

Society

By MELLIFLOIA. Friday, September 19, 1913.

CHOCOLATE brown and both vivid and pale yellow are supplanting black and flame color, which has been so popular for the last two seasons. A young society matron who has just returned from an eastern trip happened to be in Chicago at the time of the Dress-makers' convention and saw many of the models, and nearly all of the new gowns were dark brown.

In the shop windows in New York nearly all of the gowns and wraps are trimmed with yellow, and yellow fur forms the collars for all of the afternoon and evening wraps. This is quite an innovation for white fox, black fox and lynx, and the ermine have been used for this purpose for many seasons. Yellow fox and the light furs dyed a pale yellow seem to be the most popular.

With the brown costumes are worn elaborate shoes of bronze and chamoté, and the hosiery must match the gown. The Gaby heel seems to be most favored—this is rather a low French heel.

To return to costumes, the new skirts are decidedly full over the hips, and pads, or "boots," as the modiste calls them, are being used extensively, the soft materials being draped over the "boots."

Bridge Dinner.

Mr. and Mrs. D. C. Bradford entertained at a beautifully appointed dinner party Thursday evening at their home on South Thirty-ninth street in celebration of Mrs. Bradford's birthday. Richmond roses, with shaded sandalwood, and formed the decoration for the table, and corsage bouquets of roses and boutonniere were the favors. American Beauty roses decorated the drawing room, where bridge was played the early part of the evening, and prizes were won by Miss Eugenie Whitmore and Mr. Frank Haskell. The latter part of the evening was spent tangoing in the ball room. The guests were:

Mr. and Mrs. H. H. Baldrige.
Mr. and Mrs. Jerome Mackay.
Mr. and Mrs. Adolf Storz.
Mr. and Mrs. Edward Creighton.
Miss Eugenie Whitmore.
Mr. Frank Haskell.

Wedding Invitations.

Mr. and Mrs. Henry N. Wood have issued invitations for the wedding of their daughter, Doris, to Mr. Max Engdahl of Lincoln. The wedding will take place October 7 at the St. Mary's Avenue Congregational church.

At Happy Hollow.

The Dundee Luncheon club met at Happy Hollow today. Those present were:

Madames—
E. R. Hines, Royal Miller,
W. B. Rhoades, C. O. Falmadge,
F. W. Carmichael, O. P. Goodman.
The Friday Morning Auction Bridge club took luncheon at the club today. Places were laid for:

Madames—
Willa Todd, H. S. Culver,
J. E. Frenette, Nellie Havens,
G. W. Purkes, M. E. Brown,
Miss Nellie Adams of Sheridan, Wyo.

Bridal Reception.

A large reception was given Thursday evening by Mrs. John Philip Trimble at the home of Mr. and Mrs. R. S. Trimble for her daughter, Mrs. Harold S. Tomblin, and Mr. Tomblin, who were married last month, and have recently returned from their wedding trip to Lake Okauchis. About 300 guests were invited. The decorations were pink roses in the dining room and yellow in the living and music rooms. In the receiving line were Mr. and Mrs. Clarence Scholter, Mr. and Mrs. Harold Scholter and Mrs. Trimble. Assisting through the reception were:

Madames—
Lillian Randol, Lillian Randol,
Marguerite Busch, Hazel Hoggins,
Mildred May of Kansas City.
Misses—
Lillian Randol, Lillian Randol,
Marguerite Busch, Hazel Hoggins,
Mildred May of Kansas City.
Madames—
Charlotte Malson of Lincoln, Dan Edevery.

For Visitor.

Mrs. Nancy J. Moore entertained at her home at a luncheon today for Mrs. Arthur E. Rose of Los Angeles, guest of Mrs. G. W. Wickersham. Places were laid for:

Madames—
Arthur E. Rose, Charles Wright,
G. W. Wickersham, Charles Hubbard,
David Cole,
Miss Madeline Wallace of Peoria, Ill.

Surprise Party.

About fifty members of the Woodman Circle of South Omaha gave, No. 8, surprised their guardian, Mrs. Gertrude Mead, at her home, 422 Grand street Wednesday evening, the occasion being Mrs. Mead's birthday. Music and games

were enjoyed. Mrs. Maud Hurd presented Mrs. Mead with a solid gold "past guardian's" pin, a token of appreciation from the members. Regina and Frank Mead assisted, and a pleasant evening was enjoyed.

