

ECHOES OF THE ANTE-ROOM

Convention of Royal Neighbors Here a Big Success.

MODERN WOODMEN MEET AT S. O.

Order of Moose Initiate Larger Class Wednesday Evening—All the Local Lodges Are Quite Active.

Modern Woodmen camps of Omaha are receiving many compliments from the Royal Neighbors all over the state for the success of the banquet given them at the Henshaw hotel on the evening of March 15, while in state convention in Omaha.

The large dining room at the Henshaw was given up for the occasion and the 50 Royal Neighbor delegates, dressed in gay attire, formed one of the most spectacular conventions ever held in Omaha.

The entertainment given by the Omaha Woodmen consisted of punch, lemonade and cake.

A white rose bouquet was given to each woman and a beautiful box of candy was presented to everyone present by Hayden brothers. While the lunch was being served the audience was treated with splendid music by the Henshaw string orchestra.

Nelson Pratt, representing the Woodmen, delivered the address of welcome. Mr. Pratt spoke of his boyhood acquaintance with the supreme oracle, Mrs. Stephenson of Broken Bow gave the response to the address of welcome. E. S. Critchfield, chairman of the Woodmen committee, spoke of Omaha as a convention city and of the difficulty the committee had to overcome in getting permission to serve liquid refreshments after 8 o'clock.

The Modern Woodmen county convention will be held at South Omaha April 1 in the Odd Fellows' hall at 2 p. m.

Loyal Order of Moose.

Omaha lodge No. 90 initiated a large class of candidates Wednesday evening, March 25.

A. L. Hutton of Gary (Ind.) lodge visited with No. 90 last Wednesday, telling the big crowd of his exciting experiences in Mexico, where he had been railroading.

Bert Adams, a New York Moose, who, with his wife, are walking from New York to San Francisco and return, visited with Omaha lodge No. 90 Wednesday evening and entered the brothers with his travel experiences.

Every Moose who thinks he can play ball is requested to meet at the Moose club at 2 p. m. today, Max Peppi will have charge of the ball team.

District Director W. L. Wheeler is having splendid success in Council Bluffs and North Omaha, his field.

L. V. Todd, captain of the Omaha lodge No. 90 degree team, will exemplify the beautiful ritualistic work of the Moose Wednesday evening, April 2, at Moose hall, 418 South Seventeenth street.

District Director Ferdinand M. King, who has charge of the field work in Omaha is showing results for his efforts—the right man in the right place.

Moose lodge No. 90 will install officers for the ensuing term Wednesday evening, April 2.

Hon. A. L. Hutton, who has so faithfully governed Omaha lodge No. 90 for the last year as dictator, retires with the love and loyalty of over 1,000 members who have always received courteous and fair treatment from him.

National Director C. H. Likens, who has charge of Iowa, Nebraska, Kansas and Missouri, with headquarters in Omaha, visited with Omaha lodge No. 90 and reported great enthusiasm shown over his territory.

Fraternity Order of Eagles.

Omaha Aerie Eagles last Thursday evening initiated a class of candidates. After the initiation the committee appointed to arrange a program for the ladies social, April 2, made its report. No pains will be spared to make the night an enjoyable one for the women. The following is the program, which will be under the direction of H. W. Dunn, master of ceremonies:

Opening address by president, C. W. Britt.

Overture, Ernest A. Reese orchestra, recitation, selected, Paul M. Bohan.

Zither duet, Mr. William Kuehn and Mr. J. P. Hughes.

Rock and wing dance, Eustis Rastus Hanson duet.

Vocal solo, Miss Gladys Behrens.

Tricks of magic, G. Rasorshack.

Vocal selection, Miss Isabella Radman, Pupil of Prof. Fred Mack, accompanied by Miss Emma Darnon, pupil of Prof. Martin Bush.

The "Vagabond," guess who he is.

Duet team quartet, James C. Blair, George Haysman, Ed Southman and W. Bohan.

Fancy dancing, Peter Wendell.

Vocal solo, James C. Blair.

Selection, orchestra.

Guessing contest, all the ladies.

Refreshments.

Independent Order of Odd Fellows.

