



Society

By MELLIFICIA. Monday, May 18, 1914.

NUMBER of interesting visitors will be honor guests at several of the box parties this evening for the Mendelssohn choir and Chicago Symphony orchestra concert.

Mr. and Mrs. Gerrit Fort are entertaining in honor of Miss Clara Bull of Pasadena, Cal., and for Mr. Knapp of New York City. Following the concert they will have supper at the Omaha club.

Mr. and Mrs. Ward Burgess are having a dinner party at their home, followed by a box party at the concert, when Mr. Averill Harriman of New York will be the out-of-town guest.

Mr. and Mrs. George A. Hoagland will have a box party this evening in honor of Captain and Mrs. David A. Stone, who have just arrived here from Honolulu.

Mrs. C. Y. Smith will entertain at dinner this evening at her home, when Mr. James Woodard of Roundup, Mont., will be the guest. Following dinner Mr. and Mrs. Louis C. Nash will entertain at a box party at the concert.

Receives College Honor.

Mr. Walter O. Berndse, a son of Oscar Berndse of 1601 North 34th street, and a sophomore in Oberlin College, was honored by being selected as one of the Knights of the King in the annual May Day Festival held recently by Baldwin Cottage, one of the Oberlin dormitories. The chief number on the program was an original play by Miss Lucile Brown, "A. of Lakewood," Cleveland, entitled "May Day at the court of Baldwinland." The play was a masque in the Jacobean manner and the characters represented Youth, Happiness, Classical Music, Conversation, Books, Jokes, Styles, Friendship, Current Events, Liberal Education, and Everyone. The first event of the festival was the coronation of the King and Queen of Baldwinland. Then followed "The Welcome of Spring," celebrated by the dance of the Three Graces, and the Rainbow Dance. Then a short comic interlude followed, entitled "The Laugh Potion," then came the dance around the great May pole on Baldwin lawn, followed by the grand march, headed by the king and queen, which conducted the guests to the dining room where the May day banquet was served. May day at Baldwin for many years has been one of the chief events of the undergraduate year during the spring term.

Birthday Celebration

Mrs. G. H. Stouffer entertained at a children's party Saturday afternoon, to celebrate the ninth birthday of her daughter, Magdalene, and the seventh birthday of her niece, Mary Kolin. An attractive decoration in pink and lavender color scheme was carried out, spring flowers being used throughout the rooms. The favors were lavender May baskets. Assisting the hostess were Mesdames George Pancho, E. R. Jones and Miss Elizabeth Kelpin. Those present were: Little Misses—Bernadette Connor, Eleanor Berg, Ellen Hickley, Patricia Regan, Philomena Conlan, Marie Mohatt, Rose Rann, Carmelita Garman, Winifred Kerr, Mestery—Carl Ederer, George Ederer, Raymond Huber, Edward Wilmoth, John Kenney, William Carey, Robert Fox.

Farewell Party.

Miss Mary E. Gibbs entertained at a farewell party at her home Friday evening, for Mr. Robert Carruthers. Those present were: Misses—Ruth Stine, Ruth Douglas, Ruth Alcon, Florence Leppie, Lois Hahn. Messrs—Robert Carruthers, Leale Noel, Lester Nathel, Lawrence McCarthy, Mount Weare, Karl Noel.

European Travelers.

Among the passengers sailing on the R. S. Kronprinzessin Cecilie of the North German Lloyd line tomorrow will be Mr. and Mrs. Bernard Kohn and Dr. and Mrs. Leo G. Frankie.

In and Out of the Bee Hive.

Miss Elizabeth Goodrich left Saturday to spend a month with friends in Washington and New York City.

Surprise and Shower.

On Tuesday afternoon of last week the women of Ashland Park school district gave a very pleasant surprise and miscellaneous shower to Mrs. C. L. Worthington, who was married in Lincoln on May 1.

TO SAVE EYES

Is the Object of this Free Prescription—Try it if Your Eyes Give You Trouble.

Thousands of people suffer from eye troubles because they do not know what to do. They know some good home remedy for every other minor ailment, but none for their eye troubles. They neglect their eyes, because the trouble is not sufficient to drive them to an eye specialist, who would, anyway, charge them a heavy fee. As a last resort they go to an optician or to the five and ten-cent store, and oftentimes get glasses that they do not need, or which, after being used two or three months, do their eyes more injury than good. Here is a simple prescription that everyone should use:

5 grains Opton (1 tablet)
2 ounces water

Use three or four times a day to bathe the eyes. This prescription and the simple Opton system keeps the eyes clean, sharpens the vision and quickly cures common inflammation and irritation; weak, watery, overworked, tired eyes and other similar troubles are greatly benefited and oftentimes cured by its use. Many reports show that wearers of glasses have discarded them after a few weeks' use. It is good for the eyes and contains no ingredient which would injure the most sensitive eyes of an infant or the aged. Sherman's eye drops fill this prescription's purpose. It is and know for once what real eye comfort is.

