

### To be Opened This Week

The Finest Dairy Lunch Room in the West, by the Boston Lunch Room.

A New Boston Lunch Room will be opened at 1496 Douglas street this week. During the coming month another will be opened at 1498 Farnam street. The lunch room at 1612 Farnam was established some years ago, rather as an experiment, but it has proven quite as popular and necessary in the west as in the east, and there seems to be a growing demand for this class of eating place all over the country.

The Douglas street Lunch Room will be the largest and best appointed in the west. It will be about the same as the New York places, over which the people are raving.

It will be provided with modern dairy chairs scattered promiscuously over the room. These will be of green verd oak, matching the other finish. The interior walls will be of excel tile, an importation from Austria, and has been laid by an expert from the import house. The floor is tile also, while the ceiling is steel, carrying out the idea of the management to provide an absolutely sanitary room.

The refrigerators are of opal glass inside and out. The counters are marble top. The bake room is provided with Hubbard ovens and the ranges and water heaters are of the latest design and material. The walls of the bake room are covered with sanitas wall covering. A special design in coffee urns is part of the arrangement. These vessels are automatic, so that reboiling is eliminated, the strength and aroma of the coffee is retained and since the introduction of the new urns in the east, patrons of lunch rooms are satisfied with nothing else.

Mr. J. W. Welch, who is overlooking the work, and who is practically the owner of the chain of Boston Lunch rooms scattered throughout the west, said that Omaha has taken kindly to the lunch room, and this has led him to the establishing of the present room, and the one later proposed on Farnam street.

"In the East," he said, "these lunch rooms are called the Millionaires' eating places. They flock to the chairs. Before, the wealthy men never frequented restaurants. They did not wish to become the prey of waiters, whose services was regulated by the size of the tip, nor to be subject to those tiresome sieges of waiting in crowded rooms, nor to be deluged with the fumes of steaming onions or frying fish. These business men, knew that heavily laden stomachs meant lazy, drowsy mentality, just at that hour of the day when they were expected to be most active. And that while big dinners were good things and desirable, they should come of evenings, when the brain is through with the work of the day."

"This was the demand for the Boston Lunch, and New York could no more get on without it than without the Brooklyn bridge."

"The Boston Lunches have almost completely put the medium priced restaurants out of business."

"The class of people which patronize the best cafes for dinners or evenings is the same class found at the Boston Lunch for lunch."

"Business women find the Boston Lunch an ideal place for meals at noon and shoppers find it the most convenient, quickest, cleanest, quietest and cheapest place of afternoons or evenings."

Mr. Welch said that the intention all along is to provide the people with healthful, well cooked food, and absolutely clean and sanitary eating place, and that freedom which business men like in a room when they take light refreshments; and also a quick service which enables them to take lunch in five or ten minutes, and before a waiter could serve them at a restaurant, leaving them open for engagements or recreation during the noon hour.

The lunch room on Douglas street will be open during this week, announcement of which will appear in the papers.

### SOCIETY CLINGS TO TOWN

(Continued from Second Page.)

Hartman, Lawrence Hartman, Edward Howell and William Rachel.

**Prospective Pleasures.**

Mrs. C. H. T. Rippen entertains the Tuesday Bridge club Tuesday afternoon.

Captain and Mrs. Wilder will entertain at dinner Sunday at the Loyal hotel.

Mrs. W. L. Seiby will give a luncheon of twelve covers Thursday at Happy Hollow.

Miss Minnie Eldrige will give an evening party Saturday, complimentary to Miss Lew Ella Hine.

Mrs. R. V. Cole will entertain at dinner Tuesday evening at Happy Hollow, when covers will be placed for eight guests.

Mrs. Joseph Mandelberg has issued invitations for an afternoon party May 25, in honor of Miss Leah Mandelberg.

Mr. Hugh Cutler will entertain the young men of the Cutler-Mandelberg wedding party Wednesday evening at dinner at the Hunshaw cafe.

The men of the Cutler-Mandelberg wedding party will entertain Thursday evening for Miss Leah Mandelberg and Mr. Cutler at a dinner at the Field club, followed by a theater party at Boyd's.