Grand Patriarch John W. Pittman of York was in Omaha last week and visited Crusader encampment No. 27 Friday evening. The Royal Purple degree was conferred in a very creditable manner by this encampment. Grand Scribe L. P. Gago and Grand Junior Warden George E. Turkington were also present and made short addresses under the head of the good of the order.

South Omaha lodge No. 18 will have work in the first degree tomorrow night. Last Wednesday evening a large number of the members of Ivy Rebekah lodge No. 21 swooped down upon Wana lodge No. 13 and took possession of the hall and served ice cream and cake to the members present.

Danvers lodge No. 21 will put on the initiatory degree work next Friday evening.

Ivy Rebekah lodge No. 21 will give a card party Thursday evening, April 2.

Brotherhood of American Yeomen.

The masquerade ball given by lodge No. 189 of the Brotherhood of American Yeomen was a big success in every way and one of the largest crowds of the season was in attendance.

The lodge has twenty-five charter members.

Knights of Macabees.

Omaha tent No. 72, Knights of the Macabees, had a large class last review for initiation. Next review there will be another large class. Monday evening, April 5, there will be a stag social and a big time is being arranged for the evening entertainment.

Ancient Order United Workmen.

Union Pacific lodge No. 11 has something doing always. Friday night will be an extra special occasion. Hon. S. A. Sears is home from Cuba and will address the meeting, which adjourns each evening at 10:30 o'clock.

Omaha lodge No. 18 will hold a social session Tuesday night. Eats will be on the program among other good things. North Omaha lodge No. 129 will have a large class initiation on Wednesday. Full

Initiatory and screen work will be put on by the degree staff.

Patten lodge No. 173 will have an interesting meeting and also have initiatory work.

Gate City lodge No. 84 now meets in the Swedish auditorium every Tuesday night.

America lodge No. 29 will have candidates and also a lunch for their members and visitors next Wednesday night.

Ak-Sar-Ben lodge No. 327 also report candidates and lunch for Thursday.

Saratoga lodge No. 284 took in two members last week and have some more for Thursday night.

Ancient Order of United Workmen.

Members of the Ancient Order of United Workmen please take notice that No. 18 will give a grand surprise entertainment, something absolutely new, on Tuesday evening, March 31, at the Ancient Order

of United Workmen temple. Refreshments and cigars will be served.

Auxiliary to Clan Gordon.

The ladies' auxiliary to Clan Gordon No. 82, O. S. C., will hold their regular meeting Wednesday afternoon at 2 o'clock at the home of Mrs. Margaret Falconer, 2114 Maple street.

Ben Hur.

Members of Mecca court No. 13 will hold an open meeting at their hall, 1926 Harney street, Thursday evening. Refreshments will be served.

OMAHA LAD WINS HIS PHI BETA KAPPA KEY

Last Monday evening at a banquet at Yale Caspar Offutt of Omaha was one of twenty-eight students to receive the "key" of the Phi Beta Kappa society.

The Phi Beta Kappa is a national society, and to achieve it means that the student must maintain a certain average of high standing in his first two years at the college, admittance being based on scholarship. Caspar Offutt tied for third place in his class and therefore won his "key," the emblem of the society, with distinction.

Y. M. C. BAND TO GIVE CONCERT MONDAY EVENING

The Young Men's Christian association military band will give the third of a series of concerts Monday evening to which the public has been cordially invited. The following program will be given:

March, "Nibelungen".....Wagner
Overture, "Lustspiel".....Keler-Bela
March, "Washington Grays".....Grafulla
Spanish serenade, "La Paloma".....Tealder
Overture, "Friedrich, Fred, Stark They".....Kiesler

Turkish patrol, "The Mystic Shrine" (Meyer Heverie, "Apple Blossoms" (a tone poem) "The Frat" (Robert Barth)

A concert will be given in the lobby of the building the last Monday evening of each month.

VETERANS SHAKE HANDS AND SETTLE DIFFICULTY

H. T. Bascombe, aged 74 years living at 3091 Newport avenue, appeared in police court and pleaded guilty to a charge of assault brought against him by L. R. Fletcher, aged 78 years, living at Thirty-seventh and Fort Omaha avenue. The two, after outlining their sides of the difficulty, which arose over the right of the Bascombe property, took Judge Foster's advice and shook hands, settling the difficulty. Both are civil war

veterans of the Union army, Bascombe being a member of the First Minnesota infantry, and Fletcher a member of First Nebraska.

