent axles-rubber tired wheels, and full steel gearings, fancy parasol For this Beautiful Peges-475 tal EXTENSION TABLE Terms: \$1.00 Cash; 50c Weekly. LEADERS OF HOW PRICES fancy paraso and all the lat Made of solid oak of a selected grain and highly polished. Best of construction, 6 foot extension. An unusual value at the est ments:

16th & FARNAM STREETS. OMAHA. THE PROPLES FURNITURE AND CARPET CO. EST. 1887

mother and sister were awaiting him. The especially Lukasiak, to mercy, Death sen-ABOUT ADVERTISING-NO. 3. tences of this sort are usually confirmed

BIG

VALUES

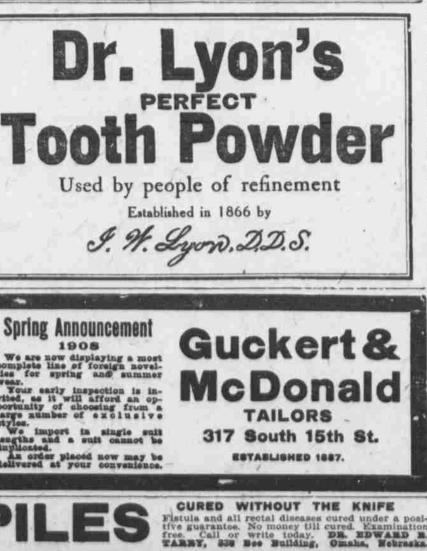
formed the court also came in, watching by the governog general of Warsaw, who the short ceremony with considerable in- signs them almost as soon as the trial is terest. When it was over bride and bride- over, so that the prisoners are quickly disposed of But General Uversky determined wept copious tears, for they had little hope that these thiriteen should, if possible, be spared. He wrote a petition to the gov ernor general and presented it himself. The sentence was commuted to twenty years' hard work in Siberia and perpetual exile in that country.

All the bandits were delighted and Marya begged leave to be present during "Lanky took the credit of it to himself. the rest of the trial and was allowed to There is no doubt that, had Lukasiak not

take a seat in court. Lukasiak was led married Marya at the very last momen back to the dock and the trial went on. of their trial, they would have been hanged In half an hour it was finished and, in a before the next sun shone. But the cere mony broke the monotony of these daily husky voice, the president passed sentence courts-martial and, Marya being young and of death upon the thirteen prisoners. Poor Marya fainted and Lukaslak burst into pretty, appealed to the romantic element

The court retired and the prisoners that everybody, even old generals, possess tears. were led back to their cell, to gloomily Marya will be able to join her husband in Siberia and travel there at the expense of await the sequel.

Soon their lawyer appeared. He said that the government. With "Lanky" to advise the court, although obliged by martial law them, there is little doubt that the enterto pass sentence of death upon them, felt prising thirteen will shift very well for strongly moved to recommend them, and themselves, even in that uninviting country





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 ounter.

"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."

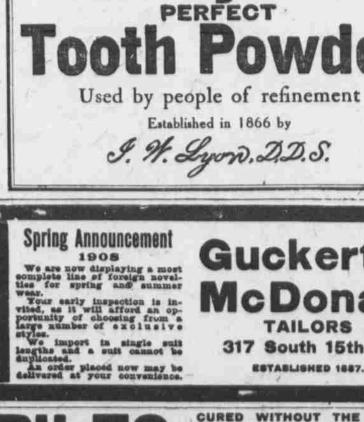
"I never looked at it that way." said the cigar man.

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 attract. ing trade.

[Copyright, 1908, Tribune Company, Chicago.]



Charles T. Yerkes came along, saw a gold-Slur on Girl's Name. mine that was not being worked and At first Luknsiak said he would not cast

straightway set about working it. He such a slur on his girl's name for any of planned a wonderful system of underground them. But the others soon persuaded him railways-"tubes," they are called herethat it would be far better than hanging and he built most of them. He died, howand that, if he were hanged after all, his

sweetheart would be none the worse, as she would be free to marry whom she Prisoners under sentence, or even likely

to be put under sentence of death in the near future, are allowed to see visitors. the citadel, and agreed to the young ban dit's proposition. She even said she would

go to their lawyer and tell him the story "Lanky" had concocted and induce him to

see the president of the court-martial that The lawyer fell into the trap-Marya went with the borrowed baby in her arms-and posted off to the citadel, where he saw General Uversky and obtained from that astounded man permission to bring Marya and a priest to the citadel next morning. following day the trial of the thir teen bandits was continued. The proceedings were short and were expected to end before evening. As there was not the

slightest doubt that they were guilty of the most daring robberles committed in the country for many years, they were pretty certain of being condemned to death. At 3 o'clock General Uversky told the court that there would be ten minutes pause, as one of the prisoners had asked and obtained leave to get married before sentence was passed upon him. Lukasiak was then led.