



Society

By MELLIFICIA. Thursday, April 30, 1914.

HERE has been an unusually large colony of Omahans abroad this winter, and many are planning to spend the summer in Europe. Dr. and Mrs. Charles A. Hull will sail July 1 from New York City and plan to spend six weeks in Paris. They may meet Mr. and Mrs. Gould Dietz, who are now in Naples, and leave shortly for Paris. Dr. Louis Bushman sails June 27 from New York and plans to spend part of the summer traveling. Dr. Bushman has spent several seasons in Vienna, and this year plans to travel in Ireland, England, Belgium, Holland, Germany, France and Switzerland, and will spend some time in Heidelberg and in Paris. Mr. and Mrs. C. N. Diets and Miss Louise White will sail next week to meet Mr. and Mrs. Gould Dietz and spend a few weeks with them on the continent. Mr. and Mrs. J. E. Rugg left last evening for New York, where they will sail for Europe for the summer. Mr. and Mrs. John Redick leave next week to join Judge and Mrs. W. A. Redick in Europe and will travel on the continent. Dr. R. B. Hollister is also planning a trip abroad this summer. Mr. Wadleigh Barton and Mr. De Wolfe Barton and Mrs. P. J. Partenhelm sailed today from New York City on the steamer Prinz Friedrich Wilhelm of the North German Lloyd line.

Return from New York.
Mr. and Mrs. Charles D. Armstrong, who have been visiting Mrs. David W. Armstrong at her home in New York, returned home this morning. Mr. David Armstrong plans to leave next week for New York and Mrs. Armstrong will return to Omaha with him and they will probably make their home here. Mr. and Mrs. Charles C. Rosewater returned home yesterday, after spending a fortnight at the Vanderbilt hotel in New York City. Mrs. Rosewater also visited her former home in Jamestown, N. Y., and Mr. and Mrs. Wink Allen of New York City, formerly of Omaha.

Dinner Party.
Mrs. J. M. Metcalf entertained informally at dinner last evening for Mrs. C. E. Crane of Springfield, O., who is the guest of her mother, Mrs. E. Wakeley. Mrs. Crane plans to return next week.

Orpheum Party.
The J. F. W. club will entertain at an Orpheum theater party, followed by supper, this evening, for their husbands. The members of the club include:
Mesdames—E. O. Ames, M. W. Alexander, A. B. Billings, Martin Bushler, Austin Dodds, Thelma Ellis, N. H. Seltzer, L. Lundbeck.
Mesdames—Earl Sherman, Guy Shipperd, Paul Wilson, D. H. Welz, Herman Schroeder, Earl Swin, C. J. Hubbard.

Bridge Luncheon.
Mrs. William Plindell entertained at a bridge-luncheon, yesterday for Miss Margaret Clayton, who is the guest of Miss Ruth and Miss Grace Slabaugh. The decorations were tulips and daisies. Covers were placed for:
Mesdames—Margaret Clayton, Hannibal, Grace Slabaugh, Angeline Plindell.
Mesdames—W. W. Slabaugh, Ruth Slabaugh, Elizabeth Plindell, Eva Johnson.
Mesdames—A. F. Tyler, G. A. Young, D. Dunn, C. R. Cleghahan, C. B. Kennedy, N. C. Prince, H. W. Wightman, G. W. Dishong, Newell Jones.

Pleasures Past.
Mrs. James Bone entertained the members of the Best-Yet club at an Orpheum party Tuesday afternoon. Those present were:
Mesdames—Frederick Bacon, H. J. Holmes, E. H. Luckhart, W. B. Woodward.
Mesdames—A. J. Rockwell, Frank Frawl, E. H. Wilkinson.

Trousseau Tea.
Miss Grace Rohrbough will entertain Saturday afternoon from 3 to 5 o'clock at a trousseau tea for about sixty of her friends. Miss Rohrbough, who is the daughter of Mr. and Mrs. George A. Rohrbough, will be married during the latter part of May to Mr. Wilhelm Bonekemper of Portland, Ore.