Dismiss Big Damage Suit Against Simon

The \$25,000 damage suit brought by Marie Vaverka, local representative of the Trolman Loan agency, one of the largest in the United States, against Representative Edward Simon in district court has been dismissed by Attorneys Charles W. Seagr and H. C. Bosche for Miss Vaverka.

Simon, who was the father of the anti-loan shark bill recently held unconstitutional by the courts, was sued because he had Miss Vaverka arrested on a charge of exacting usury. She was confined several hours in the city jail.

Key to the Situation—See Advertising.

Omaha Boasts of an Institution that Undersells all Competition in the Middle West

How low operating expense, active brains, enormous purchasing power coupled with keen foresight and scientific management in merchandising is saving thousands of dollars yearly for the furniture buying public of this vicinity.

(By George Marriott.)

I DIDN'T know—and I don't suppose you did—that right here in our very midst is a furniture house that, by moving one block from the retail shopping district, cut enough off its daily expenses to furnish a beautiful home free—every day. And beautiful homes cost a lot of money, don't they? But it's so—because I was sent there to prove it; and I'm going to tell you, the best I'm able, how they're doing it—because there's no secret about it—in fact, they want everybody to know it. So here I am, marching up to the big doors of the Union Outfitting Co., 16th and Jackson streets, located where the wise ones predicted would be far, far from the buying center of Omaha for years to come.

Slipping through the doors into the main floor of this eight-floor establishment, I am cordially met by the floor manager, to whom I stated my mission. On all sides I see furniture—and more furniture—and everything so bright—a sort of daylight paradise, to enable the purchaser to magnify to his own satisfaction the points of his possible purchase.

that they would be compelled to pay for anything similar a couple of blocks north. A mighty saving in itself.

No Separate Warehouse to Maintain. Saving Number Two is another big one—perhaps the greatest. The Union is practically the only furniture house in Omaha where its warehouse is housed under the same roof as their retail selling floors. When one figures the doing away entirely of the extra rent, cost of operating, extra labor, extra lighting, heating and hauling back, etc., usually spent in the maintenance of a warehouse in another section of the city by most other furniture stores, you will realize that here alone the Union saves enough to cut a little off the selling price of every article that leaves the store.

Hundreds of Samples—All in Racks. We are now on the second floor where I see rugs of every kind, size and material, artistically displayed. A hundred carefully thought-out little and big details for the convenience of the buyer will be found here. And here again you will find the same time-saving (or money-saving) methods that are honey-combed throughout the entire building. Every single rug, carpet sample, linoleum sample, lace and tapestry curtain sample, every comfort and blanket are all shown on racks in this "daylight" sales floor. There you can easily see "just how it is going to look" when you get it home. The old method of having the rugs in "stacks," where salesmen and assistants do enough manual labor to spoil their dispositions, are all done away with here. Hours of time are saved here over the old method of continuous handling—piling and un-piling. This saving also enters into their general "low cost of doing business."

The Elevator is a Monster. The freight elevator, I am informed, has a carrying capacity of four thousand pounds, and in five or six trips a carload of furniture has been lifted and distributed to the proper floors—saving a lot of time over the "few pieces at a time" way found necessary in the older buildings where elevators are generally about a third the size of this one.

A Big Cut in Insurance. Furniture insurance comes high in most stores and warehouses, and much forethought was given this matter in the equipment of this building. So thoroughly and completely covered is each floor with the most modern automatic sprinkler system that they have saved two-thirds of the money usually spent for insurance in stores without the sprinkler system.