Don Home Club.
The Don Home Whist club was entertained Wednesday at the home of Mr. and Mrs. Arthur Sorenson. Prizes were won by Mr. John Wilson and Mrs. Frank Kinkonen. The house was prettily decorated with ferns and asters. Those present were:

Mr. and Mrs. James Green,
Mr. and Mrs. John Wilson,
Mr. and Mrs. Frank Kinkonen,
Mr. and Mrs. Max Smith,
Mr. and Mrs. W. P. Guild,
Mr. and Mrs. Arthur Sorenson.
The next meeting will be at the home of Mr. and Mrs. Frank Kinkonen, on September 24.

At Happy Hollow.
The closing of the club Saturday evening has been the inspiration for many large dinners. Among those who will entertain are Samuel Rees, who will have six guests: E. O. Hamilton, fourteen; W. B. T. Belt, six; Robert Dempster, ten; John R. Webster, twelve; R. L. Robinson, eight; W. D. Williams, six; Irving Baxter, six; E. E. Webster, twenty; J. B. Adams, eight; A. O. Peterson, five.

At the Field Club.
Dinner reservations for Saturday evening have been made by Mr. G. W. Flaherty, who will have sixteen guests; T. C. Van Buren, seven; Simon Jones, four.

At Carter Lake Club.
The directors of the club and their wives will have dinner together this evening. Places will be laid for sixteen. Reservations for dinner Saturday evening have been made by E. W. Hart, who will have eight guests; E. Potter, four; T. W. Jaycox, five; C. Risa, four; J. Ragan, six; H. Marston, eight; M. L. Hamann, four; F. H. Hansen, five; C. Rite, four; R. T. F. Carr, seven; Gould Dietz, four; C. E. Lathrop, four.

Entertainments.
Mrs. H. J. Hull entertained yesterday for her mother, Mrs. J. S. Sizer of La Porte, Tex. The following neighbors and former Kearney friends were present:

Madames—
W. H. Allen, Quinton Mour,
Rudolfella, Seward,
Faymuth, Savare,
Kira, Sirey,
A. C. Shreter, Murphy,
George W. W. Spence,
Thomas Duhann, Nelson,
B. H. Goulding, George M. Smith.

Comus Club.
The Comus club gave a surprise party for Mrs. Ralph V. Carson, who was formerly Miss Mable E. Whitehouse. They met at Mrs. Carson's new home and all of the members, with their husbands, were present. The evening was spent at cards and prizes were won by Madames Harry Evernden and P. J. Larmoc and Madam B. F. Slatt and Charles Lammont. The guests presented Mr. and Mrs. Carson with a beautiful etched glass decanter. The next meeting of the club will be with Mrs. J. W. Hood.

Cahill-Randol Wedding.
The wedding of Miss Gertrude Martella Randol, daughter of Mrs. Lillian Randol, and Mr. Dan L. Cahill took place Wednesday evening at the home of the groom's parents, Mr. and Mrs. D. W. Cahill, at 828 o'clock, Rev. D. F. Harrington of St. Paul's church performing the ceremony. Mrs. Jack McDonald played the Mendelssohn wedding march and Miss Anna Mueller sang "O! Promise Me" and "Ave Maria."

The bride wore white crepe de chine with overdress of white chiffon, with train, and trimmed with Venetian lace. Her long tulle veil was made in the Dutch cap style and held in place by pearls. She carried an old-fashioned shower bouquet of bride's roses.

Miss Opal Randol, sister of the bride, and Miss Nell Cahill, sister of the groom, were bridesmaids. Miss Randol wore veil rose chapeau and Miss Cahill pink crepe over pink chapeau. They carried arm bouquets of Kilmer's roses. Mr. George Priny was best man and the ring was carried in a lily by Master Robert Carey, nephew of the groom. Assisting in the rooms were Mrs. Frank Carey, Mrs. Lou Martin, Mrs. Lillian Randol and Mrs. C. E. Cahill.

