

# Society

By MELLIFICIA.

Friday, October 3, 1913.

ALTHOUGH the Board of Governors of Ak-Sar-Ben are having a most strenuous time this week, attending the new king and taking care of the many loyal subjects who have arrived in the city for the coronation festivities, they still find time to think of others.

By virtue of their thoughtfulness Sacred Heart academy was given a splendid musical program Thursday morning by one of the bands hired to play during the week's festivities. In making the original arrangements the governors hired the music for continuous playing during certain hours of each day, and when the bands have not been busy in the immediate behalf of Hanson they were sent out to the various institutions in Omaha and asked to give a number of selections. Needless to say, the concerts were much appreciated.

### For Visitors.

Many affairs are being given for the out of town visitors to the coronation ball Thursday Miss Mary Burkley entertained at luncheon for Miss Gertrude McCarthy of Chicago, guest of Miss Marion Kuhn, after which they attended the German day parade. Among the parties planned for Miss Alice Judge of St. Louis, guest of Mrs. Charles Melz, Jr., is the Orpheus party to be given Friday by Miss Gertrude Metz, Miss McCarthy of Chicago will also be an honor guest. Miss McCarthy will also attend the afternoon bridge planned for Saturday by Miss Bertha Dickey for Miss Lucy Hawk of Battle Creek, Mich., who is visiting Miss Katherine Beeson.

### Women's Golf Club.

The meeting of the Women's Golf association planned for Friday afternoon was postponed until next week on account of the Ak-Sar-Ben festivities. Friday of next week the women will play on the golf links of the Council Bluffs Rowing association with Mrs. F. J. Despecher as hostess.

### Postponement.

Mrs. Edward Mornal postponed the Star Whist club today until Friday, October 18, on account of Ak-Sar-Ben.

### For Bridal Party.

Saturday evening Mr. and Mrs. Charles Harding will entertain at dinner in honor of Miss Doris Wood and Mr. Max Baghiel, whose wedding will take place Tuesday evening, October 7.

### For the Future.

Mr. and Mrs. F. R. Kinkonen will entertain the Bon Home club at their home Saturday evening.

### Bridge Club Meets.

Mrs. J. K. Morrison entertained the Theta Bridge club at her home Friday afternoon in honor of her guest, Mrs. Albin Murphy of Lincoln, Neb.

### University Club.

The University club has sent out cards to the members announcing that the club rooms would be open Sundays between the hours of 11 a. m. and 11 p. m.

### Theater Party.

Dr. and Mrs. F. J. Despecher will entertain at a theater party on Monday evening for Mrs. Charles Whitaker of Clinton, Mo., who is visiting Mrs. George Barker and Mrs. Charles Martin.

### Wood-McKee Wedding.

The wedding of Miss Elsie Louise McKee, daughter of Mr. and Mrs. Harry McKee of Stuart, Ia., to Mr. Reynolds Vere Wood took place at the home of Mrs. F. F. Reynolds Tuesday morning at

## Fashion Hint



By LA RACONTEUSE.

Original tailor-made suit in natter blue moire striped in green silk. The coat, a little long at back, is curved short at front to the waist and crossed over to fasten with two passamenterie buttons, making a round point, and is cut also curved open on the front chest to the neck, when it is fastened under a white linen embroidery collar, making two long points at front and a narrow round band at back; the shoulder piece is a triangle, large side at the armhole and the point at neck; the three-quarter sleeves are cut straight and loose and are gathered at the bottom in a coarse cord piping in same material. The plain, short, round skirt has a tunic above to the knee and curved round on the points—the coat, sleeve, tunic and skirt are edged round with a coarse cord piping covered with same material.

### Omaha Women Will Have Benefit of the Tariff Reduction

"We have our buyers in New York ready to take advantage of the big influx of imported goods which have been waiting for the passage of the new tariff measure," said Joseph Hayden, head of the firm of Hayden Bros.

"Our buyers have been watching this move with keen interest and we hope to give Omaha women the first benefits of the reductions which will be made by many articles being admitted free of duty and many with important reductions."

Press dispatches carried the information this week that already there has arrived in New York \$7,000,000 worth of imported silks, lace and women's wearing apparel, nearly all in the hands of the importers, who will be ready to place the goods on the market as soon as they may be arranged for display after arrival.

The announcement that the president was to sign the measure was received by the large stores in Omaha with great interest, because it means that there will be a radical reduction in many articles of women's wearing apparel.

Arthur D. Brandeis said that his firm had nothing now in New York in bond waiting for the signing of the measure, but that the buyers were waiting for the arrival of imports at the new prices and would hasten them to Omaha as soon as possible.

