



By MELLIFICIA. Friday, July 10, 1914.

THE MIDNIGHT BALL, which was held at the Hotel Savoy, in London, last week, was one of the largest charity balls of the season in the capital and was attended by many Americans.

The charity ball was for the benefit of, or, as the English say, "in aid of," the National Institute for the Blind, and the committee included such notables as Colonel Sir Gilbert Parker, the marquis of Salisbury, the earl of Londale, Lady Randolph Churchill and a score of other well known people.

Listen to the way they manage a charity ball in "dear old London": "Dancing will start at midnight and continue until 5 a. m.

"In order to avoid overcrowding, the number of tickets has been limited. They started at 3 guineas (about \$15) and are now selling at 4 guineas (\$20).

"A special hot breakfast will be served between 3 and 5 o'clock in the large ball room at a small additional charge."

And we think \$10 is a lot for the Ak-Sar-Ben ball, with supper free, or \$5 for the charity ball!

But here is another new idea! About fifty valuable gifts were donated by public-spirited tradesmen of London. Some of the "favors" included a Daimler motor car, fully equipped; a 50-guinea diamond and pearl pendant; there were orders for sport coats, hats, blouses, frocks, sunshades, fitted dressing cases, ladies' motor vanity cases, opera glasses, boxes for all of the theaters and music halls and scores of other attractive and useful gifts.

The London social season is still at its height. There are race meetings, polo matches, costume balls, theaters, aviation exhibitions and festivities for the royalty. Omaha people in London recently had a peep at royalty when they attended the "Trooping of the Colors" ceremony, an annual event in celebration of the king's birthday, and attending were King George, Queen Mary, Dowager Queen Alexandra and their court.

Summer Plans.

Mr. and Mrs. J. J. Dunn will leave this evening for their annual summer outing at Moose Lake, Wisconsin. They will enjoy fishing excursions to the several different lakes and rivers in the vicinity.

Mr. and Mrs. Dunn have a log cabin in a camp forty miles from the railroad, postoffice and telephone. They will fish for muskellunge and small-mouth black bass. Last summer Mrs. Dunn made a record catching a small-mouth black bass weighing over five and a half pounds.

Mr. and Mrs. A. W. Bowman and Mrs. G. W. Wickersham leave this evening for the Yellowstone park trip, after which they will go to Estes Park to remain until September 1.

Rabbi Louis I. Koppold of Buffalo, who is visiting his parents, Mr. and Mrs. J. F. Koppold, leaves Saturday for Boston, where he will sail for a two months' stay abroad.

Slumber Party.

Miss Jean Matters entertained a slumber party last night. The evening was spent in playing games and telling stories. A delightful lunch was served at midnight. Those present were:

- Misses—Ruth Morris, Marie Shook, Eunice Cox, Lois Shook, Helen Morris, Jean Matters.

At Carter Lake Club.

Mrs. Roy Dodge entertained the Vesta chapter, order of the Eastern Star, at Carter Lake club Thursday, when the assisting hostesses were mesdames George Begerow, R. Burgess, John Douglas, F. L. Keller, Charles Everson.

How English Beauties Keep Faces Youthful

Christian Miller, F. C. L., noted English health expert, attributes the early aging of American women mainly to the "national nervousness." The women of England, she says, can teach us the inestimable lesson of repose. Another valuable lesson to be learned from the English woman is that she does not go in much for cosmetics, the continual use of which must ruin any complexion. The beauty devotees of King George's realm have the mercurized wax habit, a more wholesome method of keeping the face girlish-looking and healthy. Ordinary mercurized wax, used like cold cream, rejuvenates the worst complexion. Women here may easily acquire the habit, this wax being obtainable at drug stores generally in the United States and Canada. It is applied at night and washed off in the morning. One ounce is sufficient to completely renovate a bad complexion. It has a peculiar action in keeping the face free from the particles of dead and devitalized scarf skin which are constantly appearing.—Advertisement.

HOTELS.



CLEAR LAKE, IOWA.

"Saraloga of the West"

The beauty spot of Iowa. Spend your vacation there. Band concerts every day. Fine bathing and fishing. Something doing all the time. An up-to-date town. A moral town. Furnished cottages by the week, month, or season. Hotel accommodations at reasonable rates. Mail card to the Secretary of the Commercial Club for handsome three color booklet. Do it now!

OCEAN TRAVEL.

Advertisement for Europe by the Short Sea Route, featuring the White Star-Dominion Line and listing agents in Chicago.

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Our Entire Stock

of men's and young men's finest Rochester, New York hand-tailored spring and summer SUITS is on sale

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ALL \$10 TO \$40 Spring & Summer SUITS \$5 to \$20

There's a vast difference in Half Price Sales. This new and greater store is not content to offer only a part of its clothing stock at Half Price. Complete clearance must be made, hence our entire stock of spring and summer fancy weave and blue serge two and three-piece suits go in this sale. Saturday this big event will be at its height, so strike while the iron is hot.

Only staple black suits and Palm Beach suits excepted.

