

Society

By MELLIFICIA. Friday, July 30, 1915.

HORSE RACING

is attracting much attention these days from Omaha folks who are fond of harness contests for their own sake, or who gladly welcome any diversion from the monotony of the usual form of summer entertainment.

Although the races which the Omaha Driving club will hold the last three days of next week will be in the nature of a novelty in Omaha, equine speed contests are one of the oldest sports in existence, and have always claimed the admiration of prominent people of many lands. I can remember when Omaha was all worked up over the horse show.

A number of boxes in the grandstand at East Omaha have already been reserved with Mr. O. M. Smith, secretary of the Omaha Driving club. Some of the box parties will be as follows:

- Mr. and Mrs. E. S. Westbrook will entertain Mr. and Mrs. S. S. Caldwell, Miss Louise White and Mr. Channing Jordan.
- With Mr. and Mrs. George A. Roberts will be Dr. and Mrs. E. C. Henry and Mr. and Mrs. A. R. Roberts of Lincoln.
- Mr. and Mrs. M. C. Peters will be hosts to Mr. and Mrs. W. T. Burns and Mr. and Mrs. R. M. Peters.
- Mr. and Mrs. Everett Buckingham will entertain Mr. and Mrs. J. D. Foster and Mr. and Mrs. W. B. Wilkins.
- Mr. and Mrs. Joel Wright will be accompanied by Mr. and Mrs. S. H. Wilson, Mrs. F. H. Frahm and Mrs. L. E. Doty.

Party at Fort Crook.

Miss Katherine Krug gave a swimming party at her home in Fort Crook yesterday. The guests included:

- Misses: Elizabeth Crawford, Marjorie Cavers, Florence Riley, Katherine Keeline, Helen Van Lusen, of Council Bluffs, Gretchen Langdon, Adelle Keeline, Dorothy Klipinger, of Council Bluffs, Ruth Beatty, Dorothy Clark, Mildred Collins.
- Measrs: David Hervey, Leo Foth, of Council Bluffs, Jack Pascher, of Council Bluffs, Donald Klipinger, of Council Bluffs, Russell Beal, of Council Bluffs, Louis Ross, of Council Bluffs, Harold Daugherty, Alex Crawford.

Pleasures Past.

The members of the Jolly Glee club were entertained Wednesday afternoon by Mrs. Martin Sugarman at her home. The rooms were profusely decorated with garlands and flowers. The afternoon was spent in games, and the prizes were awarded to Mesdames R. Swartz, A. Harris and H. C. Read. Those present were:

- Measdames: H. C. Read, A. Harris, E. Kirchbaum, S. Rosenberg, A. L. Frazier, A. Y. Weiss, Sugarman.
- Measdames: Gertrude Read, G. W. Harris, S. Raymond, John L. Nieserdt, H. Adler, Martin Sugarman.

At Happy Hollow Club.

A small luncheon party today at the Happy Hollow club was composed of: Mrs. C. F. Hubbard.

Parties for Boosters' Day.

Booster day at the ball park Friday, August 6, is interesting society fans and near-fans these days. The game is to be an unusually interesting one and will be played with Denver. Miss Frances Hochstetler, reigning queen of Ak-Sar-Ben, will entertain a party of friends at the game and Miss Ethel Adams and Mrs. Katherine Monahan will entertain for

White Bread Like Mother Made Nil

Mrs. Rorer Deals Body Blow to Ordinary White Bread for Table Use.

URGES VEGETABLES SEASONED

Lemon meringue, mock charlotte, French floating island, Roman pie, Dutch peach pudding and other delectable concoctions took form under the skillful fingers of Mrs. Sarah Tyson Rorer, culinary expert, who gave the last of her series of cookery talks and demonstrations at the Orchard-Valheim store yesterday.

Home-made bread, "the kind mother used to make," received a decided blow from Mrs. Rorer. "Home-made bread is an abomination," declared Mrs. Rorer, "unless it is made of whole wheat flour and is free from all yeast-plant fermentation. The white bread that is on every one's table has no relation to God almighty." Mrs. Rorer urged the women not to stuff their children with bread and butter.

Known meringue she characterized as "deadly," but mock charlotte was especially good for children, she said. "If you can't green vegetables, I beg of you, season them. Put salt on all vegetables rich in potato. Don't salt rice or oatmeal," were some of her injunctions.

Hints for Housewives.

In the refrigerator, place all foods with odor close to the top. Leave the bottom shelf for butter, milk and meat. The yolks or eggs, dropped in a jar of cold water, will keep for several days. A glass of buttermilk over the beaten whites of an egg is excellent for anemia. Anemic persons should eat little, but often. Five meals a day is not too much.

Mrs. Rorer's closing lecture this afternoon was on "Meat Substitutes."

