

Society Notes :- Personal Gossip :- Entertainments :- Club Doings

BRANDEIS STORES

Get the New Spring Styles in Our Great Enlarged Basement

Our great basement ready-to-wear section is now full of the new spring things for women, misses and children. New spring suits, coats, dresses, skirts, petticoats, blouses, house dresses, children's apparel of all kinds; and all at the wonderful savings in cost for which our popular Basement is justly famous.

Women's and Misses' Suits

Correct spring 1916 styles, copies of higher priced models reproduced with as fine workmanship, materials, style, etc.—very essential to make them the equal of suits at from \$5 to \$10 more than our price. Dozens of new pretty styles just received; every day brings new ones. Pretty large and small checks, fine embroidery trimmed suits, the new loose back suits, the new flare back suits, etc. All the new colors, sage green, peacock blue, peace gray, new tan shades, etc. Fine all-wool materials, perfect fitting suits, fine workmanship.

\$9.95 \$12.48 \$13.85 \$14.85

Buy a New Spring Coat Friday

The basement department is now showing hundreds of new correct style spring coats, women's, misses' and juniors' sizes. Checked coats, fancy plaid coats, mixture coats, fine all-wool serge and poplin coats; new loose back styles, belted coats, leather trimmed coats, etc. Wonderful coats at these prices:

\$3.95, \$4.95, \$6.95, \$8.95, \$9.95 and \$12.48

A Great Showing of Children's New Spring School and Dressy Dresses

Our great enlarged girls' section in the basement is full of dozens of pretty wash dresses for girls, 2 to 6 and 6 to 14 yrs. Prices, 2 to 6 and 6 to 14 yrs. Prices, \$1.95

48c, 68c, 97c to \$1.95

Baltimore Blouses, more new styles just received. Sizes 36 to 52 in every style. The price is always 10% the same. \$1.00

Crepe de Chine, Fine Lace and Net, Georgette Crepe, New Tub Silk and Pussy Willow Taffeta Blouses, at \$1.95 and \$2.95

House Dresses

Worth while buying. We are Omaha agents for the celebrated "Electric Brand" House Dresses, many features make these worth buying in preference to others—clever styles, fine materials, all finished seams and perfect fitting. Sizes up to 55 for stout women, as well as others. Dozens of styles to select from. Wear an "Electric Brand" House Dress once, and in the future you will buy no other make. Priced at 97c, \$1.25, \$1.48

SOCIETY NIGHT AT AUTO EXPOSITION

Prominent People to Attend, Following Dinner Parties—Others to Dance Afterward.

TO MAKE IT SOCIAL AFFAIR

By MELLIFICIA—February 24. Tonight marks not only a big event, but an annual and interstate affair in "society" night at the Automobile show at the Auditorium. Omaha smartness will be out in all its array, as well as the wife and daughters of many prominent men in Nebraska South Dakota, western Iowa and eastern Colorado. And they have brought their most stunning gowns and evening wraps and strong influence shall be brought to bear upon papa, now called "father," to get him into evening dress. The beautiful part of an automobile show over a horse show is that a factory's output is practically unlimited, while the best equipped and largest stock farm that even Kentucky ever boasted can only put a very limited supply of

thoroughbred beauties upon the market each year.

The spectator at the Auto show may get what he sees and he is usually there to get it, and there is nothing the least perfunctory about his interest.

Many attending the Automobile show tonight will later go to the Subscription club dance at Turpin's hall and the dancing gowns and frocks will add to the smartness of the event.

Many dinners preceding the show are announced by Mr. Clarke Powell, the special factor of the affair.

The William Tracy Burns will dine at the Fontenelle with the W. O. Redicks, the John Redicks, Miss Mildred Butler and Mr. Willard Butler.

Mr. and Mrs. Charles Test Stewart of Council Bluffs will give a small dinner to the J. P. Hesses and Mr. Edward W. Hart.

Mr. Frank T. Hamilton will dine with the L. C. Nashes.

The J. T. Stewarts, 23, give a dinner for the officials of the Mitchell factory. Those present will be Messrs. J. W. Bates, vice president; O. C. Friend, sales manager; F. W. Pelton, advertising manager; George W. Hipple, merchandising counsel.

