By MELLIFICIA. Friday, August 14, 1914.

HERE'S a timely tip for the motorist—that is, the enthusiastic motorist who buys a new car each year and sells his old machine. It is a wise plan to have your own private monogram removed from the car when the machine passes into some stranger's possession. A prominent and dignified bachelor was enjoying his new car the other Sunday afternoon, motoring along leisurely and quietly, when a car sped by him filled with joy riders. They were having some time, and were anything but quiet. But the car did not go so fast but what he was able to read his own monogram on the car.

"I hope no one will think those are my guests," he remarked to the friends in his car.

Major Carl F. Hartmann, formerly of Fort Omaha, who moved to Chicago, had a funny experience after moving there. The Nebraska number on the car made it a bit conspicuous for the Chicago traffic officers. Major Hartmann left the car standing in front of the Annex for over an hour, instead of the allowed ten minutes, while he was chatting with Gould Dietz. When he came out of the hotel the traffic officer was waiting for him.

"Say, do you think just because you have a Nebraska number on your car you can get away from the Chicago laws? The next time you leave your car standing here longer than ten minutes you will get a fine."

At Carter Lake Club

Mrs. Charles Hungate entertained the La Icos, an Omaha High school club, at dinner at Carter Lake club last evening. Baskets of goldenrod were used for the decorations. Covers were laid for:

Misses—
Ethel Anderson,
Alice Carr,
Martha Clarke,
May Carney,
Quito Eddy,
Esther Ellinghusen,
Misses—
Ruth Ellinghusen,
Louise Demar,
Alice Rainey,
Gladys Shamp,
Edna Thrane.

Messrs.—
Paul Hungate,
Walter Thrane,
Ray Gaiser,
Glenn Musgrave,
Earl Starboard,
Charles Hustin,
Messrs.—
Mark Schwerin,
Alfred Schurig,
Robert Clarke,
Ray Klanck,
Solin Abach.

Mr. A. M. Newell entertained the following guests at dinner:

Misses—
Mamie Maloney of St. Louis,
Margaret Wilcox,
Misses—
Harriet Newell of New York.

Messrs.—
R. F. Wilcox, jr. of Kansas City;
Neil R. Wilson.

Mr. and Mrs. R. E. Wilcox,
Mr. and Mrs. T. W. Allen.

Dr. and Mrs. B. E. Shipherd had as their guests:

Miss Burlin of Cleveland,
Miss Reim,
Mrs. G. H. Reim,
Mrs. Edwin Conner,
Mr. and Mrs. W. A. Eddy.

Mr. and Mrs. Charles Weber entertained:

Mr. and Mrs. Max Burkenroad,
Mrs. Burmeister.

Mr. and Mrs. J. F. Zitzel had Dr. and Mrs. A. Jefferson with them at dinner.

Mrs. L. C. Heeney entertained at luncheon and a card party at her cottage "Teddy's Roost." Those present were:

Mesdames—
Lee Utt,
Charles Bone,
Sam Dresher, jr.;
Leroy Gillespie,
Mesdames—
William S. Raife,
A. Wandell,
C. H. T. Riepen.

Mr. and Mrs. Tom F. Kelly chaperoned a party of young people who had dinner together last evening. Among those present were:

Misses—
Anna Swoboda,
Hazel Knott,
Alma Pierson,
Misses—
Dora Sass,
Katherine Mulcahey.

Messrs.—
C. E. Vesy,
R. P. Miller,
Paul Wolfe,
Messrs.—
Robert Hamilton,
L. M. Caldwell.

Among others who made reservations for dinner at the club last evening were Miss E. L. Wood, who entertained seven guests; Miss A. Thompson, nine; J. C. Fallon, four; H. B. Whitehouse, two; L. A. Dermody, two.

Miss Jean McCormick had five guests last evening; J. E. Harmon, six.

Dr. and Mrs. P. F. Kani entertained for Mrs. Effie Ellis Perfield, who leaves for Chicago to reside. Covers were placed for

Mr. and Mrs. Perfield,
Dr. and Mrs. Kani,
Mrs. Agnes Morton,
Mr. Anton Kani.

The Young Mothers' club was entertained Thursday at luncheon by Mrs. Arthur C. Sorenson. The morning was spent swimming and following luncheon there was a kensington. Those present were:

Mesdames—
Martin Rees
Earl Grover,
Ralph Ream,
George Ross,
Roy Alley,
Mesdames—
C. Newlan,
Max Smith,
W. S. Gutld,
E. A. Stringer,
Arthur Sorenson.