Mrs. E. Beveridge will give a card party Wednesday afternoon at her home in honor of Mrs. A. Wengert and Miss Wengert of Trenton, N. J., who are guests of Mrs. W. H. Beck. Friday Mrs. John A. Beveridge will give a card party in their honor.

For Judge and Mrs. W. A. Redlek, who leave shortly for Europe, Mr. and Mrs. W. A. Barton, Jr., will give a dinner at their home Friday evening Saturday evening Mr. and Mrs. Arthur Remington will give a dinner at the Country club in their honor.

Mrs. Frank Crawford has issued cards for an afternoon tea from 2 to 5 o'clock, Wednesday, at her home on South Thirty-seventh street, for the exhibition of a loan collection of etchings and engravings by Whistler, Rembrandt and others. The collection, which includes about sixty pictures, all originals, has been loaned by Frederick Keppel of New York and is one of the finest ever exhibited in Omaha.

Mrs. Crawford has issued about 150 cards.

Sunday evening Mrs. Wilson Low will be host at a large supper party at the Country club complimentary to Mrs. Low, who returns today from a ten weeks' trip abroad. The party will include: Mr. and Mrs. Francis A. Brogan, Mr. and Mrs. C. W. Hill, Mr. and Mrs. E. M. Fairfield, Mr. and Mrs. W. E. Martin, Jr., and Mrs. C. A. Hill, Mr. and Mrs. Frank Hamilton, Miss Stella Hamilton, Miss Mae Hamilton, Mr. O. C. Redick, Mr. Arthur Guion, Mr. Harry McCormick and Mr. and Mrs. Low.

**Personal Gossip.**

Mrs. F. A. Brogan has returned from Emporia, Kan.

Miss Agnes Burkley has gone to Lake Forest to attend a class reunion.

Mrs. S. R. Cotton of Chicago is visiting her sister, Mrs. Charles E. Black.

Mr. Thomas Flynn has returned from a few days' visit with friends in Iowa.

Miss Otis Smith has returned from a visit with friends at Fort Des Moines.

Mrs. Ambrose Lee, who has been seriously ill at home, is slightly improved.

Mr. Vincent Dwyer of Green River, Wyo., is visiting his parents at 1801 Corby street.

Mrs. Wilson Low is expected home Sunday after spending ten weeks traveling in Europe.

Miss Marguerite Pratt of San Francisco will spend the summer with her mother, Mrs. Carrie Pratt.

Mrs. Thomas Lavelle of Butte, Mont., is expected shortly to be the guest of Major and Mrs. Galbraith.

Mr. and Mrs. C. N. Deltz, Mrs. Himebaugh and Mrs. Guion are sojourning in Lucerne, Switzerland.

Mr. B. E. Griffiths returned Saturday from a two months' visit with friends and relatives in England.

Miss Emma Brau of North Platte is visiting Miss Katherine Welch, 93 North Twenty-second street.

Mrs. L. D. Belt and daughter, Gladys are home from an extended visit in Fort Worth and Dallas, Tex.

Mrs. H. E. Perkins of San Francisco is the guest of her sister, Mrs. W. G. Carpenter, 206 Locust street.

Miss Grace Meyer left last evening for a three months' visit in New York City and other eastern points.

Miss Hughes of Iowa City is visiting her sister, Miss Louise Hughes. She will be here for about two weeks.

Dr. C. Daily of Pasadena, Cal., is visiting his daughter, Mrs. J. M. Longstreet, 314 South Thirty-fifth avenue.

Mrs. Horace Everett of Council Bluffs has returned from a visit of three weeks with relatives in Kansas City.

Mrs. R. Longley will leave today for a month's visit with her mother, Mrs. C. A. Shepard, of Kansas City, Mo.

Mrs. E. W. Bailey, who was the guest of friends during the week, left Friday evening for her home in Denver.

Mrs. John Baldwin has gone to Chicago, where she will visit her daughter, Miss Genevieve Baldwin, until Miss Baldwin's departure for Europe early in June.

