

Society

By MELLIFICIA. Friday, September 25, 1914.

OMAHA people who complain of the price of cream here should imagine themselves in London, and then give thanks. Mrs. Charles E. Smith, who with Dr. Smith and their daughters, the Misses Helen, Dorothy and Ida, was marooned in London for a month, has told her friends an amusing story of their experience at the hotel cafe while staying in the British capital.

"We found the English knew little about making coffee, for they all prefer tea, and the coffee was really miserable," Mrs. Smith says. "To make it worse, no cream was provided for the coffee, even at the best hotels and cafes."

"But one morning at breakfast, the head waiter at the Palace, where we were stopping, told us he had a pleasant surprise, in the way of cream for our coffee. However, the bill he brought us for it was more of a surprise: twelve cents to each of us for enough cream for a cup of coffee."

Lininger Travel Club.

Mrs. Frank L. Haller was hostess this afternoon at the Lininger Art gallery for the members of the Lininger Travel club, a society of high school young women. A "war program" was given. Mr. Haller gave an illustrated talk and Miss Adelaide Fogg gave folk dances of the countries now at war. Miss Kate McHugh is a sponsor for the Travel club and was a special guest. Miss Quillo Eddy is president. A profusion of garden and wild flowers were used in decoration and following the program there was dancing. Refreshments were served the latter part of the afternoon. About forty guests were present.

Returning from Europe.

Mrs. A. L. Mohler landed at Boston from the White Star liner Canopic Thursday and was met by Mr. Mohler, who left last week for the east. Mr. and Mrs. Mohler are expected in Omaha Sunday or Monday. Their daughter, Marie, who was married to Signor Sanna in Rome, Italy, last month remained abroad. Miss Eleanor Rents, formerly of the Brownell Hall faculty, sailed from Holland September 19 and is expected to arrive in Omaha October 4. Miss Rents has been in Vienna for some time and will reopen her studio upon her arrival.

Returning from College.

Mr. Frederick Hahn, son of Dr. and Mrs. G. Hahn, has returned to Chicago to enter his senior year in the medical department of the University of Illinois. Miss Katherine Lantz leaves Saturday for Chicago to enter the University of Chicago. She will be accompanied by her brother, Carlyle Lantz, who goes to Baltimore to attend the John Hopkins College of Medicine. Miss Edna Levine has gone to Chicago to enter the University of Chicago. Miss Levine was awarded a scholarship from the Omaha High school.

Invitations Issued.

Invitations were issued today by Mr. and Mrs. John Franklin Dale for the wedding of their daughter, Dorothy to Sidney L. Smith of Hartford, Conn. The ceremony will take place Wednesday evening, October 14, at 8:30 o'clock at Hancock Park Methodist Episcopal church. A reception will be held from 8 to 11 o'clock at the home of the bride's parents. The young couple will be at home after December 1 at Hartford, Conn.

At Carter Lake Club.

A large dinner party was given for Carter Lake club members and their friends Thursday evening, under the auspices of the cottagers on the club grounds. Tables were placed on both the upper and lower floors of the club house and on the verandas, and covers were placed for 190 guests. Goldenrod and wild flowers were used in the decorations, and there was music by the orchestra. Following the dinner, there were moving pictures and dancing, a feature of which was the old-

Isabelle McLeod of Lincoln. The members present were: Mesdames—W. J. Cattin, A. A. Frelund, A. J. Herron, A. J. Pierson, Charles F. Meyers, J. Adams, Alex. Jeter, F. Timonick, C. E. Givens, D. P. Eyer, E. H. Maloney, W. H. Horvacek, Carl M. Johnson. Messieurs—H. L. Underwood, R. G. Bierman, J. A. Rogers, N. R. Goldstrom, H. H. Whitehouse, M. J. Ford, Henry Keating, Jack A. Gittin, George E. Cogswell, C. H. Inard, W. H. Gould, Jr., W. H. Eick. Members of the swimming club entertained their husbands at dinner at the clubhouse last evening, when covers were placed for sixty-four guests.

For Autumn Bride.