Personal Mention.

Mr. and Mrs. Daniel Stapleton left New York Wednesday for Mr. Stapleton's home in South America. Mrs. Stapleton was formerly Miss Stella Hamilton of this city.

Miss Clare Delehanty has gone to Dubuque on a visit to her grandmother for a few days before she finally leaves to join the Dominican order of sisters. She was accompanied by her sister, Miss Frances Delehanty; her cousin, Miss Irene Delehanty, and her uncle, Mr. Edward Delehanty. Miss Clare Delehanty is a graduate of Mount St. Mary's seminary in this city, graduating with high honors four years ago.

Seymour Lake Country Club.

Mrs. L. M. Lord was hostess at a luncheon yesterday, complimentary to Miss Eunice Ensor of Rochester. The centerpiece was a huge mirror lake, on which floated miniature sail boats, and on whose sandy beach reposed numerous miniature bathers. The afternoon was was devoted to bridge, and the high scores were made by Mrs. Bert Anderson, Mrs. Nitsche and Mrs. C. E. Parsons. The guests were:

Mesdames—
T. H. Ensor,
A. S. Midlam,
Howard Said,
J. W. Woodrough,
H. G. Pike,
H. W. Anderson,
Dwight Powell,
M. L. King,
E. A. Rose,
W. R. Sage,
Bert Anderson,
Frank Prucha,
Nitsche,
George Jones,
Davis,
Servick,
R. Parsons,
Dyball,
Holmes,
Mesdames—
J. L. Bush,
W. B. Cheek,
John Urion,
E. O. Furen,
K. D. Phillips,
D. C. Dodds,
C. W. Pollard,
C. R. Root,
Furrock,
A. P. Durkee,
Queenan,
J. M. Tanner,
T. L. Combs,
Micheison,
C. E. Parsons,
Eckman,
Burson,
Skidmore.

Misses—
Eunice Ensor,
Beckett,
Blanche Bush,
Misses—
Kittie Warley,
Olga Jones,
Dorothy Lord.

Mrs. R. E. Schindel was hostess at a luncheon party yesterday when she had as her guests:

Mesdames—
W. B. Tagg,
Claude Orchard,
Mesdames—
Richard Laverty,

Miss Leonard, Louisville, Ky.

Another luncheon party was composed of Mrs. F. Ames, Mrs. George Francis and Masters Dean Ames and Bryon Francis.

Four kensington parties and three card parties were in progress Thursday afternoon at the club.

Mrs. J. S. Van Kuren is entertaining her parents, Mr. and Mrs. Seaverns of Randolph, this week.

The M. L. King cottage will be closed for two weeks while Dr. King is on the Pacific coast and Mrs. King is visiting her parents at Papillion.

At Fontenelle Park.

Mr. and Mrs. Harry R. Jones entertained ten couples at a wiener roast Wednesday night at the park in honor of Mrs. Carl A. McIntyre of Kansas City.

Mrs. J. P. O'Brien entertained at a picnic Thursday for her little daughter, Kathryn Lucile, in honor of her fourth birthday. Those present were:

Misses—
Louise Baehr,
Wilma Baehr,
Misses—
Lucile Hansen,
Evelyn O'Brien.

Masters—
James O'Brien,
Robert O'Brien,
William Kelly,
Masters—
Donald Hansen,
William Dozier.

Mesdames—
William Baehr,
William Kelly of Florence,
Mesdames—
Louis Hansen,
Robert Dozier,
James O'Brien.

Pleasures Past.

Messrs. Tom and Basel Lamphier entertained informally at a dancing party. Those present were: Misses Mildred Mullen, Marie Holland, Ann Tracy, Katherine Holland, Clare Tracy, Clare Connors, Clare McGovern, Colletta Connors, Rose McGovern; Messrs. Frank McGovern, Walter Finch, Tom Lamphier, Mike Arnold, Ed. Costello, J. Hall, Frank Mullen, Jim Murphy, Claire Nelson, Basel Lamphier.

For Autumn Bride.

Mr. and Mrs. N. Weisman entertained informally at their home, Tuesday evening, in honor of Miss Bess Diamon, who will be a fall bride. The rooms were prettily decorated with flowers and supper was served at small tables. Covers were laid for:

Misses—
Bess Diamon,
Florence Long,
Alice Ginsburg.

Messrs.—
Philip Weisman,
Charles Weisman,
Cliffor Long.

Mr. and Mrs. Ginsburg,
Mr. and Mrs. Will Kaufman,
Mr. and Mrs. N. Weisman.

