

A. FREEMAN

Formerly with the Orkin Bros. Store, to Manage the Millinery Department to Be Put In by the Nebraska Clothing Company.

Mr. A. Freeman, who for nearly 12 years had the management of Orkin Bros' millinery department, left his position with that firm February 1 to open a new millinery department for the Nebraska Clothing Co. Mr. Freeman, since coming to Omaha on March 20, 1911, has



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established himself as a success in the millinery business. He was brought here by the Bennett company, which then had the store now conducted by Orkin Bros. Immediately after he became manager of the millinery department of this store the business began to increase, because the stock of goods became one of the best in this section, and the manner in which all customers were handled was thoroughly satisfactory and made them return to the store again.

While at Orkin Bros. Mr. Freeman entered upon the policy of giving a guaranty with all millinery purchases. He made the business one on which all buyers could rely. His forces backed him up by making sales statements only of the kind that would leave the customer satisfied. No customer was permitted to go away dissatisfied.

In the east Mr. Freeman had his first experience in the millinery business. For some time he was in New York and later he became an important factor in the millinery business of St. Paul, Minn., and Chicago, Ill. He was with this firm for eight years.

During the time he has been in Omaha Mr. Freeman has been impressed with the buying ability of the women of this city. It has been due to their tastes and to their power to discriminate that the millinery sold here has been so high class. In some towns women demand a cheap class of hats, but in Omaha the tastes are fine, and no store can hope to hold the millinery trade unless it gives the best goods. Mr. Freeman built up a large business because he catered to the refined tastes better than anyone else here did.

WHEN Milady needs a perfume of exquisite fragrance—one that has a sweet, delicate bouquet of lasting power—she always buys

Parfum Femina

Our new creation is winning its way into the hearts of women everywhere, because of its superlative quality and popular price.

AVOID IMPURE MILK for Infants and Invalids Get HORLICK'S It means the Original and Genuine MALTED MILK

Hotels: The Hotel of American Ideals, Washington, D.C. Hotel Powhatan, Pennsylvania Avenue at 18th and H Streets.

Rooms, detached bath, \$1.50, \$2.00 up. Rooms, private bath, \$2.50, \$3.00 up.

SOCIETY BEE-HIVE

By MELLIFICIA. Friday, February 7, 1913.

Votes for Women Cards. "Votes for Women" playing cards is the latest novelty used for promoting the suffrage cause.

A letter has been received at local suffrage headquarters from the National American Woman's Suffrage Association, advising the sale of "Votes for Women" playing cards.

The first order for the cards will be sent to Washington February 15 and many card clubs having suffragists as members are sending requests for the new cards.

Lambda Gamma Theater Party. The Lambda Gamma society of the University of Omaha gave a theater party Thursday afternoon at which Misses Grace Huntley and Myrtle Kaufman were honor guests.

Pagaleo Dancing Party. The Pagaleo club, which was recently organized, gave its first private dance Tuesday evening at Gentieman's hall.

Swastika Club. The Swastika club met Thursday afternoon at the home of Mrs. C. C. Weber.

Wedding Surprise. Without realizing either relatives or friends of their intentions, Mr. H. W. Kridder of Cleveland, O., and Miss Margaret Deneen of Omaha, quietly boarded a train for St. Louis and were married in that city Wednesday.

Baraca Banquet. The Hanson Park Methodist Episcopal Baraca class, with their guests, the Philathea class, enjoyed one of their most successful banquets last evening in the parlors of the Hanson Park Methodist church.

Evening Card Party. A party was given by Miss Frances McKenna at her home Tuesday evening, when cards and games furnished the entertainment.

Evening Bridge Party. Mr. and Mrs. James Kinnard entertained at bridge Thursday evening. The prizes were won by Mr. and Mrs. Theodore Tillotson.

At the Hippodrome. Mrs. T. Gordon Sanders entertained a box party at the Hippodrome theater Wednesday matinee.

W. W. Club Celebrates. The W. W. club was entertained by Mrs. H. F. Shearer Wednesday afternoon, the occasion being the birthday of the hostess and also of Mrs. Swoboda.

For Miss Harris. Mrs. Howard S. Skinner entertained informally at luncheon Wednesday in honor of Miss Rena May Harris.

LAST OF GRADUATING CLASS LEAVES THE HOSPITAL.



MISS CECELIA PEDERSEN.

With Cupid's arrows flying thickly all about her during her four years of training in the Wise Memorial hospital training school, Miss Cecelia Pedersen remained resolute, determined not to forego a promising career for married life.