Surely the Daylight Store. Over 75,000 feet of floor space is utilized by this great institution, divided into eight floors,

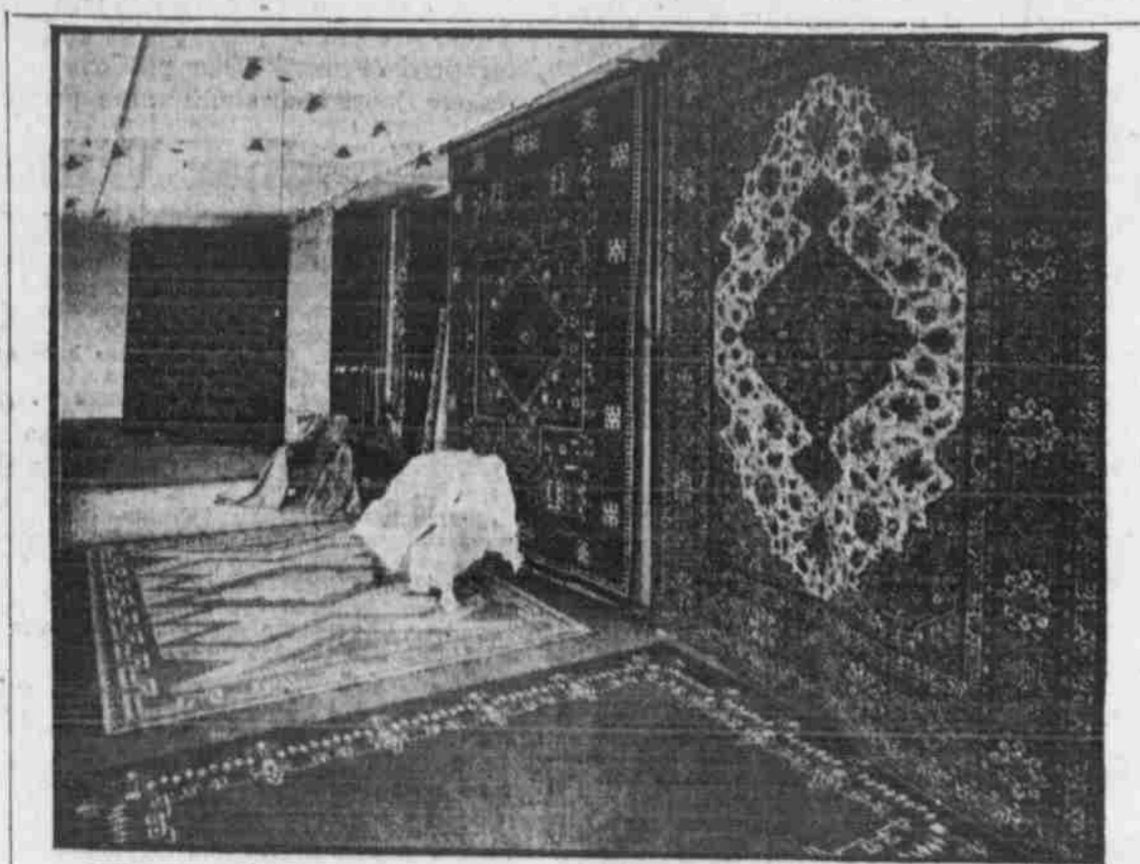
where everything possible for the comfort and convenience of the buyer has been thought of. Probably more daylight penetrates this building than any other in Omaha, having complete exposure on three sides. A big saving in electric light consumption finds its way in here. Very little artificial light is necessary—but where it is needed, the expense is small, as the building is equipped with Tungsten electric lights, also known as money savers in the electrical world.

Growing, Growing All the Time. The total amount of business done by this company would seem almost unbelievable to many people, but when you consider the continuous demand for furniture that they supply to people in Omaha and within an area of 300 miles from Omaha, it is, of course, easily understood. A force of more than 100 capable employes trained to work in harmony with the ideas of the heads of this concern, are daily helpers in the continual upbuilding of this company. And I believe the wonderful growth of this company is largely due to the loyalty and efficiency of their small army of employes.

Help for the Needy. The liberality and squareness of this company in its dealings was thoroughly shown a year ago this time, when hundreds of accounts were canceled outright and furniture supplied to the needy ones, whether or not they were in a position to pay at the time. Acts like these have always hit my tender side and are hard to forget. How about you?

Members of a Big Buying Syndicate. Consistent with the modern methods of merchandising, the Union Outfitting Co. is associated with a buying syndicate of seventy-five other large stores whose total purchases are not exceeded by any buyers or group of buyers in the world. By this method, any one of the individual stores in this syndicate makes a considerable saving on all purchases. Thus this store gets the benefit of low prices made on large quantities, without assuming any extra responsibilities or risks that would naturally be accrued by one large company. This combination of buyers often control the entire output of a factory.