At the Field Club

Saturday evening Mr. and Mrs. A. J. Vierling will have eleven guests; P. C. Hyson, four; Austin Galley, four; G. A. Young, four; G. W. Platner, nineteen.

Cables from European Travelers.

Mr. and Mrs. A. G. Beeson are in receipt of two cablegrams this morning from Mr. and Mrs. John R. Webster and Mr. and Mrs. John Potter Webster, to the effect that they are safe in London at the Hotel Metropole. The first cablegram stated that they were safe in Paris, but the second cablegram which they sent from London was received before the first one from Paris.

Informal Musicale.

Mr. and Mrs. Austin Braun will entertain this evening at an informal musicale for Mrs. Mary French Maltby of David City. Mrs. Maltby and Miss Gertrude Miller will sing several numbers. The guests will include:

Misses—
Calista Reynolds,
Virginia Reynolds,
Misses—
Lillian Peterson.

Mr. and Mrs. Charles Richards,
Mr. and Mrs. L. L. French,
Mr. Roland Adkins.

In and Out of the Bee Hive

Mrs. Edward Treller and son, Marvin, of 101 South Thirty-sixth street, returned from Lake Okoboji last evening.

Mrs. L. J. Piatti and daughter, Frances, have returned from a month's visit in the country and have as their guests Miss Elizabeth Kampmann of Kearney, who leaves today for Chicago; Miss Gertrude and Mr. Edward Knott of St. Louis.

Registering at the Hotel McAlpin from Omaha during the week have been:

Mr. and Mrs. Harmon V. Smith, jr.;
Mr. and Mrs. F. A. Kennedy,
Miss Frankie Bullock,
Mr. C. E. Black,
Miss M. Mitcheltree,
Mrs. Paul Kuhns,
Miss M. Durr,
Mr. R. Bradford,
Mr. and Mrs. J. T. Holgren,
Mr. J. Orkin,
Mr. Max Orkin,
Miss Mabel C. Allison.

SEPTEMBER 10 OMAHA AND SOUTH OMAHA DAY AT FAIR

September 10 has been set as Omaha and South Omaha day at the state fair at Lincoln. This date has been temporarily agreed upon, provided it is satisfactory to the state fair authorities. The representatives of the various organizations boosting Omaha and South Omaha met at the Commercial club and determined upon the date. They also decided to have at least two special trains, besides all the regular trains between Omaha and Lincoln, to carry the crowds. An automobile run is also planned, and hundreds will likely go in cars if the roads are good at that time.

MORE HOLES IN SWISS CHEESE

Prices of Imported Cheese Soar Since War is Declared.

ALL DELICATESSENS ARE UP

American Cheese Follows the Lead of the Imported Variety—Holland Herring is Sure to Be Much Higher.

When the little god of war starts to fling his missiles around in a more or less promiscuous manner thus starting a first class war between a flock of nations, the scythe of a cruel circumstance always mows down the innocent bystanders. In this instance the American public is the innocent bystander who is getting the scythe where the chicken usually gets the axe. The price of imported cheese is not only doing a Lincoln Beachy toward the summit, but manufacturers now have to shoot it twice as full of holes in order to make the regulation percentage of gain. Sad words indeed for French, German, Italian and Swiss cheese is shut out and the American cheese consuming public is famishing.

Imported Swiss cheese is selling for 49 cents a pound while French roquefort sells at 48 cents. Jealous at the success of imported cheese domestic cheese is going up. Why American cheese should go up is not known, but anyhow it is. Domestic Swiss is selling for 26 cents, while a short time ago it was 22 cents. All American cheese which has not advanced has been shot full of additional holes so that the increase is the same.

French mushrooms are up, selling from $1.30 to $3.50. Holland herring and Norwegian sardines and other absolute necessities of life will be higher because of the light catch and because German contact mines are blowing most of them up. In fact, all delicatessen articles are shooting the chutes upward and will continue to do considerable more shooting as the war continues.

Wonderful Cough Remedy.
Mr. D. P. Lawson of Edison, Tenn., writes: "Dr. King's New Discovery is a most wonderful cough, cold and lung medicine. 50c and $1.00. All druggists.—Advertisement.

YOUR LAST CHANCE
To Buy Oxfords at These Prices

Just to make Saturday the biggest day of our Semi-Annual Clean-up Sale, we are going to cut the price on high grade oxfords and pumps so low you'd hardly believe it until you have seen the goods—and we fit every pair.