FUNERAL OF MRS. ARTHUR BLAKELEY HELD SUNDAY

Louise E. Blakeley, wife of Arthur Blakeley, veteran conductor of the Union Pacific, died Thursday afternoon at her residence, 309 East 15th, at the age of 61 years. Mrs. Blakeley is survived by her husband and son, W. F. Maus, of Council Bluffs; three sisters and three brothers in St. Louis, and one brother in New Francisco. She has lived in

PLAN NEW BLOCK ON FARNAM STREET

Ninety-Nine-Year Lease Secured for Site of the Present World-Herald Building.

EASTERN THEATRICAL FIRM

Another ninety-nine year lease which means a substantial business block in the business section of Omaha, has just been negotiated. This is the property now occupied and soon to be abandoned by the World-Herald, Numbers 1410-12-14 Farnam street. An eastern theatrical syndicate, the name of which is not yet divulged, has obtained the lease through negotiations with George & Co., and is prepared to erect a substantial building there to be occupied principally by a high class moving picture concern, but to have several store rooms also. This property has a 96-foot front on Farnam street and is 132 feet deep. The syndicate has deposited a sum of earnest money and has given assurance that wrecking operations on the old buildings preparatory to the construction of the new are to begin by about March 1, or as soon as the present occupants of the building will vacate.

Omaha a Coming City.

One of the members of the syndicate is quoted as saying that in his opinion Omaha is fast coming to its own, and is at present one of the best cities in the country.

While figures on the ground valuation or the per cent of rental are not made public, it is said that the transaction when the ground value and building are combined represents a quarter of a million.

Three separate leases are involved in the transaction, as the ground is the property of three individuals and estates. The west 22 feet were leased from the Andrew J. Hanson estate. The middle 22 feet were leased from Charles Gruening, and the east 22 feet from William Morgan of Los Angeles.

Creighton Home for Working Girls Will Be Ready in October

The Creighton Home for Working Girls at Twenty-first and Davenport is to open in October. That is, if the present plans of the board of trustees go through. The management of this building will probably be in the hands of one or two persons under the direct supervision of the board of trustees. John A. McShane, who was a trustee of the new building from the first, has now resigned, since he has seen it safely through some of the litigation in connection with the Creighton will that bequeathed it. W. J. Coak has been elected member of the board.

Too Many Weddings for Chief Maloney

Grace and Dennis McGuire were before his honor, Judge Britt, charged with having defrauded an innkeeper. After a few questions had been asked, it was discovered that although Grace had married Dennis in New Orleans, Dennis had married Grace in Seattle. This little problem bothered Captain Maloney, and after some deep thought on the subject he announced that he didn't see just how he could be. After more explanations he came to the conclusion that they were not married at all. The bill they slipped at the Her Grand amounted to \$2, and they drew fifteen days each. As Grace passed from the court room she threw scathing glances around at everyone, and continued to do so until she had been escorted through the door.

CONGRESSMAN SLOAN STOPS OVER HERE FOR THE DAY

Congressman Charles H. Sloan of the Fourth Nebraska district was in Omaha during the day on his way home from Avoca, where he delivered an address at the Old Fellows' fraternal picnic.

Pitches No-Hit Game.

Carl Jenkins, a rah rah from United college of Glen Falls, N. Y., who is to join the New York Yankees later, pitched a no-hit game in his home town the other day against a fast independent team and struck out sixteen men.

Save The Baby Use the reliable HORLICK'S ORIGINAL Malted Milk

Upbuilds every part of the body efficiently. Endorsed by thousands of Physicians, Mothers and Nurses the world over for more than a quarter of a century. Convenient, no cooking nor additional milk required. Simply dissolve in water. Agree when other foods often fail. Sample free, HORLICK'S, Racine, Wis. No Substitute is "Just as Good" as HORLICK'S, the Original.

Salad Days

These summer days you'll find relief from cooking at home in a dainty salad or a selection from our "Hot Weather Specialties". Cold dishes that will tempt your jaded appetite.

Sunday Night "Dinner de Luxe" from six to nine at one-fifty the person. Music by Christman's Fontenelle Orchestra. Phone your reservations to Douglas 1511.

"BUILT FOR YOU TO ENJOY"

HOTEL FONTENELLE

Recipes for Today

By MRS. SARAH TYSON RORER

Hot Pot.

One pint of diced cold cooked mutton. One cupful of diced raw potatoes. A good sized onion, chopped, fine. Two tablespoonfuls of chopped parsley. A teaspoonful of salt. Two dashes of pepper. Put a layer of meat in the bottom of the large casserole, then potatoes, onion, parsley, salt and pepper, and so continue until the ingredients are used. Cover the top with two pared potatoes cut into slices; add one quart of stock or water, cover, cook one hour, add five drops of tobacco, mix and serve.

