

Society

By MELLIFICIA. Thursday, October 9, 1913.

SENSELESS new style started in Paris has reached Omaha. Until this season it has been extreme bad form to attend any formal social function without gloves, but the new gowns are so very dainty, almost sleeveless with the exception of the angel sleeves of tulle, the gloves look heavy in comparison. "Therefore the new fad of going without gloves," said one of the gown importers to the other day.

This new style was started in Omaha by Mrs. H. H. Baldrige at the Coronation ball. Mrs. Baldrige wore one of the handsomest gowns at the ball; it was of blue and silver brocade, with bodice and sleeves of tulle, without gloves.

Miss Mary Munchhoff, who has concertized much in Europe before the nobility, and also in this country, rarely wears gloves when singing. Miss Munchhoff's arms and hands have been used as models by the court sculptor of Germany.

For those who wish to wear gloves with the dainty evening gowns, the shops are showing thin silk gloves embroidered in a design with rhinestones.

Woman's Golf Club

The Women's Golf association will meet Friday at the Country club and the day will be spent playing golf. Miss Arabella Kimball and Mrs. W. T. Burns, two prominent players of this club, will act as hostesses.

Ferrino-Miller Wedding

A quiet wedding took place Wednesday at St. Bridget's church in South Omaha, when Miss Edith Miller, daughter of the late Mr. C. W. Miller, assistant postmaster of South Omaha, and Mrs. Miller, became the bride of Mr. Morris Charles Ferrino, a prominent young South Omaha commission man.

The bride wore embroidered net over white tulle, trimmed with pearls and ornaments and draped with pearls. The veil was held with orange blossoms from Point Loma, Cal.

The maid of honor was Miss Ruth C. Miller, sister of the bride. She wore shadow lace over pink chamois. The best man was Mr. Carl B. Holmes of South Omaha.

Mr. and Mrs. Ferrino left for the east on an extended honeymoon and will be at home at 4212 Military avenue after November 1.

Surprise Party

A surprise party was given Sunday evening in honor of Mr. and Mrs. J. L. Sabata of Neb., at the home of the latter's parents, F. J. Fiza, 1723 South Ninth street. Those present were:

- Mr. and Mrs. A. Kuncel
- Mr. and Mrs. P. Kuncel
- Mr. and Mrs. C. Fiza
- Mr. and Mrs. E. Fiza
- Mr. and Mrs. A. Fiza
- Mr. and Mrs. A. Hurley
- Mr. and Mrs. J. Fiza
- Mr. and Mrs. J. Roucek
- Mr. and Mrs. J. Jorash
- Mr. and Mrs. Sabata
- Mr. and Mrs. F. Fiza
- Mrs. Janeczek

- Misses—Marie Sabata, Evelyn Fiza, Crestine Fozal, Anna Fiza.
- Messrs—Edmond Hurky, William Hurky, Ralph Hurky.
- Misses—May Fiza, Frank Jorash, Pete Sp.

1913 Birthday Club

Mrs. J. Novak entertained the members of the 1913 Birthday club Wednesday at luncheon. The afternoon was spent at cards and prizes were won by Mesdames L. J. Platt, I. C. Mynster, C. C. Coullson, K. Strausser, Frank Snyder and Miss Nell Barnum. The next meeting of the club will be held at the home of Mrs. I. C. Mynster.

Chaloutka-Madsen Wedding

The wedding of Miss Sophia Madsen and Dr. Hugo R. Chaloutka took place at the home of Mr. and Mrs. E. C. Williams Wednesday afternoon at 4 o'clock. The ceremony was performed by Rev. J. A. Jenkins. The wedding comes as a complete surprise to their friends.

Dr. and Mrs. Chaloutka left for an extended trip to the coast and will visit in Seattle, San Francisco and other western cities. They will be at home after November 1 in this city.

Luncheon for Church Women

The women of the First Presbyterian church will entertain at luncheon Friday at 1 o'clock in the church parlors. The hostesses are the officers of the Ladies' Aid society and the leaders of the different circles. Following the luncheon a social hour will be held and plans for the work of the year will be made. All women of the church are invited.