Extra Specials For Saturday

FOR MEN

A lot of oxfords for the men who wear small sizes; former price up to $5.00; per pair.... 95c

A lot of most any size in $4.00 and $3.50 oxfords..... $2.45

A lot of the best oxfords in the store, up to $6, all sizes... $3.75

FOR WOMEN

A lot of small sizes in women's tan and black oxfords and pumps... 95c

Oxfords and pumps that sold up to $4.00 the pair, in good toes and most any size $2.45

And such lines as Laird's and Wright & Peters' Oxfords and pumps, that were $6.00 and $5.00, at..... $3.75

20 Per Cent Off On All Boys', Youths' and Little Gents' Tan and Black Oxfords.

See Display in Show Window. **FRY** 16th and Douglas

During the Month of August We Allow a Reduction of 25 % on All Picture Framing.

BRANDEIS STORES

Silk Glove Special

Women's 12 and 16-button length double tipped pure silk gloves in black and white, worth up to 89c, special, pair 50c

Sale of Bead Bags

A large assortment of beaded bags in various handsome designs and colors, regularly worth $3 and $3.50, will be on sale Saturday at $1

It is Our Intention to Force Immediate Disposal of All Summer Stocks Saturday, So We Offer

Choice of Any Fine Summer Dress (Values to $49) for $9.95

These are the prettiest dresses of the entire season, yet we must let them go at this insignificant price to make room for fall stocks

About 75 of our very finest summer dresses remain to be cleared out Saturday. These are beautiful models of fine organdies, sheer, dainty crepes, voiles, linens and rich nets. Made in numerous latest summer styles, featuring the tunic, ruffled and over-draped skirts and the new ideas in waists.

Every Dress is Unusual in Beauty of Style and Quality

$9.95 Former Prices were $25, $27.50, $30, $35, $42.50, and up to $49.00

$2.98 for Dresses Formerly Worth up to $10

At this price we offer a splendid assortment of pretty summer dresses of lingerie cloths, ginghams, voiles, crepes and linens in plain colors, stripes, checks and fancy floral effects. Numerous long tunic and ruffled skirt models included.

Summer Dresses worth up to $20, Saturday at $5.00

About 150 dresses in this lot, giving choice of pretty styles of voiles, crepes, linens, ratines, made up in the latest effects with tunic and ruffled skirts and attractive novelties in trim. All worth two to four times the sale price.....

Summer Dresses worth up to $15, Choice at $3.98

250 women's and misses' dresses of fine ginghams, linens, voiles, crepes and lingerie cloths.. Some are artistically trimmed with laces, embroideries, etc. Most of these are the late tunic and ruffle skirt models. Amazing values.....

Children's Wash Dresses

59c —for dresses worth up to $1.25, including pretty models of fine percales, chambrays and ginghams for girls of 6 to 14 years. A big variety from which to select.

79c —for pretty dresses worth up to $2.50, made of percales, ginghams, lawns and chambrays, in desirable colors and patterns. Ages 2 to 6 and 6 to 14 years.

Auto Dusters Worth to $7.50 at $2.39

Made of mohair and linen in three-quarter or full length, with loose or belted backs. Some have combination colored collars and cuffs.

Women's Wash Skirts Worth to $1.50 at 79c

Stylish plain tailored or tunic style skirts of white or tan rep and cordaline priced to save you about a half Saturday.

Fine Petticoats Worth to $12, Choice at $2.49

Elegant petticoats with trimmings of dainty laces and embroideries. Sample garments and odd lots from our own stocks at a fraction of their worth.

Waists Worth to $2 at $1

Here are fine lingerie, voile, crepe and organdy waists, beautifully trimmed in dainty laces, embroidery, tucks and ruffles; some with colored embroidery.

Waists Worth to $3 at $1.79

About half price for these rich looking waists of voile, crepe, organdy or lingerie cloth. All are late summer styles, elegantly trimmed in many novel and artistic manners.

Sale of Hair Goods

Second Floor and Pompeian Room.

$5 Natural Wavy Switches, 3 separate stems, for... $3

$3 Natural Wavy Switches, 3 separate stems, for..... $1.50

Shampooing, Manicuring and Hair Dressing. Appointments made by phone.

Plenty of White Hose for Saturday Shoppers

When white stockings are such an important item in the wardrobe, women will be glad to know there are plenty of them here.

$1.50 Silk Hose at $1

Women's pure dye thread silk hose, either silk or lisle garter tops. High spliced heels and double toes and soles. Values worth up to $1.50, Saturday, $1.00.