Tea for Visitor.
Mrs. Eva Kennard Wallace was hostess at a tea this afternoon from 4 to 6 o'clock at the home of her parents, Mr. and Mrs. F. B. Kennard, in Fairacres, in compliment to Miss Beverly of London, England, who is the guest of the Misses Janet and May Wallace. The rooms were beautifully decorated with tulips. A basket of pink snap dragons, tied with pink tulle, formed the centerpiece for the table in the dining room. About 100 guests were present, and assisting Mrs. Wallace were:
Mesdames—Alice Kennard, Janet Wallace, Mesdames—J. L. Kennedy, Les L. Kennard, Jerome Magee, Ben W. Colton, S. S. Caldwell.
Mesdames—May Wallace, Mesdames—George Prince, Ward Burgess, Joseph Barker, Mosher Colpeter.

In and Out of the Bee Hive.
Mrs. Fred Hamilton and Mrs. Frank Hamilton, who are spending the week at the Blackstone in Chicago, are expected home Saturday.
Mrs. H. L. Street of Chicago and children, who are visiting Mrs. Street's parents, Mr. and Mrs. J. A. Wakefield, return home Saturday.

Bon Voyage Dinner Party.
Mr. and Mrs. John Redick, who sail May 12 from Boston to spend the summer abroad, were the honor guests at a dinner party given last evening by Mr. and Mrs. Barton Millard. Covers were placed for:
Mr. and Mrs. John Redick, Mr. and Mrs. Arthur Keeline, Mr. and Mrs. Walter Roberts, Mr. and Mrs. Dennis Scialow, Mr. and Mrs. Louis S. Clarke, Mr. and Mrs. Barton Millard.

Informal Bridge.
Mrs. Arthur Keeline entertained informally at two tables of bridge this afternoon at her home in honor of Mrs. Harry L. Street of Chicago. The latter part of the afternoon they all attended the tea given by Mrs. Eva Kennard Wallace at her home in Fairacres.

Luncheon Party.
Miss Monica Minogoe entertained at luncheon Tuesday in honor of Miss Lida Wherry, whose wedding is to occur this week. A basket of rainbow shades of sweet peas were used as a centerpiece. Covers were laid for:
Mesdames—Lida Wherry, Margaret Russell, Fanny Williams, Loreta Curtis.
Mesdames—Bess Lacey, Irma Welleman, Lillian Yoeman, Monica Minogoe.

Card Party.
The G. O. T. O. club will entertain at a card party at Myrtle hall, Friday afternoon.

Garden Club.
Mrs. George Palmer entertained the Garden club at her home this afternoon.

Nothing So Good for a Cough or Cold
When you have a cold you want the best medicine obtainable so as to get rid of it with the least possible delay. There are many who consider Chamberlain's Cough Remedy unsurpassed. Mrs. J. Boroff, Elida, Ohio, says: "Ever since my daughter Ruth was cured of a severe cold and cough by Chamberlain's Cough Remedy two years ago I have felt kindly disposed toward the manufacturers of that preparation. I know of nothing so quick to relieve a cough or cure a cold." All dealers—Advertisement.

Triangle Dancing Party.
The Triangle club will give their seventh annual spring dance at Harte hall in Dundee this evening.

Bridge Club Entertained.
Mrs. Ralph Peters was hostess for one of the bridge clubs this afternoon at her home, when all of the members were present, including Misses Louise Dinning, Gladys Peters, Elizabeth Pickens, Carolyn Condon, Carolyn Barklow, Mesdames Wilson Austin, Ben B. Wood, Edward O'Brien, J. M. Harding and Ralph Peters.

Triangle Dancing Party.
The Triangle club will give their seventh annual spring dance at Harte hall in Dundee this evening.