Ayer's Hair Vigor

Then you will have a clean and healthy scalp. No more hair loss. No more itching, scraggly hair. Does not color. Ask Your Doctor.

NEW PRESIDENT ASSOCIATION OF COLLEGIATE ALUMNAE



MRS. ROBERT GANTT.

At the University Club.
Mrs. Hubert Owen was hostess at a luncheon today at the University club in honor of Miss Grace Rohrbough, a May bride. All of the guests were members of the Kappa Alpha Theta society.

Entertains at Dinner.

Miss Neila E. Traver entertained at her home Sunday, when covers were laid for: Misses—Dorothy Merriam, Pearl Wier, Bess Rogers, Messrs—Edward T. Traver, Will Brown, M. W. Traver, Joseph Hall, Fred Cox, Mr. and Mrs. Max Happ.

Friends of Jefferis Circulate Petitions Favoring Candidacy

The "hat" of A. W. Jefferis, prominent Omaha lawyer of the republican faith, has been stolen and forcibly cast into the congressional candidates' ring. His friends have begun circulating petitions for him and one of them who secured fifty signatures during the morning, declared that not a single man had refused to sign.

Mr. Jefferis, after giving considerable study to the question, had decided not to be a candidate.

"Past history shows that so few congressmen are kept in office long enough to do themselves or their constituents credit," he said, "that a man cannot afford to break the ties of his home city to secure a fleeting honor."

He had nothing to say about the new developments.

COLLEGE ALUMNAE HOLD ELECTION OF OFFICERS

The annual meeting of the Association of Collegiate Alumnae was held at the home of Mrs. J. M. Bateman Saturday afternoon.

The following officers were elected: President, Mrs. Robert Gantt; vice president, Miss Louise Stegner; secretary, Miss Elizabeth Mitchell; treasurer, Miss Mary McIntosh; directors, Mrs. Martin Dimery, Mrs. Stephen Davies, Miss Elizabeth Dumont, Miss Margaret Guthrie.

Miss Guthrie was elected leader of the story tellers section at a meeting held Wednesday and Mrs. J. M. Bateman, leader of the dramatic section. The musical section will meet Tuesday to elect a leader.

CLUB WILL TALK OVER NAVIGATION ON RIVER

River navigation on the Missouri river is again to be looked into, and its possibilities in the development of trade and transportation from Omaha reviewed by the trade extension committee of the Commercial club. Last Wednesday the committee had the matter under discussion, and it is likely that it will come up again soon and that speakers who are authorities on river navigation and its possibilities will be here soon to talk to the Commercial club, or at least to appear before the trade extension committee.

BURGLARS TAKE MONEY FROM FLORENCE STORE

Burglars broke into the Harrington Mercantile establishment at Florence Saturday night and carried away \$100 worth of merchandise along with \$5 in cash from the register. Entrance was gained through a basement window and the stolen goods were passed out through a side door. No trace of the culprits has yet been found.

WHY MEN STAY FROM CHURCH

Rev. O. D. Baitly Explains Reason He Sees at Ministers' Meeting.

DABBLE IN TOO MANY ISSUES

Pastor of Kountze Memorial Lutheran Congregation Thinks that Sales, Soppers and Bazzars Distract.

"Why So Few Men Go to Church" was explained by Rev. O. D. Baitly, D. D., pastor of Kountze Memorial Lutheran church at the monthly meeting of the Omaha Ministerial union.

Summertime sales, bazaars, "sinner kraut" suppers and dinners and dinners. In connection with the churches are some of the distractions which disgust the men and keep them away, the minister declared. "When a church goes into the old clothes business, or the hash house business, it loses caste," he said.

The preacher also blamed the ministers themselves for the scarcity of male attendance in their congregations. He asserted that men inquire into the personal habits of pastors, and often refuse to attend church for that reason.

"Some ministers take life too easy to command the respect of the laymen," Dr. Baitly said. "We are sometimes too lazy to appeal to men. A man likes busy, bustling men, and a preacher who lies abed in the morning has no influence.

"Other preachers are not as religious as they ought to be. Still others do not know enough about the Bible. They must have knowledge, or they cannot speak with authority."

"When Billy Sunday comes to Omaha the men whom he will 'give it to' the hardest and first will be the ministers," he said. "Billy skins the preachers just as closely and vigorously as he does the hardened sinners."