Mrs. H. F. Rose gave a surprise miscellaneous shower Thursday evening at the home of Mrs. W. H. Hillbert, 274 North Fifty-eighth avenue, in honor of Miss Emma Hilbert, whose wedding to Mr. Floyd Rushkirk of Omaha takes place soon. The guests were: Mesdames—Leona Smith, Louise Knobel, Cora Jones, Carrie Crossett, Helen Jorgensen, Frankie Bullock, Jessie Bullock, Mary Butler, Lina Washburn, Irene Hines, Merle Hughes, George Michael, Kate Van Horn, Ethel Furt, Vera Marshall, Jean Linebaugh, Mesdames—C. A. Tenant, S. D. Jones, W. W. Gamble, F. A. King, S. Bowerman, G. W. Iredale. Misses—Minnie Farnsworth, Lillian Miller, Ada Stiger, Isabelle Hawkins, Anne Mings, Alice Johnson, May Johnson, Helen Peters, Ruth Gustafson, Sadna Reptovsky, Gussie Burkhardt, Emma Hilbert, Alta Rushkirk, Edith Furt, Minnie Greeley, Leona Smith. Mesdames—C. A. Tenant, H. F. Rose, W. H. Whitmer, Earl Deane, Margaret Wolf, L. A. Simons.

At the Field Club.

Mrs. A. F. Smith entertained at luncheon Thursday at the Field club in honor of Mrs. W. A. Fraser. Covers were laid for twelve guests. Mrs. H. A. Cameron entertained at luncheon for twelve guests Thursday. Miss Bertha White entertained at a bridge luncheon Thursday at the club, when covers were laid for twelve guests. Mr. C. N. Dietz entertained at dinner last evening in honor of Miss Kittle Sadler of London. The table decorations were tiny silk flags of England and America. Covers were laid for: Mesdames—Kittle Sadler, Louise Dietz, Mesdames—Nina Dietz, Mesdames—John Willis, Frank Dietz, Mr. and Mrs. Gould Dietz, Mr. and Mrs. C. N. Dietz, Mrs. Leonard Dietz Nelson, Mr. John Hudson.

Birthday Surprise.

Friends of J. J. Wilhelm of 274 Meredith avenue celebrated his birthday at a surprise party Wednesday evening. Those present were Messrs. and Mesdames: Roy Flanagan, P. H. Flanagan, S. J. Canick, Ed Paulsen, Joe Stapler, L. Landrock, J. J. Wilhelm, A. Cline.

Entertains at Luncheon.

Miss Anna Nelson entertained Wednesday at luncheon for Mrs. John Neble, who will leave soon for Kansas City to make her home, and Mrs. F. M. Petersen of Portland, Ore. The table was decorated with American beauty and bride's roses. Each place was marked with a hand-

pointed place cards and a rosebud filled with candy. Those present were: Mesdames—Robert Nieman, William Neve, Jr., Ernest Nordin, W. Nelson, John L. Neble, F. M. Petersen, Walter Mallard. Mesdames—John K. Hill, Fred Brodegaard, Kraber, Nordin, L. C. Thorne, C. Harmsen, Mollie Anderson.

Surprise Party.

A surprise party was given Wednesday evening in honor of Miss Irene Keuchel, at her home, 101 South Sixteenth street. Those present were: Mesdames—Elizabeth Zeth, Margaret Campbell, Agnes Hartung, Margaret Callahan, Katie Schinker, Constance Potter, Marie Hartung, Lillian Daily, Celia Echele, Margaret Schinker, Irene Keuchel, Susie Kohle, Anna Schinker, Isabella Krittenbrink, Mesdames—Dr. G. Dierkes, Ed Schinker, All McAlister, Aloys Keuchel, Joseph Kohle, Henry Sawataki, Frank Zeth, George Gerhard, Godfrey Hartung, Stephen Kenchel, Clements Krittenbrink.

In and Out of the Bee Hive.

Miss Ethel Dyer of Berkeley, Cal., is visiting her sister, Mrs. Frank J. Coad for a few weeks. Mrs. J. A. Dennison has as her guest for a few days Mrs. Lewis G. Ferguson of Mason City, Ia. Mrs. Charles Marsh and little daughter, Gertrude, have returned from a summer spent at the seashore. Mr. and Mrs. Alexander Pickens of Hastings, Neb., are visiting their daughter, Mrs. W. J. Hynes, and Mr. Hynes.

Bee readers are too intelligent to overlook the opportunities in the "want ad" columns. They're worth while reading.