Auction Bridge

Mrs. Charles E. Metz, who is entertaining at a series of auction bridge parties at her home for her house guest, Miss Alice Judas, of St. Louis, gave the second this afternoon. The rooms were decorated and five tables were placed for auction bridge.

Birthday Surprise

A surprise was given Colonel W. E. Baehr of the National guard, Tuesday evening when the Rambler club was entertained at Mr. Baehr's home in celebration of his birthday. Those present were Messrs. D. F. Sough, G. A. Spethmann, Theodore Tillotson, W. H. Gould, Jr.; J. A. Sayles, W. E. Baehr.

Womens Entertain

Mrs. Harlow F. Meyers was hostess Tuesday evening at a regular meeting of the "Nomans" of the Dietz club. Those present were: Mesdames—Fred Northrup, W. D. Henson, Andrew Anderson, John J. McMahon, Henry Veldman, Misses—Edith Maloney, Effie Lanning, Kern, Nina Goehry, Nellie Kemp, Margaret Lagg, Gertrude Tracy.

Committee Entertained

Mrs. Rose Smith entertained the central committee of the Degree of Honor Wednesday afternoon at her home. The next meeting will be with Mrs. Anna Zeller in two weeks.

Parish Aid Meet

The Parish Aid society of All Saints' church will meet in the Wattle Memorial Parish house Friday, October 10, at 7:30 p. m.

Young People's Meeting

The Young People's society of the Temple Israel have postponed its meeting from Sunday, October 13, until Sunday evening, October 19, at 8 o'clock.

Kellys Get Back from Europe

Mr. and Mrs. T. J. Kelly and Mr. Sigmond Landsberg returned Wednesday from their summer vacation in Europe.

the uses of the Mendelssohn choir of Omaha.

Reception for Pastor.

The Ladies' Aid society of the Hancock Park Methodist church will entertain this evening in honor of Rev. and Mrs. C. M. McCaskill and Dr. and Mrs. Edward Hislop. Following the reception a program will be given and all are cordially invited to attend.

In and Out of the Bee Hive.

Mr. and Mrs. Frank G. Gibson of Detroit, arrived Wednesday to visit Mr. and Mrs. Marion Gibson.

Miss Gertrude McCarthy of Chicago, who is the guest of Miss Marion Kuhn, will return to Chicago Saturday. Miss Margaret Wear of Topeka, Kan., who spent the week here with Miss Margaret Meyer at the Colonial, returned Tuesday evening to her home.

Valuable Discovery in Complexion Beautifier

(From The Home Maker.) Because of its peculiar power of absorption, also because it serves every emollient purpose, ordinary mercerized wax is perhaps the most valuable complexion beautifier discovered within recent years. If one uses this she needs no toilet cream. Some use powder afterward, but this is not necessary. This rule for applying mercerized wax has been found very satisfactory: Wash the face with warm water, drying lightly. Before thoroughly dry, apply face and neck with the wax, but don't rub it in. The favorite way is to use before retiring, allowing it to remain on all night and washing it off in the morning with warm water. All druggists have this wax in original ounce packages.

For the removal of a wrinkled or flabby condition there's nothing better than to bathe the face in a solution made by dissolving 1 ounce powdered saxolite in pint witch hazel. Beneficial results are quickly noticeable.—advertisement.

They arrived two days ahead of time because of the unusually fast passage made by the ship on which they crossed the Atlantic. Mr. Kelly tells an amusing but characteristic tale of their reception at the customs house in New York.

"It's rather warm weather," he said to the inspector who greeted him.

"Yes," replied the inspector, "but the world's series starts here tomorrow."

And straightway they fell to talking base ball, and the inspection was none the more severe because of the mutual interest in the great game.

Mr. Kelly also reports that he has secured some very interesting works for

Here's a pure food movement! Make the refrigerator sweet and clean, quickly, with **GOLD DUST**. Grease, dirt and germs vanish before it. It cleans everything.

5c and larger packages.