Mr. and Mrs. Wilson of Chicago have arrived to be the guests of Major and Mrs. J. G. Galbraith and Miss Galbraith.

Mr. and Mrs. J. C. Wharton have sold their home at 230 North Twentieth street and have taken an apartment at the Hamilton.

Mr. and Mrs. William J. Burgess are planning to move into the new home they have recently built on West Harney street.

Mr. and Mrs. E. W. Dixon and little daughter and Mrs. Victor Coffman and Miss Rose Coffman have gone to New York

# YOUR CREDIT IS GOOD

## RUGS AND CARPETS AUCTION

The Peoples Store were among the largest buyers at the Alexander Smith & Sons Auction Sale in New York last week. In connection with this great sale we purchased over \$39,000 worth of the finest carpets and rugs at 35c on the dollar less than usual wholesale prices. This tremendous purchase goes on sale tomorrow morning. These values are positively the greatest we have ever been able to offer to our patrons.

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| <b>INGRAIN RUGS</b><br>Size 9x9 feet, unexcelled values.<br>Worth \$6—sale price ..... <b>\$3.25</b><br><b>INGRAIN RUGS</b><br>Extra quality, size 9x12 feet, handsome patterns. Worth \$7.50.<br>sale price ..... <b>\$4.75</b><br><b>BRUSSELS RUGS</b><br>Size 9x11 ft., beautiful patterns.<br>worth \$16.50, sale price..... <b>\$10.55</b><br><b>BRUSSELS RUGS</b><br>Woven in one piece 8-3x10-6<br>Worth \$18.50, sale price..... <b>\$11.75</b> | <b>VELVET RUGS</b><br>Size 12x9 feet, floral and oriental designs.<br>Worth \$29.00.<br>Sale price ..... <b>\$17.95</b><br>27-inch size, many rich Turkish and Persian patterns, worth \$2.50.<br>sale price ..... <b>\$1.29</b><br><b>AXMINSTER RUGS</b><br>Size 9x12 feet, handsome patterns.<br>Worth \$35.00, sale price..... <b>\$21.75</b><br><b>RAJAH SMYRNA RUGS</b><br>Fine Turkish patterns, 27-inch size.<br>\$2 values, sale price..... <b>98c</b> | <b>INGRAIN CARPETS</b><br>60 rolls go in this sale, worth 40c, sale price, per yard..... <b>25c</b><br>Extra quality, 50 rolls in this sale, worth 75c per yard..... <b>40c</b><br><b>EXTRA AXMINSTERS</b><br>Room rugs, size 12x9 feet, wonderful value, sale price..... <b>\$29.75</b><br><b>MISFIT CARPETS</b><br>All sizes from the cheapest Ingrains to the finest axminsters at less than HALF PRICE. | <b>BRUSSEL CARPETS</b><br>125 rolls in the newest spring patterns—worth 90c, sale price, per yard..... <b>65c</b><br><b>BRUSSELS CARPETS</b><br>Superior grade, 73 rolls in this lot, worth \$1.25, per yard..... <b>83c</b><br><b>VELVET CARPETS</b><br>Never before sold for less than \$1.25 yard. Sale price, per yd..... <b>85c</b><br><b>AXMINSTER CARPETS</b><br>Extra fine quality, worth \$1.50, sale price, per yard..... <b>98c</b> |
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**3 Rooms Furnished**  
 Complete for **\$48.50**  
 Terms \$5.00 Cash; \$4.00 Monthly.

**4 Rooms Furnished**  
 Complete for **\$63.50**  
 Terms \$6.50 Cash; \$5.00 Monthly.

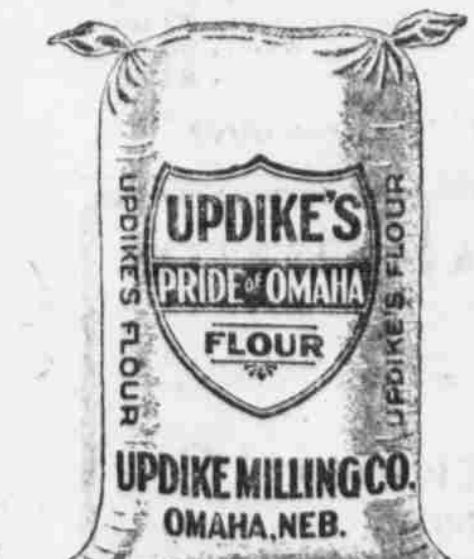
**5 Rooms furnished**  
 Complete for **\$85**  
 Terms \$8.50 cash; \$7 monthly.

