THE BEE: OMAHA, TUESDAY, MARCH 18, 1913.

SPRING STYLES ON DISPLAY

Living Models Show Off the Latest

Creations in Woman's Wear.

SHOPPERS FILL THE STORES

Caster Display of Gowas and Millinery in Mont Magnificent and

Many Come from Out of Town. Thousands of Omaha women Monday seared their first comprehensive ideas of the spring styles when all the larger department stores opened their milanery

and ready-to-wear departments. Every

store was crowded with women, the ma-

ority of them there to see what was to had in the various offerings, but many actually buying apparel for spring wear

general and Easter wear in particular, Every creation for the ensuing season of which they have been reading in the style magazines for months past week

iving models exhibiting the latest gowns,

illinery, parasols and accessories o spring dress drew the largest crowds. At

ooth stores orchestras played during the hours of the style shows, while the pro-

fossional models brought here from the east walked gracefully up and down inc

pergola promenades wearing the neces sary as well as the extreme styles. Bu-

garian, Balkan and Russian biouses of

the latest designs were given their tirst display, while the visitors at the stores

Filled with Shoppers. At Hayden Bros. the millinery and

dress goods departments were filled with

aboppers. The millinery department essecially was crowded and the clerks were

busy fitting hats and filling orders for

Easter. There was no living model dis play, the store having held its formal

spring opening a week ago, but show cases were beautifully decorated and

filled with apparel which showed to advantage the new creations as well as

at the other stores where openings were

At Orkin Bros. the entire second floor

was devoted to the showing of the new

styles. A pergola promenade extended

through the dress goods and read to wear

departments on the second floor from the

north to the south wall. Here the pro essional models displayed the newest

gowns and hats. A stringed orchestra furnished music for the visitors and in-

celebration of St. Patrick's day each was

Thompson, Belden & Co. and Klipat-

ick's stores held unusually large crowds of buyers, although the former had held its spring opening a few weeks ago and

the latter will hold its opening in the

Beautifully Trimmed Pergola.

At the Brandels stores the opening was

gala event. A most artistic persola

beautifully trimmed with wisteria vines

was placed for the models to promenade and display the latest spring costumes.

Not only are the gowns most beautiful, but the same can be said for the young

vomen wearing them. They are "Ameri-

cheduled for this week

given a green carnation

ear future.

aw the newest colors and shains.

shown them in the Omaha stores. At Brandels and Orkin Bros.' stora

BRANDEIS STORES Entire Week of Spring Style Show

A formal introduction of spring gowns, suits and accessories to the costume, correctly depicting the accepted French and American styles for the coming season, and featuring our original

Esplanade of Fashion

wherein the choicest style creations of two continents are worn by artists' models from New York studios. A fascinating presentation of beautiful gowns enhanced by the grace of beautiful women.

> 10 till 12 noon. 2 till 4 p. m.

At frequent intervals during the day these naturally gifted young ladies will appear on the "Esplanade of Fashion" on our second floor, strolling through the pergola collonade and revealsing to the women of Omaha and vicinity the style harmonies created by the master

designers of Paris, London, Vienna, Berlin and New York. It will be a style picture never to be forgotten.

Opening Sale Feature: Practical Suits \$35 to \$49

Comprising the cleverest ideas which we have assembled for the approval of well informed western women. Every authentic model and every correct shade will be shown in these outergarments.

Opening Sale Feature: Afternoon Costumes \$49 to \$150

These gowns are built on graceful lines. They are fashioned of charmeuse. chiffon and shadow laces. Many individual style features are represented in the collection

Opening Sale Feature Exquisite Crepe Meteor Gowns at \$35 to \$69

The draped effects are prominent here. These gowns have that adaptibility that makes them of such value to women who will expect to use them for various social affairs this season.

Tuesday morning our Artists' Models will feature "The Widow in Black and White."

Tuesday afternoon at 2:30 the Models will appear in the new corsetless dresses.