Graduation exercises were to have been held during the latter part of March when the Wise Nurses' home opens, but only a few days ago Miss Pedersen was proffered an attractive situation in a Houston, Tex., hospital and she accepted. She left Tuesday.

Loge Dancing Party.

William McKinley Lodge No. 521 of the Independent Order of B'nai B'rith entertained the Ladies' Auxiliary at a dancing party at their club rooms.

In and Out of the Bee Hive.

Miss Monette Mitchell and Miss Ida Drabow will leave this evening for New York City, where they will make a stay of three weeks.

Personal Gossip.

A son was born to Mr. and Mrs. A. E. Kennedy Monday at their home. Mrs. F. H. Brubaker and family leave Omaha today to make their future home in Stuart, Neb.

Harding to Build for Creamery Plant

Plans and specifications for a \$300,000 building at Eighth and Farnam streets are being prepared and the contract will be let and actual work of construction begun within the next few weeks.

TRUSTY AT THE CITY JAIL GIVES OFFICERS A CHASE

Barney Woodward, a trusty at the city jail, gave Foreman Tom Baughman of the police force, and Chauffeur George Armstrong an exciting chase up alleys and over fences when he escaped from the garage where he was cleaning up the police cars.

Orkin Bros. Buy Shoe Stock of Sherwood & Son, Plattsmouth, Neb.

The shoe firm of Robert Sherwood & Son, Plattsmouth, Nebraska, has retired from business and sold the entire stock of shoes to Orkin Brothers of this city.

BENSON & THORNE Co. THE YOUNG PEOPLE'S OWN STORE. 1618-20 FARNAM STREET. This store closes promptly every Saturday at 9:00 p. m.

Small Lot Bargains to Tempt Saturday Shoppers

The number of garments included in each lot is ample evidence of the thoroughness of our winter clearance. We invite good judges of merchandise to see these small lots before deciding which of all Omaha stores is the bona fide value giver.

For Men, Young Men and Boys: 41 YOUNG MEN'S AND MEN'S \$15 TO \$22.50 OVER-COATS... 127 SAMPECK \$6 TO \$10 BOYS' SUITS... For Women, Small Women & Juniors: 43 Ladies' and Misses' Suits... 70 Ladies' and Juniors' Dresses...

Phi Rho Sigma Frat Gives Big Banquet to Its New Members

Eta chapter of the Phi Rho Sigma national fraternity gave its thirteenth annual banquet at the Hotel Loyal Thursday.

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2,157 SUBSCRIPTIONS EARN \$3,000 For the Invalid's Pension Association SIXTEEN INVALIDS WILL RECEIVE \$10 A MONTH EACH

News Stands Charge \$2.60. Save \$1.10. Earn 50 Cents for Charity. For 500 Subscriptions to the above magazines each month till June the Publishers will deposit \$3,000 for The Invalid's Pension Assn.

I Positively Must Have 357 Subscriptions by February 26 To earn the first \$2,000. Myself and fifteen other sufferers will receive \$10 a month each.

EVERY BLESSED ORDER EARNS 50 CENTS YOUR RENEWALS COUNT. WON'T YOU HELP?

To pledge my promises to Charity is a brutal alternative, but I could not live alone nor could I get sufficient business to pay a woman by any other plan.

It is brutal to suppose an invalid utterly helpless and bedfast could support himself without some consideration. He could not obtain a crust of bread or a glass of water for himself.

Paralyzed 12 years, without functional control, with wounds which expose the bones, I cannot provide board, fuel, laundry and treatment and pay a woman \$5.00 a week for less than \$60 a month.

Oh what a merciless struggle it is. But I am confident if the \$3,000 is earned; once those fifteen or twenty Invalids have actually drawn their pension for a year, that my future will be fairly safe.

A Hundred Thousand subscribe for these magazines in Iowa and Nebraska alone. Thousands use the L. H. JOURNAL and S. E. POST for gift purposes.

IF 300 WILL NOT place their order or renewal at once to save this \$3,000 for the I. P. A. what chance do you suppose there is for a Friendless Invalid isolated as I am.

NOW I MUST HAVE 357 SUBSCRIPTIONS BEFORE FEB. 26TH TO EARN THE FIRST \$2,000. WON'T YOU PLEASE PHONE DOUGLAS 7163 OR MAIL YOUR ORDER TO "GORDON, THE MAGAZINE MAN," OMAHA.

Two times the light from one-half your present gas consumption. Cottage Arcs Artistic, decorative and durable. Price only \$2.25. Omaha Gas Co. 1509 Howard St. Tel. Doug. 605