After stating that he had found that the way to reach men was by calling on them in the family circle at their homes in the evening, he outlined how to hold men in the churches after getting them there.

"We cannot hold men in our congregations if our sermons are poor, old slipshod, aimless, long, soulless or dead. Unless we put life, effort and earnestness into our discourses we can expect no results. Besides improving our sermons, we must get the men into churches when they are young, and must educate them in religion so they will never forget it."

Auto Speeder is Sentenced to Two Days in Jail Cell

A. Van Orden, 219 South Sixteenth street, arrested the second time for exceeding the speed limit, was given the first jail sentence imposed by the court. Officer George Emery, who made the arrest appeared against the man, and making good his recent threat, Judge Hascall sentenced the offender to two days in jail.

After Van Orden was brought to the station Sunday afternoon an employe of

YODIS SEEKS DAMAGES FROM EMPRESS THEATER

John S. Yodis asks \$292 damages from the Empress theater because, he alleges, he was forcibly ejected by a usher. He lost a key, wallet, \$15.00 in money, a \$50 stock certificate and a \$150 promissory note.



Perfect Cake The Kind That Melts in the Mouth.

There is nothing more pleasing in high-class entertaining.

SWANS DOWN

Prepared CAKE FLOUR (Not Self-Rising)

Inserts coupons in all difficult to bake and pastry baking. Guaranteed housewife everywhere has used it many years.

Tell your grocer to deliver a package of Swans Down. Valuable coupon in each package. Send for our "Cake Baker's" booklet. It tells all the cake preparing and baking.

Igleheart Bros. Dept. O EVANSVILLE, IND.

Also makers of Swans Down Pure Wheat Flour, Swans Down Pure Wheat Graham Flour.



GOLD DUST

Cleans everything, and leaves purity behind it.

5c and larger packages.

THE ILE FAIRBANK COMPANY CHICAGO

"Let the GOLD DUST TWINS do your work"

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Our facilities for safekeeping furs are not equalled in the west.

Brandeis Stores

We are Omaha Headquarters for Kayser Silk Underwear and Gloves.

May MUSLINWEAR Sale Continues Tuesday

Underskirts in various styles, of fine nainsook and long cloth with deep embroidered flounces, actually worth \$1, in the annual May Muslinwear Sale, at garment **59c**

Corset Covers of fine materials, trimmed with dainty ribbons and embroideries. Regular 25c garments, this sale **18c**

Combination Suits—Drawers and corset cover or skirt and cover, neatly made with lace and embroidery trimmings. Worth to 175c **45c**

French-American Corset Covers of fine nainsook, with scallops and embroidery designs. Regular 50c garments **29c**

Drawers of fine materials, in circular and straight cut styles, trimmed with lace and embroidery. Drawers worth to 35c, special **17c**

Night Gowns in open front or slip-over styles, of fine long cloth with deep lace and embroidery yokes; worth to \$1.25 **69c**

Princess Slips of dainty lingerie cloth and nainsook with lace and embroidery trimming. \$1.50 and \$2 garments; special **\$1**

Sale of \$1 and \$1.50 Sofa and Porch Pillows for 69c

Five hundred sofa and porch pillows on sale Tuesday at a most attractive reduction. These are covered with fine imported cretonnes, linens, velours and taffetas, Various shapes and sizes. All made and ready to use. Regular \$1.00 to \$1.50 pillows, on sale in the drapery section, third floor, at **69c**

A Timely Sale of Suit Cases and Bags — Big Savings

A big selection of high grade leather suit cases, values up to \$11.50, in two big lots— **\$3⁶⁵** and **\$4⁹⁵**

Several hundred various style traveling bags, values up to \$11.50, in two big lots— **\$3⁶⁵** and **\$4⁹⁵**

All the fibre and kerotal bags and suit cases and traveling bags, worth up to \$2.50; in one big lot, in East Arcade, at **95c**

Something New For Your Table

Ah, That's Real Spaghetti!

Heinz Spaghetti

Ready Cooked with Tomato Sauce and Special Cheese

Thousands of families declare it the best-tasting dish that comes to the table. Rich in nutriment, too. It's a great day for the housewife when she introduces this new food to her home.

Just Heat and Serve—a leader in popularity among the

57 Varieties

Other Heinz Good Things Are: Heinz Baked Beans, Tomato Ketchup, Euchred Pickle, Tomato Soup, Chili Sauce, Peanut Butter, Olive Oil, etc.

H. J. Heinz Company

More than 50,000 Visitors Inspect Heinz Pure Food Kitchens Every Year