ETERMINED to show that as horsewomen they are the equal of the best riders who wear Uncle Sam's blue, six young society women have obtained permission to ride at Fort Myer in the "musical Mr. George Engler. Captain and Mrs. Voris. cavalry drill to be given the latter part of this month for the army post's Young Men's Christian association. All, I understand, are members of fashionable hunt or cross-country Sixteen Club Dance. clubs. They are Miss Ruth Hitchcock of Omaha, Miss Janet Allen, Miss Members of the Sixteen club were en-Desha Allen, Miss St. G. Greble, Miss Emily Beatty, Miss Ruth Anderson, tertained by Mr. and Mrs. H. C. Timme at their home, 4304 Miami street, Satur-Mrs. R. C. Burleson and Miss Helen Buchanan. day evening. The time was spent with Mrs. Burleson was the "and marshal of the recent suffrage parade. music and dancing and those present were: the encroaching and hostile crowd. Miss Janet Allen is regarded as the Mr. and Mrs. Fred Timms. Mr. and Mrs. H. C. Timme. Mr. and Mrs. E. Thomas. Mr. and Mrs. H. Johnson. Mr. and Mrs. Guy Matthews. most fearless and daring horsewoman in the capital and she has had many narrow escapes. Her friends declare she is practicing a "stunt" for the drill that is daring in the extreme. Mesdames-Meadames-H. M. Dee. Rogers, Klein, gowned in green; Miss Cora Sonly, French, Misses-Lucile Jodeit, Lena Timme, Ruth Helstrom, Mabel Roseberg, Messrs-George Frohn, M. Neisrus, A. Roseberg, L. Vinum, Earl Roseberg, Former Omahan Weds in Denver. in invender: Miss Grace Cronan, in blue; Misavs -Thursday evening at the Twenty-third Elsie Timme Irene Timme Miss Leila Cronan, in pink. They car-Avenue Presbyterian church in Denver ried French bouquets of sweet Deas. Myrtle Timme, Lillian Timme. Charles Barber, at 7:30 occurred the wedding of Miss Vera Mr. Edward Gitzen was best man and Edith Hayes and Mr. Alva Roy Moore, the ushers were Mr. Leiand F. Scatter-Mesars-Clarke Timme, Floyd Timme, Colon Timme, Fred Timme. formerly of Omaha. day, Mr. Arthur R. Merklin, Mr. Frank Rev. Perry V. Jenness officiated. The P. Marugg, Dr. W. Charles Smolenske. color scheme was carried out in rainbow The church was beautifully decorated L. Vinum. Earl Roseberg. effect. with palms. James Cooper About 300 invitations were issued for

the details were in harmony. A market basket filled with green tissue paper roses formed the centerpiece for the table, the handle of the basket being tied with a bow of green mosquito netting. At each place were St. Patrick favors. Those present were:

Major and Mrs. Carl F. Hartmann. Captain and Mrs. Holland Rubottom. Lieutenant and Mrs. Wilbur Bialne. Mrs. H. H. Gregz. Miss Katherine Moorhead. Miss Wright. Mr. A. B. McConnell. Dr. John Trinder.

an Beauties," as Postmaster John C. Wharton said when he gazed at the young women as they passed him, for he, too, was among the many prominent citizens who dropped in at the opening. Beautiful gowns, stunning street costumes and the most attractive evening coats were seen on these women. While they are all from New York and Chicago, none of them has ever been on the stage and all have posed for many of the prominent artists in the country. The young women are brought here under the supervision of Miss Winifred Mill Burkhold, who is a New York artist, and has most gorgeous gray hair. Miss Burkhold wore many of the gowns which were displayed for the stately matrons.



The bride entered with her prother, Mr. Clark E. Hayes. She was gowned in white charmouse and rose point lacs, trimmed in pearls and rhinestopes. She intimate friends. carried a shower bouquet of bride's rouge and illies of the valley.

The maid of honor, Miss Edna Dawson of Coimeil Bluffs, was beautifully gowned recently purchased at No. 1944 Monroe in yellow charmeuse and Chantilly lace street. trimmed with rhinestones. The bride's sister, Mrs. William G. Hayes, was matron of honor. She also was gowned in yellow, with crystal tunic. They both carried yellow tes roses.

The bridesmands were: Miss Eleano



the wedding and fifty for the reception. Informal Bridge Afternoon. which included the relatives and most Mrs. Waite Squier and Mrs. A. W. Car penter entertained informally at bridge

The reception was from \$:30 until \$:30. when the young couple left for their this afternoon at the home of the fornewly furnished home which Mr. sloore mer for Mrs. Clark of Milford, Conn. Those present were:

Successful Benefit Ball.

Mendames-Evereit Clark, Charles Harding, C. G. McDonald, N. L. Guckert, Charles Sherman, William McBride, Watte Snuise John Robbins, E. G. McGilton, Dwight, D. G. Wilson, A. W. Carpenter, The Jewish charity masquerade ball drew a large attendance last evening at Aite Squier. Miss Katherine Moorhead. Metropolitan hall. Fully 2,000 people attended and about 500 more were turned away because of the incapacity of the Club Meeting Postponed. hall. The total receipts for the evening

The Auction Bridge club, which was \$2,500 and this amount will be applied on the purchase price of the home for old people at Twentieth and Davenport streets. About 200 couples were masked and the prizes for the best cos-

tumes were awarded to Miss Bertha

Invitations were issued today by the Brown, who received a diamond and gar-University club for a reception and dinnet ring. Miss Lens Baulk received see ner in honor of the secretary of state of oud prize, a hand painted picture. The the United States, Hon. William Jenmen's prizes were won by H. Milden, who was given a hat and Mose Steinberg a nings Bryan, and Mrs. Bryan for Saturday evening, March 22, at 7 o'clock. The judges were William Castleman

B. Milden and Joseph Steinberg. The dances were all orderly, the Texas Informal Dancing Party.

The Young People's society will give Tommy, Fantango and other extravagant | an informal dancing party at Jacob's Hall Tuesday evening. March 18. All The entertainment committee regrets members are invited and requested the inability to accomodate the crowds ome.