Rousing Specials---Men's Furnishing Goods

- \$1.00 Men's Shirts, Saturday at 65c
\$1.50 Men's Shirts, Saturday, 95c
\$1.00 Men's Union Suits at . 69c
50c Men's Silk Neckwear at . 25c
\$5 Men's Silk Shirts at . \$3.25
All 50c Wash Ties for \$1.00, 35c
25c Men's Paris Garters at . 19c
50c Balbriggan Underwear at . 25c

Nebraska Clothing Co. logo and address: CORRECT APPAREL FOR MEN AND WOMEN. See Our Show Windows.

Hayes, Miss Platt was the guest of the club. This was the last meeting until fall.

In and Out of the Bee Have.

Mr. A. L. Bell is visiting Mr. and Mrs. C. C. Cope, Jr.

Mr. and Mrs. W. A. Smith have gone on a trip east and north with Nova Scotia for their objective point.

Mr. and Mrs. W. D. Huford leave Sunday for New York to spend two months on the Atlantic coast.

Mrs. Ben Cotton and children leave the first of next week for Lake Okoboji, where they have taken a cottage for the summer.

Miss Eileen Patterson left this week to join her sister, Miss Lucille Patterson, and her mother, in East Orange, N. J., where she will remain for the summer.

Miss Margaret and Miss Etola Kennedy have gone to Syracuse, Neb., to spend a few days with Mr. and Mrs. Roy Wiley on the "Wiles" farm a few miles out of Syracuse.

Mr. and Mrs. C. L. Babcock and son, Clyde Harold, have gone to Colorado Springs, where they will spend the remainder of the summer in their cottage in the mountains.

Mrs. E. T. Walker and daughters, Margaret and Mildred, are spending the summer with Mrs. H. T. Bellamy in Chicago.

Mr. Walker has gone to New Orleans for about two weeks.

Miss Leona Yates left last week for Stapleton, Neb., to visit friends and relatives. Before returning she will visit Denver, Colorado Springs, Manitou and other Colorado points.

Miss Regina Connell returned home this morning after spending the year in the east attending school. Miss Connell has

been visiting friends in the east since leaving school.

Miss May Mahoney has gone to Columbia University to take a summer course in French, stopped in Chicago on her way east. Miss Mahoney was entertained at Fort Sheridan by Mrs. Carl F. Hartman, formerly of Fort Omaha, and also by Mrs. Ben Boyce, nee Miss Miriam Patterson, of Omaha. Mrs. Boyce entertained Miss Mahoney at luncheon on her new yacht, "The Halcyon."

Five Prostrations from Heat Attended by Police Surgeons

Five heat prostrations were reported to the police headquarters Friday afternoon and attended by police surgeons.

Winter Hyles, 325 South Second street, was overcome in a downtown restaurant and taken to his home in an ambulance. He is resting easily.

Frank Frehage, 325 South Second street, was stricken at Thirteenth and Phillips streets. He was taken to St. Joseph's hospital, where he is in a precarious condition.

Rudolph Morgan, Thirteenth and Dominion streets, was found at Fourteenth and Jones streets in an unconscious condition and cared for by police surgeons.

Mrs. Burt Wheeler, Twenty-second and Pierce streets, suffered a heat stroke as she was hanging up the family washing. She was attended by Dr. C. B. Foltz and is resting easily.

Raymond Thorpe, 370 Lincoln avenue, Council Bluffs, while waiting for a street car at Fourteenth and Douglas streets, suffered a heat stroke and was taken to police headquarters, where he was given medical aid.

The Safe KIND

Dr. A. F. Kinsey of Kansas City tells of Need of Inspection. Milk, its importance as a food, the ease with which it can be contaminated, and the necessity of thorough inspection...

READ and see the NECESSITY of PURE MILK PERFECTLY PASTEURIZED MILK

Dr. Kinsey declared that 30,000 babies under 1 year old annually die of tuberculosis contracted from the disease. About 2 per cent of adults who have consumed milk get it and many other diseases, including typhoid fever and scarlet fever...

ALAMITO DAIRIES Phone Douglas 409.

Fashion Hint



BY LA RACONTEUSE. The broad cape shown in this photograph is a recent fashion model. The vest and cape sections are cut in one and attached at the back to a shallow round yoke.

FRAUD is being attempted against the users of Prest-O-Lite.

Be on guard against the nameless and worthless tanks which certain parties are now endeavoring to palm off on Prest-O-Lite users in Omaha and vicinity. Your Prest-O-Lite, when empty, can be promptly exchanged anywhere and everywhere. The dealer who takes a Prest-O-Lite away from you can sell it easily. But a counterfeit is worthless and has no responsible exchange service behind it.

Look for the Prest-O-Lite trade mark

Tear off any paper labels and look for the name Prest-O-Lite, etched in large letters on the side of the cylinder. If the cylinder does not clearly show the word "Prest-O-Lite" without any guess work, it is NOT a genuine Prest-O-Lite, and is not accepted for exchange service by any Prest-O-Lite dealer.

The Prest-O-Lite Co., Inc., 1919 Farnam Street, Omaha, Neb.

Why an office in the Bee Building?

Best known, Best location, Best outlook, Best service. The building that is always new. A few rooms open now. The Bee Building Co. Office Room 103.

Swap Anything in the "Swapper's Column"