Mr. and Mrs. C. T. Kountze give a dinner to Messrs. and Mesdames Glen Wharton, M. G. Colpetzer and George Prins and Mrs. L. L. Kountze and Mr. Ben Warren.

DAUGHTER OF CATHEDRAL DEAN ENGAGED TO WED.



BEATRICE TANCOCK.

Dean and Mrs. James Arthur Tancock announce the engagement of their daughter, Beatrice Mary Louise, to Mr. Kelso Morgan of Omaha, son of the late Mr. Albert B. Morgan and Mrs. Morgan of Lewis, Ia.

The marriage will be solemnized Easter Monday, April 24, at Trinity cathedral.

Washington Birthday Parties.

Mesdames Beulah and Lola Byars entertained the Loyal Daughters club at their home in Benson Tuesday evening. The rooms of the home were decorated in flags, bunting and small cherry trees.

Future Event at Prairie Park.

Mrs. Charles C. Haynes will give a party to sixty guests at a leap year celebration at Prairie Park, Tuesday. Assisting Mrs. Haynes will be Mesdames M. M. Woodward, Judson Van Dorn and J. Rex Bell.

Unitarian Junior Dance.

The Unitarian Junior club will hold a social meeting at its club-house Saturday evening. The affair is strictly informal and a leap year party is the special feature of the evening.

Social Gossip.

Mrs. Herman Kountze leaves this evening for the east to visit friends. Mrs. Jerome Magee, who has been visiting her mother, Mrs. Herman Kountze and made a short trip to Chicago, will leave Friday evening for her home in Billings, Mont.

Personal Mention.

Mr. and Mrs. A. D. Smith of Omaha are among the new arrivals at the Elms hotel, Excelsior Springs, Mo.

Mrs. Albert Sachs of Goodman, Miss., is the guest of his cousin, Mr. Max Burkenroad for a few days after which he leaves for Chicago. Mr. Sachs and Mrs. Burkenroad will go to New York City to remain until after the Burkenroad-Adler wedding on April 8. Mr. Burkenroad will join Mrs. Burkenroad in three weeks and remain in New York for the wedding.

Mrs. Hazel McDonald of Emerson, Neb., returned home Monday, after visiting last week with her aunt, Mrs. J. L. Coughlin.

Registering at Hotel McAlpin in New York City, during the last week, have been Mr. J. T. McQuillin, Mr. Dan Watson, Mr. and Mrs. W. A. Glass and Mr. F. H. Stevens.

Mr. Max H. Levy, has returned after a four months' trip through the west and the Pacific coast.

Mr. and Mrs. Howard Benawa of Denver, are the guests of Mr. and Mrs. T. F. Benawa for a few days. Mr. and Mrs. Howard Benawa are on their way to Kansas City.

Study Club Meets With Mrs. Sherman

Mrs. Earl Sherman entertained the J. F. W. club at her home yesterday. Mrs. G. D. Shipard read a paper on "Famous Women," and a portion of the meeting was devoted to a current topics discussion. Musical numbers were given by Mrs. R. W. Adams and Mrs. Frank Yall of Delavan, Wis., guest of Mrs. Sherman. Mrs. M. A. Woodruff of Los Angeles, guest of Mrs. C. J. Hubbard and Mesdames Bullie, Roy Ralph, N. H. Tyson and Mrs. W. A. Shinn were other guests of the club.

White Shrine Whist Club.

The White Shrine Whist club had an enjoyable meeting at Masonic temple Monday afternoon. The high score was made by Mrs. C. H. T. Rippen. At the close of the game Mrs. Scott served refreshments. This was guest day and the members and guests present were:

- Mesdames: B. C. Burrows, C. E. Moloney, H. C. Barton, George Morris, A. F. Brady, C. H. T. Rippen, Frank Carpenter, H. J. Stokes, J. W. Clarke, L. F. Shrum, W. H. Dorrance, A. A. Smith, Sam Drescher, Jr., J. E. Simpson, John Douglas, M. W. Johnson, W. W. Kott, H. J. Ritter, F. S. King, Mary Wearne, F. L. Keller, E. H. Wilkinson, R. H. Lewis, E. S. Wiles, G. H. Ledyard, A. A. Wedemeyer, H. B. Leggett, J. W. Watson, Kansas City, Fanny Moore, Misses: B. F. Martl, Misses: King, Letchford, Kendrick.