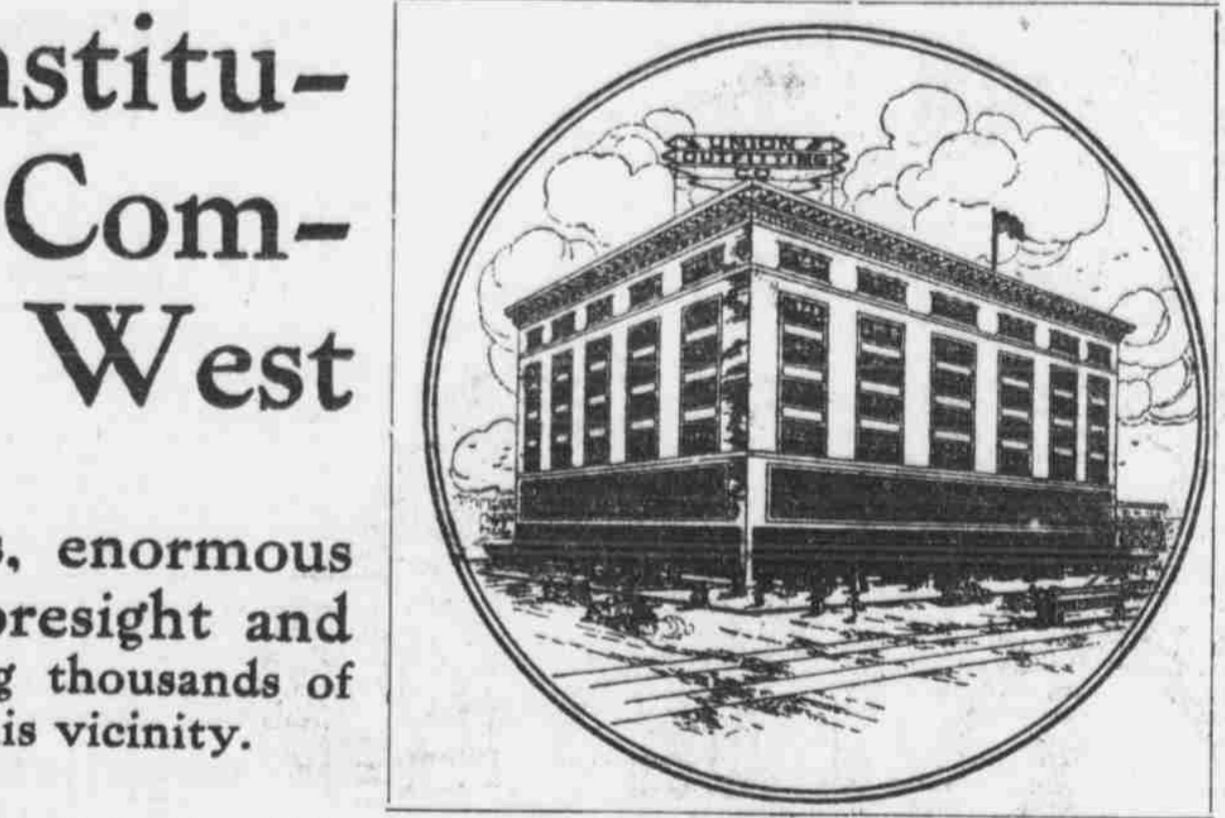
An Omaha Institution Through and Through. I found so many places where they have scientifically chopped off expenses that it now seems to me that a schoolboy could figure out how they are in a position to sell the same quality of household goods cheaper than any concern, not only in Nebraska, but in the United States. It's a grand store—a grand building—and worth a visit from everybody—whether you are in the market for furniture or not. It's an Omaha institution, worthy of the name, and owned and operated by Omaha men.



A Glimpse of the Extensive Rug Dept. on the Second Floor of Union Outfitting Co.



Above View Shows a Portion of the First Floor of Union Outfitting Company.



Brass Beds and Davenports on Fourth Floor of Union Outfitting Company.