1/2 Price Sale of Chiffoniers, 1/2

The last few weeks of heavy selling has left us with a number of high grade chiffoniers with no dressers to match. These pieces we propose to close out at just one-half price. Among this assortment there are chiffoniers of solid mahogany, crotchless walnut, golden oak and birds eye maple. They are shown in several styles similar to the illustrations. Following are samples of the values:

	Reg. Price.	Sale Price.
1 Solid Mahogany Chiffonier.....	\$25.00	\$12.50
1 Solid Mahogany Chiffonier.....	\$28.00	\$14.00
1 Solid Mahogany Chiffonier.....	\$35.00	\$17.50
1 Solid Mahogany Chiffonier.....	\$70.00	\$35.00
1 Mahogany Veneer Chiffonier.....	\$40.00	\$20.00
1 Mahogany Veneer Chiffonier.....	\$38.00	\$19.00
1 Mahogany Veneer Chiffonier.....	\$25.00	\$12.50
1 Crotchless Walnut Chiffonier.....	\$44.00	\$22.00
1 Golden Oak Colonial Scroll Chiffonier.....	\$44.00	\$22.00
1 Birds' Eye Maple Chiffonier.....	\$35.00	\$17.50
1 Golden Oak Chiffonier.....	\$34.50	\$17.25
1 Old Ivory Chiffonier.....	\$40.00	\$20.00

None sold until 8 a. m. Friday.

Drapery Dept. Specials

25c colored border Scrim, 40 inches wide, just the thing for summer curtains special 12 1/2c

Wall Paper—Our entire stock of high grade imported paper at 1/4 price.

Beaton & Laier Co.
415-17 S. 16th St. Payments if you wish

Just Like Riding on a Cloud

PRESS your hand down on the seat of any ordinary baby carriage, and feel the stiff little tiggly-jig bounces that come up from the stiff springs underneath. These are the shocks that shake and injure the baby's frame, spine and nerves. Now press your hand down on the seat of a Sidway Baby Carriage and feel how wondrously gentle are the movements of the carriage body even for the tiniest baby. Examine the Sidway adjustable long-leaf suspension spring and see how every possible shock is kept from the seat of the carriage. See how the tension of the spring can be immediately adjusted to the increasing weight of the baby.

Sidway GUARANTEED
Every SIDWAY Holds With One Motion

This makes the tension just right whether your baby weighs ten or forty pounds. Notice the exceptional length and width of the Sidway, its beauty of design, its fine workmanship. Every part of the carriage from top to tires is guaranteed for two years absolutely without condition, the broadest guarantee ever made on a baby carriage. Special quality Fabrikoid Leather used is made exclusively for the Sidway, and carries the additional guarantee of the DuPont Fabrikoid Co., sole makers of Fabrikoid. The Sidway was the first to adopt the use of real rubber tires, and these are included in our 2-year guarantee. Yet, a Sidway costs no more than many carriages unguaranteed and lacking the Sidway features.

There's a Sidway to suit every taste and purse. Made by the Sidway Mercantile Co., Elkhart, Ind.

A Full SIDWAY Line at Home Furniture Co.
South Omaha, Neb.

\$3 A Month Will Rent a Good Piano

Free Tuning, Insurance, Stool and Bench. Free Delivery if rented 3 months. Best allowed on purchase price if you buy.

Schmoller & Mueller Piano Co.
1211-12 Farnam Street Phone Douglas 1623.

DO MUCH FOR TRUTH'S CAUSE
Knox Gives Ad Clubs More Credit Than All the Preachers.
DENOUNCES BUSINESS PIRACY
Speaker Encourages Co-Operation in Salesmanship and Advertising and Declares Against False Representation.