Indoor Golf Game.

Thirty-five members of the Prettiest Ladies' Golf club met at Clark's indoor golf links Wednesday morning. Lowest scores were made by Mrs. Charles A. Granden and Mrs. J. H. Putoff, who were awarded golf balls as prizes. The golf game was followed by a luncheon at the Cricket room and an Orpheum theater party. The women plan to meet at Clark's each Wednesday morning.

Courtney's Flour advertisement. Includes 'Better Things To Eat For Less Money' and 'MONEY-SAVING IDEAS FOR FRIDAY'. Lists various flour products and prices, such as Honey pure (in combs) 15c, Rice, fancy whole Jap. 25c, etc.

AUTO BASKETS advertisement. Features an image of a wicker basket and text: 'This picture shows one of our REED AUTO BASKETS—Handy, practical, convenient—moderately priced. We manufacture and repair Reed and Willow Furniture of every description. Phone Douglas 2043. Omaha Reed & Rattan Co., 640 South 16th Street'

PIANOS A Hospe Co. advertisement. Text: 'PIANOS A Hospe Co. 1513 Douglas. Big Sale Now On'

Brandeis Stores advertisement. Text: 'Brandeis Stores Our March Exposition of New Spring Silks Opens Next Monday, February 28th A Complete revue of the newest creations in an unexcelled variety. See Sunday's Announcement'

HEAD OF WOMAN'S MISSIONARY FEDERATION.



Mrs. F. J. Birss now heads the Omaha Women's Missionary Federation. At the annual meeting held Wednesday at the Young Women's Christian association, Mrs. W. P. Harford was elected advisor to the president; Mrs. E. G. McGilton, Mrs. F. W. Foster and Mrs. John W. Gill vice presidents; Mrs. Florence Stewart, the retiring president, secretary, and Mrs. F. E. Wood treasurer. Mrs. E. P. Quivey was named literature secretary and Mrs. W. T. Graham temperance secretary. Informal talks were given by Mrs. B. L. Gannon, Mrs. Edward Johnson, Mrs. C. L. Simon, Mrs. Frank M. Bristol, Mrs. W. T. Graham and Miss Emma Anderson, a missionary from Mexico.

Sheets, Slips, Muslin and Cotton Goods

- One Lot of Soiled and Damaged Plain and Hemstitched Sheets. These sheets are worth up to \$1.25, on sale Friday, while lot lasts. 49c
- One Lot of Soiled Pillow Cases. Sizes 42x36 and 45x36. Worth to 25c, Friday, while lot lasts, 10c
- 36-inch Bleached Muslin, fine soft finish for undermuslins. Regular 8 1/2c grade; off the bolt Friday, yard. 7 1/2c
- 36-inch Unbleached Muslin, soft finish, easily bleached and laundered. Regularly worth 7 1/2c, sale price, yard. 5 1/2c
- Assorted Lot of Remnants and Full Bolts of Silk and Cotton Fabrics, in printed and plain colors; 24 and 36 inches wide. Yard. 15c
- 30 and 36-inch Comforter Challis and Cretonnes, in all the latest styles; light and dark colors. Worth 8 1/2c and 10c, Friday, 7 1/2c yard
- Light Shirting Prints, in all the best styles. Lengths to 10 yards. Special, yard. 3 1/2c
- Dress Gingham and Zephyrs, in fancy plaids and checks; light and dark colors. Lengths to 20 yards. Worth 10 1/2c, yd. 7 1/2c
- 32-inch White Shirting Madras, in hairline and cluster stripes, for women's shirt waists and men's shirts. Worth 15c and 19c. Special Friday, to clean up lot, 8 1/2c yard
- 36-inch Bleached Muslin and Cambric Remnants, long serviceable lengths. Worth to 10c, yard. 5 1/2c
- Mill Remnants and Remnants from Stock of Percales, Cretonnes, Flannels and other Wash Goods, while lot lasts, yd. 3 1/2c
- Imperial Longcloth, chambric finish free from starch; snow white, for fine undermuslins. 36 inches wide. Very special, 12-yard bolts. 85c
- 27-inch Dark Fancy Outing Flannel, good heavy 10c grade, nap on both sides. To clean up lot Friday, yard. 6 1/2c
- Good Quality White Dotted Swiss for Curtains, 27 inches wide. Regular 12 1/2c value, sold from 7 1/2c the bolt, yard. 7 1/2c
- Natural Color Panama Motor Sulting, for dresses, suits, children's frocks, etc., 34 inches wide. Friday, yd. 15c
- Short Lengths of White Check Dimity, yard. 1c