Mr. and Mrs. Cahill left for a western trip and will be home after October 13 at Fairbury, Neb.

In and Out of the Bee Hive.
Mrs. W. J. Hynes, Mrs. Joseph W. Thomas and Master William Hynes left this morning to motor to Lincoln and Hastings.

Mr. and Mrs. Harry Shields are home from Yellowstone park, where they accompanied the railway passenger people on their excursion, 22 persons being the guests of the Northern Pacific.

CREIGHTON GLEE CLUB TO MEET SATURDAY EVENING

The Creighton University Glee club, the official musical organization of the student body, will open activities for the school year with a smoker at the Arts college Saturday evening. All active members of last year's organization who are still in school, together with the officers and those influential in the annual concert, will attend.

In addition to the social side of the occasion, plans for this year's concert will be discussed, and officers will probably be elected.

ONE DAY FOR NEW MEMBERS

Y. W. C. A. Will Conduct a Whirlwind Campaign on October 17.

TWENTY TEAMS TO COMPETE

Losing Team Must Wait on the Winners at the Big Feed to Follow the Close of the Campaign.

On October 17 the Young Men's Christian association will hold a single day's campaign for membership. One hundred men in teams of five men each will canvass the entire city in districts on that day only, and it is anticipated that 750 memberships will be written.

The teams are holding meetings now preparatory to the campaign and are working out a method of procedure. Business men are asked to open their doors for the solicitors and the solicitors promise that every eligible member in the city will be approached.

On the night before the campaign date a big "ginger" dinner will be given at the association building to arouse spirit among the campaigners. At 9 o'clock on the 17th a big automobile parade and demonstration will be held and the solicitors will be carried to their districts. Each captain is to report progress every hour. B. A. Wilcox is in charge of the campaign and will direct the movements of the teams.

The winning team of five men will be given five full-year membership cards with all locker privileges, and the winning ten teams will be accorded a banquet at which the losing teams will be required to serve and perform other stunts at the will of their conquerors. The campaign will close at 10 o'clock at night, and immediately the last solicitor turns in a big demonstration will be given in front of the Young Men's Christian association building in which the drill teams of the gymnasium classes will partake. The demonstration will constitute the formal opening of the gymnasium for the year as well as mark the close of the membership campaign.

Omaha Women May Get Styles Here as Quick as New York

Full opening of women's ready-made gowns is begun at the Nebraska Clothing company. The offerings are of the same patterns as those in New York and Paris, extreme and otherwise. For instance, there is one gown in the window of a gift fabric which costs \$15 a yard, and the gown sells at \$30. Then, there are some gowns that do not come that high.

The gown in the window is one of the extremes in fashion. It is slit all the way up to the waist line.

Samuel Greenblatt, manager of the Nebraska's gowns department for the Nebraska, says that costume would attract no attention whatever in New York. He doubts if anybody in Omaha would wear it. The fall offerings are of all colors of the rainbow, and all the latest patterns. The most of them have a "slit" which varies in length and position.

Mr. Greenblatt takes a trip to New York every month or so, and buys the latest creations. Some of the gowns are imported, some are copies and some are original. It is quite possible, Mr. Greenblatt says, for the woman of ordinary means to purchase a gown of the very latest style and quality at reasonable prices this fall. Through his many trips east he is enabled to keep his store well stocked with the last whispers in costume, and he says Omaha does not have to wait three or four months for the styles New York is wearing. But he says Omaha and New York may wear the same gowns at the same time, whether that gown be fifty or otherwise.

Ben Franklin Club Elects New Officers

The Tri-City Ben Franklin club held its annual banquet and election of officers at the Paxton Hotel Thursday night. The following officers were elected for the ensuing year: W. B. Hoopson, president; George Amos, vice president; H. L. Tostevin, secretary and treasurer. The board of directors will consist of Frank I. Ellick, C. A. Sherwood, C. E. Coey, C. C. Howe, George Sancho and George Snell.

Over half a hundred members of the club were present, including employers and employees. The relation of the employer to the employee was discussed at length and the relation of the producer to the supply man was incorporated into the discussion before the evening was over. Samuel Rees, ex. Frank Kennedy, George Rudolph, Charles Dougherty, George Johnson and Charles Sherwood spoke on the above subjects.