AIDS IN PLAN TO HELP COTTON GROWERS.



MISS LUCY BURLESON. Daughter of Postmaster General.

War Hastens the Wedding of Omaha Musician Abroad

Although the European war seems to be seriously depressing most business abroad, it has served to hasten the business of cupid, in one case, at least. For it has hastened the marriage of Stanley B. Letovsky, Omaha pianist, violinist and composer, now in Berlin, and Miss Antonia Dietze, a German concert singer. They had planned to be married next spring, but now just received by Mr. and Mrs. Stanley Letovsky of Florence says that the young couple were married last month, six months early, because of the war. It is expected they will come to America on their honeymoon as soon as it is possible to leave Germany.

A Sore that Won't Heal Quickly relieved and helped by Bucklen's Anemia Salve. Helps piles and the worst sores. All druggists. 25 cents.—Advertisement.

NEW CITY DIRECTORY TO BE PUBLISHED EARLIER

A date of publication several months earlier than usual is promised for the next city directory. Work of compiling the names and addresses has begun and will be pushed as rapidly as possible, so that the 1915 book will be ready in January, instead of May or June. Thirty-five men have been coached in the work of census taking by B. C. Day, and are now gathering data under the direction of Charles X. Thompson, Omaha manager for the directory company.

Hair Goods

Special Prices Saturday

- \$1.50 quality natural wavy hair switches at 75c
- \$5 quality natural wavy gray switches at \$2.50
- \$10 natural wavy hair switches, Saturday at \$5.00

Hair Dressing, Manicuring, Shampooing. Appointment made by phone

Quantity—Quality—Service

Brandeis Stores

Latest Neckwear Novelties

Newest Styles—Largest Assortments

While the demand for neckwear has never been so great—all the prevailing styles can be secured at our neckwear section—among others the new tub hand-embroidered collars—which are in such demand. We have a splendid line on sale at each.

Rolling Collars—In Swiss plaid; pretty for coat and dress collar at 50c, 75c and up.

Plain Swiss Double H. S. Vestees—With wide cuffs at 50c.

Pretty Vestees—Military style with buttons, at each, 50c.

Saturday Will Be a Fitting Climax to a Week of Style Triumph

OUR RECORDS for thirty years show that the last Saturday in September is the biggest buying day of the entire year. Summer has past and the beauties of outdoor nature are wilting, preparing for their annual sleep. Women's thoughts turn to social functions and the new fashions—with the Brandeis Stores standing out prominently as the biggest attraction. Our buyers went to New York a few days ago to buy great quantities of the very newest suits, coats, dresses and waists. These have just arrived—to participate Saturday in what will, no doubt, be the busiest day this store has ever seen.

Women's and Misses' Suits at \$19

In fine serges and wool poplins. The new long coat with plain tailored or pleated skirt and belt effects, velvet collar. The skirts are tunic, plain tailored or pleated. We show all the new shades for early Fall wear. Exceptionally fine suits, \$19.

Fashioned SUITS At \$25

The latest arrivals are among these fashion aristocrats. We constantly aim to enhance the style, material, and finished value of "Fashion Seal" suits. Hundreds have arrived this week and will go on sale Saturday at \$25.



Women's and Misses' Coats at \$15

Serges, broadcloths, winter chevils, chinchilla, boucle, plushes and fancy plaid mixtures—in all the new models for Fall and Winter wear. Three-quarter and full length, plain or belted and trimmed effects. Black and colors. All sizes for women and misses.

Women's and Misses' Dresses—\$15

In fine serges, silk, satin, also combination silk and serge effects. In all the newest designs for early Fall wear. Plain or trimmed styles, with tunic or pleated skirts. All the new shades.

Serge and Plaid Dress Skirts, \$5

In fine serges and fancy plaid mixtures—in a wide variety of styles—plain tailored or tunic effects with pleated bottoms and side pleats. Navy, black, brown and fancy plaids. All sizes.

Women's and Misses' Silk and Wool Sweaters

In plain colors and two-tone effects, plain coat and belt styles with roll collars. All colors—largest assortment—beginning at \$15, and down to \$7.50, \$6.98, \$5. \$2.50

New Blouses

Notable late arrivals—copies of high priced imported models—no two alike. Every new feature is shown. All desirable colors to match the new waists. They come in rich silk shadys lace, charmeuse, wash satins, crepe de chine, chiffon and Roman striped silks. A matchless show of all that is new and charming in blouses at \$25 down to \$12.98, \$10.98 and \$9.98.