### Philpott Brings Back Duck Yarns

Fred Philpott is back from Worthington, Minn., where he went on a vacation and at the same time to look after the disposition of the crop on one of his Minnesota farms.

While in Minnesota Mr. Philpott gave some attention to duck hunting and returns with a collection of hunting stories that entitles him to a membership in the Ananias club. He spent considerable time at farm houses near the lakes and formed the habit of getting up at 4 o'clock in the morning to go out hunting ducks. The shooting commenced as soon as daylight came and continued until about 8 o'clock. Philpott declares that several mornings he shot from seventy-five to eighty ducks and upon one occasion killed ninety. They were all shot from blinds in the edges of the swamps around the lakes.

### BURLINGTON READY FOR TRAINS ON WYOMING LINE

The Burlington announces that beginning October 20 it will inaugurate tri-weekly service on its line west of Casper. Trains will leave Kirby at 7 o'clock a. m. Mondays, Wednesdays and Fridays, reaching Casper at 1 p. m. Returning, the trains will leave Casper for the west at 7 a. m. Tuesdays, Thursdays and Saturdays.

### Chambers' Academy of Dancing will open season 1913-14 for lessons and classwork, October 7th, 1913.

Applications for enrollment in classes can be made now by calling D-1871. New entrance on 23th Street. Roller Skating will begin October 14th. Entrance on Farnam Street.

Brandeis Store FOR MEN  
New Entrance on 16th St.  
Just North of Douglas  
Altered, Improved and  
Greatly Enlarged

# Brandeis Stores

See Brandeis Stores  
PAGE AD on Page 10  
Announcing a Score  
of Important Events

## Notable Sale Men's and Young Men's Overcoats and Suits

# \$14.75

Saturday we inaugurate a sale of eight hundred men's and young men's overcoats and suits, the result of a fortunate purchase in the New York market. Not one in the collection is worth less than \$17.50; most of them are worth \$20 and \$22.50, and a number of them are regularly valued at \$25—all go in one group, for one day, at one price, \$14.75.

The sale could not be more timely. The suits and overcoats could not be better adapted to the new season. Each one is an up to the hour style. Chinchilla belted overcoats, shawl collar melton or kersey overcoats, notched collar dress overcoats, English model suits, two button dressy suits with soft roll collars. Fabrics and patterns are above criticism just as the values are high above comparison with ordinary clothes offered in the ordinary way.

A 2-Button Model \$14.75  
Business Suit at..



A Shawl Collar Medium length O'rcroat \$14.75



A Belted Back Chinchilla Overcoat...\$14.75



A 3-Button Model \$14.75  
Business Suit.....

### Good Values in Fall SHIRTS

Coat front Shirts—shirts with pleated bosoms—newest fall patterns—styles that men of good taste always seek are here, specially priced..... \$1.15

Men's Fall Negligee Shirts, in patterns that show good taste, and qualities that prove good wear—two unusual groups at..... 75c & 55c

### UNDERWEAR

Samples of Union Underwear are here and the values are the talk of the town; worth regularly up to \$3 and \$3.50—four groups at 90c, \$1.25, \$1.49, \$1.99

Men's Lambwool Undershirts and Drawers, scarlet and tan, 44..... 45c

Men's \$1.25 all Wool Gray Undershirts and Drawers at... 99c

Men's \$1.00 quality Lisle Hose at, pair..... 15c



### SWEATER COATS

Men's Wool Sweater Coats—Ruff Neck or Byron Collars, worth up to \$6, \$2.99 to \$4.99

Men's Wool Sweater Coats that are positively worth up to \$6 at 90c and \$1.50

### MEN'S Sample Gloves

200 pairs Men's Kid Gloves, Mittens and Gauntlets, lined and unlined, and positively worth up to \$1 and \$1.25 a pair, Special.....

**55c pr.**

### MEN'S LISLE HOSE

They have been selling regularly at 15c and 19c pair, but this is a very special offer at, pair—

**9c**

### Brandeis Special HATS at \$2



Derbies in the proper blocks for the new season—Felt Hats in the latest models for fall wear—Hats that show their style and quality and prove their wear in long service. No more satisfactory hat can be bought at any price than the "Brandeis Special" at.....

**\$2**

### Famous Stetson Hats

We are agents in Omaha for these hats. Known the world over for their superior worth. We show every popular style in the vast range of new Stetson models. The price here is.....

**\$3.50**

### The NEW SOFT VELOUR HATS for men

The velours are those soft, furry, "beaver-like" hats that thousands of the better dressed men affect. The prices here are.....