MAN HIT WITH BRASS KNUCKLES UNCONSCIOUS

John White, colored, of St. Joseph, Mo., was found at Ninth and Capitol avenue Thursday afternoon in an unconscious condition as the result of his being struck on the head by another negro with a pair of brass knuckles. At the station, with the services of a police surgeon, he was revived to a sufficient degree to tell of his being struck down by a stranger whom he had met but a few hours previous. Further than this his condition was such that he could give no additional information. He was placed under the doctor's care at the station, and given a cot until he could summon his faculties together and give a coherent account of the proceeding.

The assailant's motive was apparently not robbery as White had some \$25 on his person when brought to the station.

Fashion Hint



By LA RAconteuse.

Dinner dress of smoke gray silk muslin and old pink brocade grape de chine. The bodice, decollete in "V" front and back, is draped with broad pleats, making fichu and making the sleeves, which is ended by a band of empire green velvet.

The skirt of draped brocade satin, goes up rather high in the middle front, holding in the back a long flap of the same material. Four broad pleats of silk muslin make in front a small tunic following the line of the hips.

The skirt of brocade satin, is slightly draped in back and is finished by a small round train.

Wife Seeks Husband Who Left When He Saw Home Wrecked

To find John Heckenliab, who left home the night of Easter Sunday and never returned, as the result of a brief survey of the damage done to his house at 215 North Twenty-fifth street by the tornado, is the task set for County Attorney Magney by Mrs. Barbara Heckenliab, the wife.

The county attorney expects to file an information charging the missing man with wife desertion, and if he is found he will be brought back to Omaha. It is known that Heckenliab was not injured in the storm because he continued his employment as driver for the electric light company a short time after leaving home.

The house was entirely wrecked with the exception of a part of the kitchen. Mrs. Heckenliab says that her husband examined the wreckage, told her he was going down town and departed.

Auto Dealers Will Stage Fine Show Ak-Sar-Ben Week

Every automobile dealer in Omaha is rushing van loads of hunting and artificial flowers and other different kinds of elaborate decorations preparatory to beautifying their pieces of business for Ak-Sar-Ben week. The automobile row has been decorated year in and year out for Ak-Sar-Ben and has been one of the bright spots of the city during the ten days of festivities, but the dealers assert that this year will reach the climax of the decorations.

Windows will be freshly cleaned, ribbons and bunting in red, yellow and green will be tastefully arranged around the sills and frames. Inside the show rooms the brand new cars will be decorated in the Ak-Sar-Ben's familiar colors and open chassis with the engine running constantly will be set in prominent places in every window.

Take Warning.
Don't let stomach, liver nor kidney trouble down you, when you can quickly down them with Electric Bitters. 50c For sale by Beaton Drug Co.-Advertisement.

A D-itorial

By the Store Ad-iter

The immortal Rembrandt lived in the little town of Leyden in the 17th Century. The Burgomaster called to have his picture painted. "But remember, make it a battle scene with me on horseback bravely leading a charge." He was told to return on Tuesday which he did, bringing some guests to view the picture. "Wo bin ich?" (Dutch for "Where am I?") he shrieked when he discovered his absence from the picture. "See that hill over there?" asked Rembrandt; "well you're behind the hill." The clothing moral lies in the fact that the quality in most clothing is "behind the hill"—missing, when you seek to find it.

Here's a six word message that every man should read and heed--

"Buy a Benson-Thorne Fall Suit."

It's surprising how many man-lives, knowing men — are turning to us for things to wear. "There's a reason," it's the kind of clothes we sell and the gradual expanding of this store into a clothes store for big people as well as little folks.

Samuel W. Peck—Stein-Bloch and August Brothers are the King-pins of All Clothes Builders. They make our Suits.

These people make clothing 100% good. Lots of others make good clothes but not 100% good clothes. If you want to know just how good a Fall Suit can be, drop in and take up about 20 minutes of our time. It seldom takes over 20 minutes for a man to conclude that he has finally gotten into the right store.