THE FAIRBANKS COMPANY CHICAGO

"Let the GOLD DUST TWINS do your work"

Princess Luise Scarf

If you want a scarf distinctly out of the ordinary, learn how to make this. Note the unusual side border. The stitch, too, is new and at the ends there is a clever use of the beautiful new Fleisher's Silkflake Wool. You will be surprised to learn how easily and at what little cost this striking and stylish scarf can be made. Send the coupon below for complete directions. The yarns used are **Fleisher's Highland Wool and Fleisher's Silkflake Wool**, two of the sixteen

FLEISHER YARNS

The Fleisher Yarns have been the standard for three generations. They are carefully spun from the choicest wools and possess wonderful elasticity which enables them to resist wear. Garments made of the Fleisher Yarns are soft, warm and comfortable. Whatever kind of yarn you need, always insist on Fleisher's—look for the trade-mark on every skein.

Knitting Wools: Dresden Saxony, Shetland Flax, German-made Saxony (4- and 8-fold), Elderflower Wool, Silkflake Wool.

Special Ice Wool: Superior Saxony, Superior Flax, Superior Ribbed, Cashmere Yarn, Gilt Yarn.

Clip Coupon on This Line

D Mail this Coupon to S. B. & B. W. FLEISHER, Philadelphia 77

Name _____ City _____

Street _____ State _____

Advance Notice

Saturday we will conduct several extra special sales:

- \$1.50 Kid Gloves at .85c
- \$10 Trimmed Hats at .50
- Women's \$15 Cloaks at \$10
- Fine Leather Bags, worth up to \$5.00, at \$1.00
- \$2.50 Ostrich Plumes, 98c

Brandeis Stores

Advance Notice

Monday we announce one of the greatest sales of Rugs ever held in Omaha. The bargains will be amazing.

Monday we will start a remarkable sale of fine curtain materials. See the windows.

A DAY OF GENUINE MONEY SAVING EVENTS IN MANY DEPARTMENTS

Special purchases enable us to offer you some really extraordinary bargains for Friday in Dress Goods, Silks, Wash Fabrics, Shoes, Boys' Clothing, Millinery, Cloaks, Suits and other merchandise very desirable right now.

Friday's Sales in the Bargain Basement

HOSIERY
Women's good quality black cotton hosiery; double heels and toes; fast color; basement pair..... **5c**

CHILDREN'S HOSIERY
Misses', Boys' and children's ribbed cotton hosiery; double heels and toes; fast color; all sizes, at per pair..... **10c**

3 BIG NOTION SPECIALS
100-yd. good quality Sewing Silk; all colors, at spool..... **3c**
King's Thread, black and white, at dozen..... **15c**
Celluloid Collar Supports, at the card..... **2c**

Dress Goods Remnants at Prices That Are Wonderfully Low

5,000 yards of all kinds of dress goods—serges, mohairs, Herringbone, diagonals, whipcords, French and English voles, etc., in a splendid range of colors; lengths from 2 to 8 yards; double fold fabrics, worth to 75c; basement, at a yard..... **29c**

1,000 MILL LENGTHS OF DRESS GOODS up to 5 yards to each piece. Medium and dark shades, in plain and fancy weaves. They are from a special purchase and worth to 50c a yard; for entire remnant, in the basement, at..... **98c**

Matched Dress Goods Pieces from the Customs House. All importers' samples. As many as 8 of one kind to match; specially adapted for school dresses, boys' suits, etc.; some enough for separate skirts and house dresses, at, each..... **19c-25c**

75c SILK FACED PAON VELVETS in a fairly good assortment of colorings suitable for entire dresses, millinery and dress trimmings; an exceptional bargain at the price—the most fashionable fabric for the coming season—basement, at a yard..... **29c**

DAMAGED HANDKERCHES
Women's fine embroidered corner and madras embroidered; many all pure linen and worth 10c to 25c each; slightly damaged or soiled; also men's handkerchiefs, some all pure linen, but damaged; basement, at each..... **3c**