Macaroni Mold.

Boil two ounces of macaroni or spaghetti, drain, throw it into cold water, drain again and cut it into two pieces two inches long. Chop one green and one red pepper. Chop sufficient parsley to make two tablespoonfuls. Put a layer of macaroni in the bread pan, and a sprinkling of pepper, salt, green and red pepper and parsley, and so on until the materials are used, having the last layer macaroni. Beat two eggs, without separating, until light, add a cupful of milk

Convent Pie.

Roll three ounces of spaghetti or macaroni. Chop one red and one green pepper. Butter four slices of bread and cut them into dice. Chop one tablespoonful each of parsley and onion. Grate a quarter

of a pound of cheese. Put a layer of macaroni in the bottom of the large casserole, dust with pepper, parsley, onion and salt, then a layer of bread, then cheese, then again macaroni, the last layer bread. Beat two eggs, add a cupful and a half of milk, pour these over the other ingredients, let them stand five minutes, bake a half hour in a quick oven and serve with mushroom sauce.

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Stuffed Tomatoes.

Peel solid round tomatoes, scoop out the centers, put one in each cored cup, fill the centers with nicely seasoned chopped meat or a mixture of bread and nut, dust with salt and pepper, put on top of each a bit of butter and bake in a moderately quick oven about twenty minutes until the tomatoes are thoroughly cooked. Serve in cups.

Pointo Souffle.

Boil sufficient potatoes to make two cupfuls of mashed potatoes, add a level teaspoonful of salt, a level tablespoonful of butter, a half cupful of hot milk, a saltspoonful of pepper and the yolks of

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two eggs.

Beat over the fire until light, fold in the well beaten whites, heap into the oblong or round baking dish and bake in a quick oven fifteen or twenty minutes.

To give this meat value, add one cupful of grated cheese before adding the whites of the eggs.

PEGG STILL IS AFTER PEDDLERS OF BERRIES

Inspector Pegg of the city weights and measure department intercepted a large shipment of California red raspberries in unstamped half-pint boxes. The law requires that boxes containing quantities other than pints and quarts must be stamped to indicate the measure of the contents.

Mr. Pegg would like to hear from householders who buy for pints and quart boxes of berries containing less than those quantities.

ONLY ONE MORE DAY TO BUY AT LOW PRICES BEFORE INVENTORY

Our buyers leave Sunday for New York on their fall buying trip, which promises to be one of the most interesting made in years. The creators of fashion have a bewildering array of novel ideas for fall wear and every advantage will be brought, so to speak, to your doorway.

Brandeis Stores

Our inventory of stock begins Sunday and Saturday will accordingly bring many inducements to buyers in the way of special reductions. Many people will see the wisdom of buying goods now at low prices for use at some future time.

Pre-Inventory Out-Clearing of Dresses, Skirts, Petticoats and Sport Coats

Not an item that does not represent a saving of money, not a garment that isn't good style

Clearing Sale of Wash Skirts, at \$1.00

Several hundred wash skirts made to sell for more, several different styles; all good wash fabrics.

\$4.00 to \$6.50 Dresses, \$2.50

A special lot of two makes of pretty wash frocks in white and colored materials, all sizes and styles. While they last, at—

"Coverall" Aprons at 49c, worth 79c

This popular garment has been received with much approval, as it offers a double service to slip on over dress or worn as a house dress.

50c Wash Petticoats, 25c

Fancy and plain ginghams, with full tiered flounces.

\$2.50

Sport Coats of Silk Jersey, \$5.00

Your choice of 50 of these popular summer coats, in all the good colors, plain or striped.

Children's Dresses at Half Price

- Children's Dresses, worth \$1.00 to \$2.00, at..... \$1.00
- Children's Dresses, worth \$1.50 to \$3.00, at..... \$1.50
- Children's Dresses, worth \$2.50 to \$5.00, at..... \$2.50
- Children's Dresses, worth \$3.75 to \$7.50, at..... \$3.75
- Children's Dresses, worth \$5.00 to \$10.00, at..... \$5.00



Special Showing New Street and Walking Skirts

New autumn models made in the newest of smart autumn fabrics. The changes in styles and materials will be greatly appreciated. Specially priced at—