Luncheon at the Loyal.

One of the largest affairs today was At the double medal contest held Satthe luncheon given by Mrs. J. Gluck at urday evening at Trinity Methodist Epis- the Hotel Loyal. Covers were placed for copal church Miss Elly Jensen of 3063 seventy-two guests. South Twenty-eighth avenue, won the stiver modal. Her story was entitled. In and Out of the Bee Hive. "Another Picture." The prize winner in

Mr. and Mrs. Daniel Q. Johnson, 400 the declamatory contest was Miss Heisti Harney street, left last evening for Chl-Gould Jenkins of 2528 Vinton street. Her cago and eastern points for a few weeks. reading was entitled "The Moderate During their absence their daughters.

At Fort Omaha.

box of cigars.

dances were eliminated.

necessarily turned away.

Winners of Contests

Drinker and His Son."

Mrs. Carl F. Hartmann returned Captain and Mrs. Alvin Voris entertained terday morning from an enjoyable visit

hard times" or "tacky" party and al- who is visiting her daughter, Mrs. C. G. ough the affair was very informal all McDonald, will leave shortly for the cash

STEALS ON SAME DAY HIS OTHER CASE IS DISMISSED

Nova Contraction

E

George Rose, who was tried in district court three days ago on the charge of robbery, was bound over to the district court again by Police Magistrate Foster on a charge of breaking and entering. His bonds were fixed at \$1,000. On the same day Rose's case was dis missed in district court he broke into

the store of the American Lightning Rod company at 60% South Sixteenth street and stole some tools and a travellog grip, He confessed to breaking into the store



You really don't need soap in the house, except for toilet and bath, and possibly a little for your fine laces and lingerie. With Gold Dust_the all 'round cleanser-you can do all your household cleaning more

Gold Dust does the work better, too. Soap only cleans off the surface; Gold Dust goes into every corner cleaning and

Best of all, you don't need any elbow grease with Gold Dust-it does the work itself.





BEER YOU CAN BUY BEST

1913, and which have been painstakingly gathered for your inspection by Orkin Bros. It's an occasion of double interest; economical as well as artistic, for we have prepared special opening values in every section which we are quite sure will be appreciated by our patrons and make these opening days of great benefit, as well as a distinct pleasure to you. Come.

What to wear and how to wear it-both promptly answered by a view of the new spring fashions, which are posed on Professional Living Models 10:30 A. M. TO 12:30 P. M.-2:00 P. M. TO 4:00 P. M. These young women have been selected because of their exceptional beauty of face and figure to demonstrate the correctness, the beauty and the fit of Orkin Brothers' apparel for spring, 1913 MUSIC BY GREEN'S STRING SEXTETTE

--Do you want them to think purifying, -driving out the about your store--your goods?

"A drop of ink makes millions think." You've got to make them * keep on thinking if you want them to know your goods and your busi-The Omaha Bee ness. Make people

reaches almost every know you. Make home in Omaha. them know your store - your

goods-your store policy. Make them. It's easy. It's cheap. It's sure. No one can avoid knowing if you keep up your advertising day after

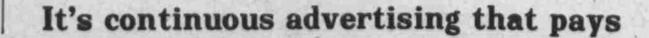
day.

The most stupid child in time learns to read. The teacher keeps the child repeating and repeating till it is there in his mind. There is no gamble about the child learning. It has to learn.

C

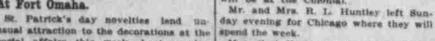
You have the same teaching force at your command-advertising.

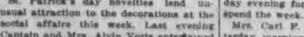
Common sense tells you that one advertisement won't teach people you must repeat day in and day out. Advertising results are just as certain as teaching.

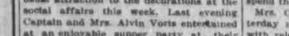


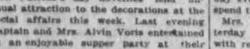
Misses Geraldine and Beatrice Johnson

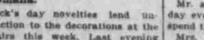
will be at the Colonial.











at an enjoyable supper party at their with relatives in New York." guarters at Port Omaha, it was a Mrs. Everett Clark of Milford, Conn.