

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 colonnade and revealing 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 outer garments.

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 adaptability 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.

SPRING STYLES ON DISPLAY

Living Models Show Off the Latest Creations in Woman's Wear.

SHOPPERS FILL THE STORES

Easter Display of Gowns and Millinery is Most Magnificent and Many Come from Out of Town.

Thousands of Omaha women Monday secured their first comprehensive ideas of the spring styles when all the larger department stores opened their millinery and ready-to-wear departments. Every store was crowded with women, the majority of them there to see what was to be had in the various offerings, but many actually buying apparel for spring wear in 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 were shown them in the Omaha stores.

At Brandeis and Orkin Bros. stores living models exhibiting the latest gowns, millinery, parasols and accessories of spring dress drew the largest crowds. At both stores orchestras played during the hours of the style shows, while the professional models brought here from the east walked gracefully up and down the pergola promenades wearing the necessary as well as the extreme styles. Bulgarian, Balkan and Russian bouques of the latest designs were given their first display, while the visitors at the stores saw the newest colors and shades.

Filled with Shoppers.

At Hayden Bros. the millinery and dress goods departments were filled with shoppers. The millinery department especially was crowded and the clerks were busy fitting hats and filling orders for Easter. There was no living model display, 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 scheduled for this week.

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 professional 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 given a green carnation.

Thompson, Belden & Co. and Kilpatrick'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 near future.

Beautifully Trimmed Pergola.

At the Brandeis store in the country, was a gala event. A most artistic pergola 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 women wearing them. They are "American 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.

STEALS ON SAME DAY HIS OTHER CASE IS DISMISSED

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 dismissed in district court he broke into the store of the American Lightning Rod company at 602 South Sixteenth street and stole some tools and a traveling grip. He confessed to breaking into the store.

Use GOLD DUST instead of soap

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 quickly—easily—economically than you can with soap or any other cleanser.

Gold Dust does the work better, too. Soap only cleans off the surface; Gold Dust goes into every corner cleaning and purifying,—driving out the germs as well as the dirt.

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

Another Reform Movement
Gold Dust is sold in 5c size and large packages. The large package means greater economy.



Style Show Week

—AT—

ORKIN BROTHERS

Revealing Every Whim of Fashion in a Magnificent Exposition of 1913 Styles.

An authentic style study, opening before you every new idea of fashion as decreed for the coming season, a magnificent and dignified assemblage of all that is new in

Millinery, Tailored Suits, Wraps, Costumes, Gowns, Street Dresses

CREATED for your use and adornment for 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

THE SOCIETY OF THE BEE-HIVE

By MELLIFICIA. Monday, March 17, 1913.

DETERMINED 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" 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 clubs. They are Miss Ruth Hitchcock of Omaha, Miss Janet Allen, Miss Desha Allen, Miss St. G. Greble, Miss Emily Beatty, Miss Ruth Anderson, Mrs. R. C. Burleson and Miss Helen Buchanan.

Mrs. Burleson was the marshal of the recent suffrage parade. She is an excellent horsewoman and did yeoman service in aiding to clear the encroaching and hostile crowd. Miss Janet Allen is regarded as the 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.

Former Omahan Weds in Denver.

Thursday evening at the Twenty-third Avenue Presbyterian church in Denver at 7:30 occurred the wedding of Miss Vera Edith Hayes and Mr. Alva Roy Moore, formerly of Omaha.

Rev. Perry V. Jenness officiated. The color scheme was carried out in rainbow effect.

The bride entered with her brother, Mr. Clark E. Hayes. She was gowned in white charmeuse and rose point lace, trimmed in pearls and rhinestones. She carried a shower bouquet of bride's roses and lilies of the valley.

The maid of honor, Miss Edna Dawson of Council Bluffs, was beautifully gowned in yellow charmeuse and Chantilly lace 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 tea roses.

The bridesmaids were: Miss Eleanor

Klein, gowned in green; Miss Cora Seely, in lavender; Miss Grace Cronan, in blue; Miss Lella Cronan, in pink. They carried French bouquets of sweet peas.

Mr. Edward Gitsen was best man and the ushers were Mr. Leland F. Scatterday, Mr. Arthur R. Merklin, Mr. Frank P. Marugg, Dr. W. Charles Smolenske.

The church was beautifully decorated with palms.

About 300 invitations were issued for the wedding and fifty for the reception, which included the relatives and most intimate friends.

The reception was from 8:30 until 9:30 when the young couple left for their newly furnished home which Mr. Moore recently purchased at No. 1344 Monroe street.

Successful Benefit Ball.