\$5.00

Drugs and Toilet Articles

- Dorin's Brunette Rouge, special, 24c
- La Roche Face Powder, 39c
- Madame Yale's Tooth Powder, 12c
- Graves' Tooth Powder, 12c
- Lustrite Nail Enamel, 12c
- Madam Je-hell's Cold Cream, 33c
- Aubry Sisters' Dry Rouge, special, 35c
- Melrose Beauty Cream, 50c size, 12c
- Madame Rose Powder, special, 25c size, 12c
- Williams' Talcum Powder, special, can, 10c
- Chiffon Razor Blades, 11 size, 79c
- Hedlitz Powders, special, 10 in box, 12c
- Estimote, special Saturday, 24c size bottles, 29c
- Dandierine, special, 50c size bottle, 29c
- Liberty Dry Clean-er, 25c size, 14c
- Djer-Kiss Toilet Soap, cake, 25c
- Peroxide Toilet Soap, 10c cake, 5c
- Diamond "C" Soap, 10 bars for, 22c
- Johnson's Floor Wax, 1-lb. can, 29c
- 2-qt. Fountain Hygiene, \$1.50 value, 79c
- Rubber sheeting, yard wide, the yd., 29c

Photo Supplies

- M. Q. Developer, 8 tubes for, 25c
- Buster Brown 2A Camera, takes pictures like a regular, \$2.59
- Glass Graduates, 5c
- Ruby Lanterns, 24c
- Develop your films free when ordering prints.

Any Hammock in Entire Stock Goes Tomorrow at \$1.59

This means every Hammock in our entire stock that sold at \$6. \$5. \$4.50 down to \$2. Your choice tomorrow at \$1.59.

Pretty Group of Blouses Must Leave Quickly

The pre-inventory prices offer the economical chance to get two or three blouses of the best for the original price of one. Dainty Georgette Crepe, Crepe de Chine and Lace Blouses, all new styles; all sizes in the lot, but in every style. Values to \$6.98. Specially priced at \$3.98

Slightly Soiled and Mussed Blouses—New merchandise, soiled from handling; 50 styles to select from. Values to \$1.50. Special Saturday, 65c

Dainty Lingerie and Linen Blouses—Broken lots reduced for quick clearance. Values to \$3.50, at \$1.39

For Sport Wear—Garden Smocks—Newest craze in New York. Hand smocked, just a limited quantity. Values to \$6.98, at \$3.98

The Boys' Store

Extra-Pant Suit for Your Boy. Come in Saturday and select an extra-pant suit at a big saving. Plenty of neat patterns in the best wearing fabrics known for your boy's hard wear. Extra-pant suits priced as low as \$2.50 and up to \$6.50.

Summer Furnishings. Beautiful Solsette Blouses in very neat stripe effects, Saturday, 50c

Bathing Suits, special at 30c to \$1

Boys' Shirts, new patterns, 50c

A splendid assortment of knee pants, Palm Beach pants, khaki pants, white duck pants, linen pants and plenty of tweed, cashmere and serges in fine woven fabrics, 50c to \$1.50.

Big Reduction on All Wash Suits. All the new styles included in this price reduction. 1-3 to 1/2 off on Every Wash Suit

Pre-Inventory Sale of Framed Pictures

Our picture buyer goes east to buy our fall goods directly after inventory. We have, accordingly, decided to clear out our entire stock of popular priced framed pictures in one big clearance sale. It is a lot easier to count money during inventory than it is to count pictures.

SALE STARTS SATURDAY and continues Monday, Tuesday and Wednesday. We are taking every picture from our \$1.50, \$1.98, \$2.98, \$3.98 and \$4.98 pyramids and marking them down to a uniform price, each—

\$1.00

Our picture stock has been known ever since the department started as the "classiest stock in town," and this is our method of keeping it so. Your one opportunity each year to secure a really good picture at the price one usually pays for the cheapest prints.

This stock includes mahogany framed imported prints, sold framed hand-colored photographs, excellent copies of the old classics in hand-toned frames, carbons framed in fumed oak, genuine Chandler pastels in mahogany, masterpiece copies in real hand-carved frames, and in fact just the pictures you would pick as a present or for your home—

\$1.00 Each

Coming Almost Half Way to Meet You With Shoe Prices

Saturday we will have on sale every pair of Men's Oxfords that we have in stock—all of the \$5, \$6 and \$7 oxfords, such makes as Hurley's, Kneeland's and Pels', in both black and tan imported leathers. \$3.85

Every pair of Oxfords in our "Trustworthy" and "Metropole" lines, selling regularly up to \$4; tans and blacks, will be priced..... \$2.85

500 Pair of Women's Fine Pumps and Oxfords, odds and ends, two and three pair of a style; the kind we have sold up to \$6, pair..... \$2.85

Choice of Any Parasol in Our Entire Stock \$1.90

All high grade all-silk Parasols in our entire stock, values from \$3 up to \$17.50, will be placed on sale Saturday for one price \$1.90.

Including the newest, smartest effects—Persian tops, fancy borders, detachable handles, plain and fancy shapes. All colors, including the popular green and the black and white.