OMAHA'S FASTEST GROWING STORE.
THE YOUNG-PEOPLES OWN STORE
BENSON & THORNE
1518-20 FARNAM STREET.



The best \$2 and \$3 Hats in town.

We fit them all as they come-- Big men, Stout men, Tall men, Short men, Small men.

MORE ABOUT Our Fall Opening Sale

Hundreds have availed themselves of the special prices on new fall stocks during the few days that our Fall Opening Sale has been in progress. If you haven't been in, come while the assortment is extensive. We quote below a few prices as samples of the reductions.

- \$2.50 Value, Special \$2.00.
- \$75.00 Value, Special \$62.50.
- Dining Room Chairs in fumed or golden oak are exceptional value.
- Specials on Sideboards, Tables and China Closets—
- \$25.00 golden oak Buffet \$20.00
- \$26.00 golden oak Table \$23.50
- \$33.00 golden oak China Closet
- \$60.00 fumed oak China Closet
- at \$48.00
- Hundreds of other extra values.
- Luxurious Davenport, full spring seat and back. Long enough to lie down on.
- \$12.50 Mahogany Chair...\$9.25
- \$40.00 Mahogany Chair...\$32.00
- \$100.00 Mahogany Divan \$75.00
- \$23.50 Mahogany Rocker \$19.75
- Mission Furniture of all kinds at special prices.
- \$44.00 Mahogany Chiffonier, to match...\$38.50
- \$50.00 4-poster Bed, same pattern...\$42.50
- \$44.00 Circassian Walnut Bed...\$37.50
- \$32.00 Brass Bed...\$29.75
- \$25.00 Mahogany Chiffonier \$24
- \$25.00 golden oak Dresser \$19.75
- \$40.00 white enamel Dresser...\$34.50

DRAPERIES

These values will be of interest to every housewife.

- 30c extra fine Scrim, in three colors, special, yd. 20c
- 35c Marquisettes, three colors, yard...25 1/2c
- \$5.00 Cluny or Fllet Curtains, special, pair...\$3.75
- \$16.50 high grade Imported Lace Curtains, pr. \$12.50

Basement

We have installed a new line in our basement, the most modern Kitchen Ranges, Heating Stoves and Washing Machines, hand power, water power and electric power.

Beaton & Laier Co.
415-17 South Sixteenth Street
Payments if You Wish

If one single advertisement in a newspaper paid, printing presses couldn't be made big enough to turn out the papers

One advertisement in itself is only a step up the stairway of success. Advertising does it work by repeating what you want known until everybody knows it, whether they want to or not. Upward progress in business can only be made by a continued climb.

The Omaha Bee

goes every day to prove itself every day to your possible customers.

People like to buy from firms they know. They have confidence in firms that make themselves known. They become familiar with stocks and store policies of stores into which they have never stepped.

The day comes when they want your goods and you have a customer. It was the continued advertising of months, or perhaps years that brought them in.

That's why a list like that reached by The Bee is so very valuable. Our subscribers read The Bee every day, year after year. Our advertisements can keep on talking to the same homes and make friends of people they never saw.

You can't do that with any kind of advertising except newspaper advertising. Furthermore, a paper that is delivered to the homes is the one that gives you a chance to talk each day to the same people and at last you have them as customers.

It's continuous advertising that pays

LIVER PILLS
Sugar-control and all vegetable. Dose, only one pill twice a day. For constipation, bilious headaches, indigestion. **Ayer's Pills.** Sold for 60 years.
Ask Your Doctor.

HEALTH AND HEALTH TO MOTHER AND CHILD.
Mrs. Winters's Mother and Child Food is used for over SIXTY YEARS BY MILLIONS OF MOTHERS for their CHILDREN WHILE THEY LIVE, AND FOR PREVENTING SICKNESS. IT CONTAINS THE CHILD-SUPPORTING GUANO, KILLER OF ALL PALE, SICKLY CHILDREN, AND THE BEST NUTRIMENT FOR DIARRHOEA. It is absolutely harmless. Be sure and ask for "Mrs. Winters's Mother and Child Food" and take no other food. Prepared by Winters, Boston, Mass.

The LANPHER HAT
THE BEST HAT SOLD FOR YOUNG AND OLD