Important Sale of Hosiery and Underwear

- These are lines that are advancing in value very rapidly. For this reason, we bought in larger than usual quantities of the most dependable manufacturers and we strongly recommend purchasing now as these prices cannot continue for long.
- Women's Underwear: Women's Fine Cotton, Medium Weight Union Suits high neck and long sleeves, with long leg, elbow sleeves, knee length. All sizes. Worth to \$1.50. Friday, 59c
- Women's Fine Cotton, Summer Weight Union Suits, same silk lined; lace trimmed and light knee styles; regular and extra sizes. 35c
- Women's Fine Cotton, Weight Yoke, wing sleeves and sleeveless styles; plain and fancy lace trimmed; "Cummy" cut vests. Worth 15c
- Women's Fine Cotton, Sleeveless, All sizes. Worth to 7 1/2c
- Women's Fine Light Weight Wool Yoke, wing sleeves. Sizes 36 and a few 38's. Worth \$1.00. 39c
- Hosiery for Men, Women and Children: Women's Cotton, Fleecy Lined Hosiery, wool and heavy cotton, split toes. Regular and extra sizes. Worth to 35c. Special Friday, pair. 19c
- Women's Fleecy Lined and Light Weight Cotton Lisle and Merced Hosiery, black, white and tan; some full fashioned. Regular 35c value. 15c
- Children's Best Black Cotton Hosiery, light and heavy weight for school wear. All sizes. 15c value, special, pair. 12 1/2c
- Women's Cotton Seamless Hosiery, black and black with white feet. 15c quality, pair. 7 1/2c
- Children's Cotton Seamless Hosiery, black only, in all sizes. 15c quality, pair. 7 1/2c
- Men's Cotton Seamless Socks, black and colors. 10c value. 7 1/2c
- Men's Heavy Rockford Socks. 7 1/2c
- Men's Heavy Gray Cotton Mixed Socks. Pair
- Handkerchiefs: Women's Plain and Fancy Embroidered Handkerchiefs, white and colored. Slightly Imperfect. Value to 10c. Special Friday, each. 3 1/2c
- Men's Plain Cotton Handkerchiefs, worth 5c, special, 2 FOR 10c, or each. 3 1/2c

A Sale of Silk and Dress Goods Remnants

Remnants of 36 and 40-inch Foulards, Taffetas, Charmeuse, Crepes, Poplins, Satins, Radiums, etc., etc., in plain and novelty effects. Lengths from 1 1/2 to 5 yards. Worth to \$1.75, yard. 69c

The Linen Section Offers These Good Bargains. 7 1/2c Crash, Yard, 5c. One case of cotton toweling, full bleached, fancy borders; plain and damask weaves. \$1 Hemstitched Cloths, 75c. Full bleached table cloths, hemstitched all around, size 64 inches; made of good quality damask. 25c Padding, Yd., 17c. The flared kind, 54 inches wide, to protect your table. Damask, Yard, 25c. One case of full bleached table damask, 54 inches wide; all very pretty patterns. For Friday we will place on sale 100 crochet bed spreads, hemmed ends, large size. Extra weight and quality. 25c Fancy Linens, 19c. One lot of scarfs, scalloped ends with neat embroidered corners; also plain hemstitched.

A Splendid Boys' Suit Bargain. Friday, in the Basement Boys' Section. Boys' Suits with 2 pair of full lined pants, \$2.75. Tailored in a new Norfolk model of splendid wearing brown and gray mixture fabrics; medium weight, suitable for any weather. Every age, 6 to 16 years, in stock.

AN INVESTMENT THAT PAYS BIG DIVIDENDS A BEE WANT AD