LACES at 5c a Yard
Fine rating macramé, Bohemian and shadow lace bands and edges, in widths up to 6 inches; black, white, cream and ecru; worth 15c and 20c a yard..... **5c**

MEN'S TROUSERS
Worsted, cashmere and serge in good shirtings; \$2 and \$2.50 values, a pair..... **\$1.29**

Flannels, White Goods and Wash Fabrics Notably Underpriced

Superfine Flannels at 12 1/2c
Yard—Fine, soft flannel, 36 inches wide in pretty designs and colorings that are washable; will make serviceable gowns, kimono, dresses and waists, at a yard..... **12 1/2c**

Bleached Sheet—Remnants of full width bleached sheeting; very good grade, on bargain square, at a yard..... **19c**

Friday-Forenoon—We will sell thousands of yards of all kinds of cotton goods, various grades, from odd and broken lots, for-noon only, at a yard..... **2 1/2c**

Outing Flannels at 6 1/2c Yd.—Thousands of yards white and fancy striped and checked outing flannel; good grade, at a yard..... **6 1/2c**

Bleached Muslin Remnants—The right weight and fash for making 7 1/2c undergarments, at, yd..... **7 1/2c**

Friday Afternoon, Beginning at 1:30—We will sell good grade alkothine remnants for making comforters; on immense bargain square in basement, at a yard..... **3 1/2c**

Pillow Tubing—Remnants of very best grades in the most wanted widths, at a yard..... **14c**

Remnants of Mercerized Waists and Suitings—Will sell regularly at 7 1/2c 25c, sale price, yard..... **7 1/2c**

IN BASEMENT CLOAK DEPT.

Women's Tailored Suits at \$6.98
New arrivals of women's tailored suits, all new styles including the new cutaway coats and plain tailored effects. The most up-to-date materials and colors; all sizes for women and misses in these serviceable suits made to sell regularly at \$10, for..... **\$6.98**

Women's Winter Cloaks, \$3.98
Several hundred women's heavy winter cloaks, long or 3/4 lengths, smart styles, excellent materials and very well tailored; long broadcloths, some satin lined; very special values, for Friday..... **\$3.98**

Women's \$1 Waists at 50c
These are cotton waists of excellent quality in all sizes—made to sell up to \$1; basement, at, each..... **50c**

Suits—Cloaks—Waists
From the purchase of the Hartman Stock.

Children's All Over Aprons at 25c
Pretty styles in all the most wanted sizes are here, at..... **25c**

Boys' Clothing Sale

BASEMENT Boys' \$3.50 and \$4 Suits at \$2.95—About 500 boys' suits in brown, blue and gray cassimere, tweeds and worsteds. Norfolk or double-breasted coat models; many have 2 pairs of pants—our special price Friday, basement..... **\$2.95**

\$3 Juvenile Suits at \$1.98—Russian or blouse styles, in gray and brown cassimere and tweeds; splendid wearing fabrics—basement..... **\$1.98**

Boys' \$1.50 Long Trousers, 95c—Splendid wearing, strictly wool fabrics; medium shades; sizes 27 to 31 waist measure—basement, at..... **95c**

Boys' Odd Pants at 49c—Corduroys; also serviceable tweeds and chevils; many are all wool, made with belt loops and cut full and roomy; 75c to \$1 values, at..... **49c**

Extraordinary Sale of Millinery, Shapes and Trimmings

SAMPLE TRIMMED HATS at \$1—Basement

Scores of new trimmed hats in the popular styles for fall; mostly in the new medium and small shapes; wide variety of becoming effects, made to sell at \$3 and \$4, at..... **\$1**

BRASSIERES
Good fitting 25c brassieres of serviceable muslin, trimmed with embroidery insertion and edging, at..... **19c**

Women's Neckwear
Lace collars, linen collars, jabots and vests; a big lot on bargain square Friday in basement, at, each..... **10c**

Corset Dept.—Basement.