"The Ad clubs of America have done more for the cause of truth and honesty in the last two years than all the preachers have done in ten years," said J. S. Knox of Des Moines before the Omaha Ad club at Hotel Rome at noon. He spoke on "Co-operation in Salesmanship and Advertising," and denounced business piracy through false advertising. Salesmanship is one-third advertising, he said, and advertising that does not sell goods is no good. Ad men and salesmen must co-operate, in order to get the best results in business, he declared, and stated that business men must know both advertising and salesmanship, in order to be 100 per cent successful. "We teach Latin, Greek, higher mathematics and a lot of other stuff in high

schools," he continued, "but are just beginning to teach salesmanship and distribution of products, which are the greatest problems of the day. We should teach the youth of the country how to solve today's problems, instead of teaching him about Keats and Shelley and other 100-year-dead ones." The speaker is president of a school of applied salesmanship, and a recognized authority on salesmanship and advertising.

ELKS TO HAVE CABARET PROGRAM THIS EVENING

The Creighton University Glee club will favor the Elks with a program of popular songs after the close of the regular lodge meeting this evening. Prof. Arch J. Tallmadge, in charge of the musical department of the university, has promised to attend personally, if he can so arrange his engagements. The stag social committee will provide a cabaret entertainment, which, in connection with the glee club program, will be of great interest to all who attend.

Throat and Lung Troubles quickly helped by Dr. King's New Discovery. The first dose helps. Best remedy for coughs, colds and lung diseases. 50c and \$1. All druggists.—Advertisement.

Half the usual work—and better than usual results, when you clean your windows with

GOLD DUST

Cleans everything. 5c and larger packages.

THE N. L. FAIRBANK COMPANY
CHICAGO

"Let the GOLD DUST TWINS do your work!"

Give Nature a Chance

The road to health and strength and palate-joy is through a return to simple foods like

Shredded Wheat Biscuit and Strawberries

Cut out meat and potatoes for a while and try this dish—a dainty, delicious, nourishing dish. Because of its porous shreds and its biscuit form Shredded Wheat combines most naturally and deliciously with all kinds of fresh fruits.

Heat one or more Biscuits in the oven to restore crispness; then cover with berries or other fresh fruit; serve with milk or cream and sweeten to suit the taste. Better than soggy white flour "short-cake"; contains no yeast, no baking powder, no fats, no chemicals of any kind—just the meat of the golden wheat, steam-cooked, shredded and baked.

The Shredded Wheat Company, Niagara Falls, N. Y.

Sunkist

Oranges—Now Heaviest with Juice

This is the season when California Oranges are heaviest with juice, sweetest and most beneficial. Over ten million daily are being shipped from California and these oranges are now being offered by all dealers. Every Sunkist Orange is glove picked and tissue wrapped—shipped on picking day, therefore always fresh. And prices were never so low as now.

Sunkist Oranges are both good and good for you. Eat them at every meal, between meals and at bedtime. Try this for Spring Fever. Give the children this juice—this drink of natural purity.

Try Sunkist Lemons, Too
Ask for Sunkist Lemons, too. For cooking purposes or for lemonade, there are no other lemons like them—highly flavored, juicy, practically seedless. These are the best looking and the best lemons—the kind that look most appetizing, sliced or quartered, to serve with fish and meats. Try Sunkist Lemon juice in place of vinegar in making salad dressing or in any other dish. These lemons are grown, picked and shipped with the same care used in the production and handling of Sunkist Oranges. Your grocer has them or can get them at once.

California Fruit Growers Exchange
139 N. Clark Street Chicago

CALIFORNIA FRUIT GROWERS EXCHANGE
139 N. Clark Street Chicago

Mail us this coupon and we will send you our complimentary 40-page recipe book, showing over 110 ways of using Sunkist Oranges and Lemons. You will also receive our illustrated premium book which tells you how to trade Sunkist wrappers for beautiful table silver. Send this coupon or call at the above address.

Beautiful Rogers Silverware

Save the wrappers from Sunkist Oranges and Lemons. 12 wrappers from either, with 12 cents, entitle you to any of these three pieces of guaranteed Rogers silver. 36 wrappers and 36 cents entitle you to all three. 24 other beautiful premiums. Send the coupon.

Name _____
Address _____