The Jewish charity masquerade ball drew a large attendance last evening at Metropolitan hall. Fully 2,000 people attended and about 600 more were turned away because of the incapacity of the hall. The total receipts for the evening were \$2,500 and this amount will be applied on the purchase price of the home for old people at Twentieth and Davenport streets. About 250 couples were masked and the prizes for the best costumes were awarded to Miss Bertha Brown, who received a diamond and garnet ring. Miss Lena Bauk received second prize, a hand painted picture. The men's prizes were won by H. Milten, who was given a hat and Moss Steinberg a box of cigars.

Her story was William Castleman, B. Milten and Joseph Steinberg.

The dances were all orderly, the Texas Tommy, Pantango and other extravagant dances were eliminated.

The entertainment committee regrets the inability to accommodate the crowds necessarily turned away.

Winners of Contests

At the double medal contest held Saturday evening at Trinity Methodist Episcopal church Miss Elly Jensen of 3063 South Twenty-eighth avenue, won the silver medal. Her story was entitled, "Another Picture." The prize winner in the declamatory contest was Miss Helen Gould Jenkins of 328 Vinton street. Her reading was entitled "The Moderate Drinker and His Son."

At Fort Omaha.

St. Patrick's day novelties lend unusual attraction to the decorations at the social affairs this week. Last evening Captain and Mrs. Alvin Vortis entertained at an enjoyable supper party at their quarters at Fort Omaha. It was a "hard lined" or "tacky" party and although the affair was very informal all

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 Blaine, Mrs. H. H. Gregg, Miss Katherine Moorhead, Miss Wright, Mr. A. B. McConnell, Mr. John Trinder, Mr. George Engler, Captain and Mrs. Voria.

Sixteen Club Dance.

Members of the Sixteen club were entertained by Mr. and Mrs. H. C. Timme at their home, 4304 Miami street, Saturday evening. The time was spent with music and dancing and those present were:

Mr. and Mrs. Fred Timme, Mr. and Mrs. H. C. Timme, Mr. and Mrs. E. Thomas, Mr. and Mrs. H. Johnson, Mr. and Mrs. Guy Matthews, Mesdames—H. M. Dee, French, Misses—Lucile Jodelt, Lena Timme, Ruth Helstrom, Mabel Roseberg, Messrs—George Frohn, M. Neisrum, A. Roseberg, L. Vinum, Carl Roseberg, James Cooper.

Informal Bridge Afternoon.

Mrs. Waite Squier and Mrs. A. W. Carpenter entertained informally at bridge this afternoon at the home of the former for Mrs. Clark of Milford, Conn. Those present were:

Mesdames—Everett Clark, Charles Harding, C. G. McDonald, N. L. Glickert, Charles Sherman, William McBride, Waite Squier, Miss Katherine Moorhead.

Club Meeting Postponed.

The Auction Bridge club, which was to have been entertained Tuesday by Mrs. J. M. Harding, has been postponed until after Lent.

At the University Club.

Invitations were issued today by the University club for a reception and dinner in honor of the secretary of state of the United States, Hon. William Jennings Bryan, and Mrs. Bryan for Saturday evening, March 22, at 7 o'clock.

Informal Dancing Party.

The Young People's society will give an informal dancing party at Jacob's Hall Tuesday evening, March 18. All members are invited and requested to come.

Luncheon at the Loyal.

One of the largest affairs today was the luncheon given by Mrs. J. Gluck at the Hotel Loyal. Covers were placed for seventy-two guests.

In and Out of the Bee Hive.

Mr. and Mrs. Daniel Q. Johnson, 4003 Harney street, left last evening for Chicago and eastern points for a few weeks. During their absence their daughters, Misses Geraldine and Beatrice Johnson, will be at the Colonial.

Mr. and Mrs. R. L. Huntley left Sunday evening for Chicago where they will spend the week.

Mrs. Carl F. Hartmann returned yesterday morning from an enjoyable visit with relatives in New York. Mrs. Everett Clark of Milford, Conn., who is visiting her daughter, Mrs. C. G. McDonald, will leave shortly for the east.



Easter Jewelry Style Show at Brown's

Out of the ordinary Easter Gifts: Longsets and Chains for your wife. Silver Vanity Cases for your sweet-heart.

Wear Sunnol. 4002 401 wig young woman. We have made an unusual effort for a splendid line of Easter Gifts that will be a delight for you to see.

Rosaries, Crosses, Book Marks at Popular Prices, too

C. B. Brown Co. Jewelers and Diamondsmiths Sixteenth and Farnam Sts.

Advertising makes people think --Do you want them to think 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 business.

The Omaha Bee

reaches almost every home in Omaha.

Make people know you. Make 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.

You have the same teaching force at your command—advertising. Common sense tells you that good advertisement won't teach people—you must repeat day in and day out. Advertising results are just as certain as teaching.

It's continuous advertising that pays