An immense lot of Men's Soft Hats, Stiff Hats and up-to-date Winter Caps—many \$2 values. **95c**

## Saturday Specials That Will Interest You

Since Saturday is a favorite shopping day, we aim to quote special prices on Saturday on articles in every department that are needed in every family. A few are quoted below. They are from our new fall stock—we have nothing but new stock—and the reductions will make it worth your while to come in.



The Handiest Card Table



\$44 Library Table \$39.75  
Size 32-inch by 54-inch.  
Heavy Mission Design.

### DRAPERIES

"Lila Waite" card table—a durable featherweight table. Mahogany finish frame, rubber tipped folding legs. Choice of imitation leather or felt top. A \$2.50 table—one to a customer..... \$2.48

### RUGS

Administer 37x54; special, \$1.75  
A complete assortment. This is a value you should see—you will appreciate it at once.

## Living Room Specials

Comfortable Living Room Furniture in the popular fumed oak. We are exclusive selling agents for the two best lines of Arts and Crafts Furniture, including the original Gustav Stickley line. You will find many pieces specially priced.

- \$62.50 Davenport..... \$54.00
- \$37.00 Rocker..... \$32.50
- \$37.00 Chair..... \$32.50
- \$44.00 Library Table..... \$39.75
- \$19.00 Chair..... \$16.50
- \$38.00 Rocker..... \$32.75
- \$46.00 Bookcase..... \$42.50

New Department—Stoves and Kitchen Ware  
Heating Stoves..... \$9.00 to \$62.50  
Ranges..... \$30.00 to \$40.00  
Washing Machines, Sewing Machines, Wash Boards, Wringers—in fact all the useful things for the kitchen.

Beaton & Lauer Company  
415-17 So. 16th Street. Payments if you wish

### Certificates for Lincoln Highway Association Here

Instead of selling 5,000 certificates of membership to the Lincoln Highway association in Nebraska at \$5 each, H. E. Fredrickson, counsel for the state of Nebraska to the association, will attempt to sell 5,000, which will net \$25,000 for the building of the highway through the state of Nebraska.

The first lot of certificates has arrived in the city and Mr. Fredrickson says he has orders for over 700 in the city of Omaha alone. He is figuring on selling about 10,000 in Douglas county and the remaining 15,000 throughout the rest of the state.

### Burglars Crack Safe at Benson; Get \$300

The safe in the store of the Kunden Grocery company, Benson was blown open Thursday night with common gunpowder and \$300 taken. The safe, weighing 300 pounds, was carried from the first floor to the cellar and the "cracking" accomplished. The sheriff's office is handling the case and an investigation this morning led the authorities to believe that it was opened by amateurs, for professionals would have used "zoom."

Deputy Sheriff Foster believes that most of the money secured is searched or shown the effect of the explosion, for the remaining contents of the safe are damaged. Four \$50 bills and four \$20 bills were a part of the cash stolen.

### ELEVEN-YEAR-OLD GIRL WINS CAKE PRIZE AT FAIR

Zerala Couch, 11 years of age, was given first prize for nut cakes exhibited at the Douglas county fair at the carnival. Other prizes were awarded to Mrs. N. Kahn, first, for finest and largest assortment of jelly, while Mrs. S. X. Lentz carried away second honors. For the largest assortment of pickles Mrs. Nellie Randolph was awarded first prize. Mrs. S. X. Lentz also captured first prize for yellow sponge cake and sugar loaf cookies.



### Keep a box of Armour's Bouillon Cubes on your pantry shelf and you can have delicious bouillon at any hour of the day or night—bouillon full of the rich flavor of beef blended with fresh garden vegetables and the correct seasoning.

Drop a cube to a cup of hot water. That's all in boxes of 15, 30 and 100 at Grocers and Druggists everywhere

Sample free on request

**ARMOUR & COMPANY**

## BOOKS Formerly Sold up to \$1.35 Saturday at 50c



"Me-Smith," by Caroline Lockhart; "Mary Midthorne," by Geo. Barr McCutcheon; "Blue Flower," by Mary Van Dyke; "Mind of the Paint Girl," by Finero & Tracy;



Capt. Warren's Ward," by Joseph Lincoln; "Bolted Door," by George Gibbs; "Joyce of the North Woods," by Harriet Comstock; "Head Coach," by Ralph D. Falne.

All 50c Each in Our Book Department

# Brandeis Stores

The Omaha Bee is the Best Medium in Its Territory. Persistent Advertising is the Road to Big Returns—