Regular 39c Hose at 29c

Women's all fibre silk stockings of superior quality in black and white. Actual 39c values, pair, 29c.

Special Values, 19c

Women's fibre silk boot and mercerized lisle hose in black and white, very special at 19c.

Bargain Lot of Hose at 50c

Women's pure dye silk boot hose with double heels and toes and garter tops, at, pair 50c.

Two Extra Values in Men's Hose

Men's fibre silk socks in tan, navy and gray on sale Saturday, pair— 19c

Men's mercerized lisle socks in all colors and sizes; 25c values, pair— 12½c

Saturday Sale Drugs, Toilet Goods

20-Mule Team Borax

One 15c package borax and One 15c package soap chips All for 15c

50c Jar of Milkweed Cream 28c

Free With each jar of this famous skin cream sold Saturday we will give a guest package of toilet articles containing Milkweed Cream, Milkweed Cream Soap, Face Powder and Zodenta for the teeth. All for 28c

Ingram's Milkweed cream is universally indorsed by all leading beauties both off and on the stage. It is cooling, refreshing and quickly absorbed. A perfect skin stimulant.

Mme. Yale's Face Powder

Our price has been 42c— Now reduced for Saturday to..... 29c

Free! Saturday we will give a large size jar of Mme. Yale's skin cream with each package of Mme. Yale's face powder, special for 29c.

This delightful cream is a wonderful aid to the preservation and beautification of the complexion. Used in combination with the powder, it imparts a velvety softness that women covet.

Mme. Yale's Hair Tonic 25c bottle— 15c

Hind's Honey and Almond Cream, 50c size.....	28c	Woodbury's Facial Cream ..	12c	Hospital Cotton, 1-lb. pkg..	19c
50c Peroxide Greaseless Cream, at	28c	Palmolive Soap, cake....	5c	$1 Bath Sprays for....	33c
50c Cucumber Cream	28c	Jap Rose Soap, 3 cakes..	14c	10c Peroxide Soap, cake....	5c
Cascarets, 50c box at.....	29c	Gordon's Triple Extract Perfume, oz.	10c	Diamond "C" Soap, 10 bars.	20c
25c J. and J. Red Cross Talcum at	12c	$1 bottle Listerine at...	53c	Boracic Acid pound pkg.....	14c
Jap Rose Talcum at	9c	$1 Caldwell's Syrup of Pepsin.	53c	Fletcher's Castoria, 35c size..	19c
50c Melba Face Powder ..	28c	10c Shamrock Corn Plasters..	6c	50c Melorose Face Cream...	39c
25c Pond's Ex. Cold Cream....	12c	25c Lustrite Nail Polish....	12c	Sal Hepatica, large size	71c
		$1 Manicure Buffers at	33c	Sloan's Liniment 50c bottle for	28c

Sale of Lindsay Lights

Lindsay inverted gas lights—burner, globe and mantel complete, Saturday in West Arcade, only 39c

Wizard Gas Irons, on sale Saturday, only.. $1.48

Bath Tub Seats

Regular $2 "Simplex" bath tub seats on sale Saturday in the West Arcade, at..... 98c

Women's Union Suits Real 50c Values .. 37c

A special lot of women's union suits for Saturday. Fine lisle thread, with umbrella or cuff knees. Regular and extra sizes. Nicely finished. Regular 50c suits on sale at 37c.

Special in Vests

Women's fine ribbed cotton vests in all sizes. The regular 25c garments, on sale Saturday at 12c.

Union Suits, Only 19c

Women's fine cotton union suits with umbrella or cuff knees. All sizes. Extra good values, Saturday at 19c.

Children's Underwear

An odd lot of children's vests and pants regularly worth 25c, on sale Saturday at 9c.

Sale of Pearl Beads $1

French pearl neck beads, wax filled, with solid gold clasp, regularly worth $3, on sale Saturday at.....

Clearance of Women's Pumps and Oxfords

Former Prices $3.50 to $5 Pair.

$1.98 PAIR

Many small lots to be closed out Saturday regardless of cost. About 500 pairs in all, including—
Dull and patent silk bow pumps,
Dull and patent colonial pumps,
Dull and patent strap pumps,
Patent leather tango pumps,
Dull and patent button pumps.

Main Floor

Sale of High Grade Hand Bags

Genuine Morocco leather hand bags with silk lining and coin purse inside. New pannier handle. Regular $2 bags on sale Saturday, at only $1

Hand Bags of real seal, pin seal and real Morocco leathers in newest shapes and styles, some with two or three piece fittings. Worth $3 and $3.50, choice at $1.98