**6 Rooms furnished**  
 Complete for **\$104**  
 Terms \$10 cash; \$8.00 monthly.

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to spend three weeks before going to Long Island, where they have taken a cottage until early in October.

Mr. and Mrs. H. D. Reed left Thursday for Wall Lake, Ia., where they will see to putting in order for the summer their cottage.

General Wherry, who was stationed at old Fort Omaha a number of years ago, is visiting his daughter, Mrs. Hines, and Captain Hines.

Mrs. M. Williams of Chicago arrived Thursday to be the guest of Mrs. Joseph Mandelberg until after the Cutler-Mandelberg wedding.

Mr. and Mrs. E. M. Fairfield and Mr. and Mrs. L. F. Crofoot have taken cottages at Dennis, Mass., and will spend the summer there.

Mr. and Mrs. John T. Triss announce the engagement of their daughter, Miss Alice, to Mr. Sidney L. Edholm, the wedding to take place in June.

Mr. Frank L. Jennings of Topeka, Kan., is a guest for a week with friends in Bemis park. He leaves Sunday for a tour of the Pacific coast.

Miss Regina Farrell of Albany, N. Y., who has been visiting her sister, Mrs. William N. Haskell at Fort Omaha left Thursday evening for her home.

Mr. and Mrs. J. J. Naven left Thursday for New York, where they will make their future home. Mrs. Naven was formerly Miss Josephine Beckman of this city.

Mr. and Mrs. Nathan Roberts left this week for a visit in Milwaukee and Chicago. Mr. Roberts will be gone about one week and Mrs. Roberts will remain four or five weeks.

Mrs. Isidore Witmark arrives today to spend a few weeks visiting her father, Mr. Albert Cahn, and sister, Miss Cahn, before going abroad with Mr. Witmark for the summer.

Mr. and Mrs. John Moore and little daughter, Marie, will leave Auburn May 23 for a trip to Chicago, Milwaukee and their old home, Cincinnati, O., and will return in three weeks.

Among the members of the Omaha Whist club who are out of the city, but who are expected to return in the near future, are Mrs. Frank Colpetzer, president, who has been in Europe for some time; Mrs. A. G. Edwards, who has been in California; Mrs. Sargent and Mrs.

Benet, Miss Thompson, Captain and Mrs. Gibbs, Lieutenant Dickinson, Lieutenant Bamberger, Lieutenant Ware and Mr. Gardner McWhorter.

Mr. and Mrs. J. P. Thompson of Salt Lake, formerly of Omaha, who were called here recently by the death of Mrs. Thompson's father, Mr. J. W. Manker, left Friday for their home. Mrs. Manker will remain a few days longer as the guest of Mr. and Mrs. G. W. Templeton.

Miss Mary Munchhoff, who is the guest of her mother, expects to return to Euclid home by the fatal illness of her rope about June 15. Miss Munchhoff was father. She was his devoted nurse for almost two months and is suffering from the long strain. She will go directly to Berne, Switzerland, where she will rest for some time before going to her home in Berlin.

Lieutenant C. C. Allen, formerly connected with army headquarters and until recently aide de camp to General A. S. Mills at the headquarters of the Department of the Philippines, Manila, is in Omaha visiting friends. He has been assigned to duty at an eastern headquarters.

An Omaha girl, who has been singing at Hammerstein's Manhattan opera house in New York this winter is Miss Minna Meyer, daughter of Mr. and Mrs. Moritz Meyer. Although she has been studying in New York only a short time she has had several minor roles. Miss Meyer will return the first week in June to spend the summer with her parents.



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