500 New Trimmed Hats--2d Floor, at \$2.95

These up-to-date fall hats bought at a great sacrifice from a well known New York manufacturer. They are made of silk velvet and are in all the best colors, such as black, brown, navy, taupe; in medium and small shapes—the correct hats for immediate wear. Trimmed in elegant effects, fancy feathers, bands, stick-ups, etc.; smart street hats; some smartly like cuts. Positively \$5 and \$6 values—on second floor, at..... **\$2.95**

Fancy FEATHERS at 39c—Basement
Include black paradise effects, aeroplane wings, quills, feather bands, etc.; all colors; values to \$1.50, at..... **39c**

Velvet SHAPES
Made up in two-piece shapes of solid black, brown, navy and taupe all silk velvets; large and medium hats; worth to \$3.00, at..... **\$1.39**

CORSETS
In Basement.
Women's Front Lace Corsets—Made of coutil for slender figures; medium high bust; well boned, with 2 sets garters attached, basement, at..... **\$1**

50c Corsets at 39c—Good quality coutil with lace trimming and 2 sets garters attached, for slender and medium figures; sizes 18 to 26, at..... **39c**

These Great Specials for Friday on Our Main Floor

5,000 Yds. Silk Remnants 1/2 Price
Best lot ever offered at the price. Lengths for all purposes in the lot. Silks for linings, millinery and dress trimmings, Bulgarian, plaid silks, novelty silks, crepe de chine, charmeuse, satin messaline; also very fine black silks—on main floor—at just about half the regular price.

REMNANTS OF VELVET
27-inch English corduroy velvet cords, in a beautiful line of colorings, special price, yard..... **79c**
\$8.50 and \$10 fancy broadcloth velvets, specially priced for Friday, at the yard..... **\$5.95**
40-inch black crepe de chine—just received twenty pieces of beautiful quality, deep black 40-inch crepe de chine, closely woven and perfect in weave, regular price \$2.00, at, yard..... **\$1.50**

NEW FRENCH CHALLIES JUST RECEIVED—A superb collection in medium and small designs, multi-color effects, Balkan and Dresden patterns, dots, and stripes of all sizes and widths, specially adapted for street dresses, kimono and house dresses, at, yard..... **59c**

All the \$1.00 36-inch Silk Batine in Copenhagen, (12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100) new greys, wash shades, black and evening tints, at, yard..... **79c**

LINING SECTION—All the 25c yard wide Princess Batine, in 37 different shades, at, yard..... **19c**
26-inch The quality Foundation Silks, in large range of colors, at, yard..... **35c**

Every Woman in Omaha Should Take Advantage of This Sale

Dress Goods Remnants Main Floor
High grade plain and fancy dress goods remnants, the accumulation of our recent yard goods sale. The lengths are all good, and suitable for tailored suits, dresses, misses' and children's wear, separate skirts, etc. Main floor bargain square, at about half the regular price.

Remnants of All Wool French and English Waists—French flannels, Vyella unshrinkable flannel, French challis in the better grades—2 to 5-yard lengths, at a fraction of the regular price. Sold by the piece only.

Sale of Dress Patterns—Each containing ample material for any style garment. The collection represents all the new fall weaves, including the scarce black and white checks, navy serges and diagonals, Jamestown suitings and nobby mixed suitings so much in vogue—values to \$3.50; on main floor, for full patterns..... **\$1.95**

Special Reductions on All Wool Dress Goods and Tailor Suitings—Mostly 34 inches wide, in wide range of mannish suitings, German broadcloth, costume serges, fabrics, French wool plaids—yard..... **69c-\$1.19**

SPECIAL ANNOUNCEMENT
Mme. Yale Lectures on Beauty Culture Brandeis Theatre, Friday, Oct. 17 at 2 P. M.

You can save 15c the first day you iron with a Wizard Gas Iron, in the coat of gas alone. You can do a ten hours' ironing in six, as it saves all the steps changing irons. No cleaning or waxing necessary. It can be regulated to any temperature desired, for light or heavy work. This is the only electric iron type gas iron on the market, and has always sold for \$3.50, but by special arrangement we will offer this iron for a limited time, at..... **\$1.79**