Special Saturday Silk Blouses at \$3.98

A special purchase of blouses that are really \$5 values—in Roman striped crepe and satin, crepe de chine, chiffon, satin, silk and pussy willow crepe—all new colors. Be sure and see these tomorrow at \$3.98.

Sale of LEATHER BAGS

ACTUAL VALUES FROM \$2 TO \$5 To Go on Sale Saturday at \$1

We have made preparations to handle the largest business we have ever done in this department, because Saturday morning, when this sale begins, the crowds who will be rushing to get these beautiful hand bags, worth from two to five times the sale price, will undoubtedly be enormous.

They Are the Most Wonderful Values in Leather Bags We Have Shown in Years

A very fortunate purchase brought us these remarkable values, and instead of putting these bags in our regular stocks and selling them at regular prices—\$2 to \$5—we give you the benefit of our purchase. We offer above bags in real seal, real walrus, real pin seal, and real Morocco—in all the very newest shades. Many of these bags have three and four vanity fittings and are silk and leather lined. In order to give every body an opportunity to share in this most extraordinary sale we must place a limit of only one bag to each customer. \$2 and \$5 Bags on sale Saturday at \$1

Children's Knit Underwear

The weather is getting chilly—it is time to outfit the children with warmer underwear, and these values for Saturday give you the opportunity to buy a supply at considerable savings.

Misses', Children's and Boys' Fleece Lined Cotton Union Suits—High neck, with long sleeves, ankle length, drop seat and open crotch; all sizes to 16 years. Excellent quality. Saturday, per suit, 50c

"M" Knit Waists—For girls and boys; patent taped seams and bone buttons; all sizes; 25c quality, at 12 1/2c

Sleeping Garments—For girls and boys in gray only; some sizes in Dr. Dentons. Ages 2 to 8 years. 50c quality, at 39c

Women's Part Wool Union Suits—in Munsing, Carter, Forest Mills and other well-known makes in all the wanted styles, at \$1.50

Boys' Heavy Fleece Cotton Shirts and Drawers—All sizes. Worth up to 35c. Special Saturday, per garment, 15c

Munsing Union Suits—For girls and boys in part wool, white and natural high neck, long sleeves, drop seat and ankle length; sizes 6 to 12 \$1.50 quality, at 79c

"M" Knit Suits for Girls and Boys—Light weight and fleecy lined cottons, high neck, long sleeves, drop seats, patent taped seams and buttons; 50c quality, at 29c

Women's Fine Cotton Union Suits—in medium and heavy weight in low neck, elbow sleeves, and high neck long sleeves. All in ankle lengths. Regular and extra sizes, worth to \$1, at 75c

Children's Dresses

In fine serges, challies and fancy worsteds—in plain colors, stripes, plaids, checks and fancy floral designs—light and dark shades—plain or fancy trimmed styles. All sizes, 6 to 14 years, \$1.50 and \$1.15, and down to 95c, \$3.98, \$2.98, \$1.98 and \$1.50

Children's Dresses—Very Special

In plain colored serges, light colored stripes and fancy plaid materials; in plain or trimmed styles; with pleated skirts. All sizes, 6 to 14 years. Light and dark shades. Special at \$2.50

Children's Coats

In fine winter chevils, chinchillas, plushes, boucle, fancy tweed mixtures and plaids—in plain or combination colored, strap trimmed and cape effect. All sizes, 6 to 14 years, at \$17.50 and down to \$10, \$7.50, \$6.98, \$5.00 and \$3.98

Fine Warm Coats for Children 6 to 14 years

In fine Winter Chevils, chinchilla, fancy tweed mixtures and plaids in light and dark shades, plain and cape effects with strap trim. \$5.00 mings; all sizes, 6 to 14 years; special lot.

3,000 Pairs of GLOVES

\$1.25, \$1.50 AND \$1.75 QUALITIES

On Sale Saturday at 65c Pair

We have given advance notice of this sale for the last few days so that every woman who will buy gloves Saturday will be thoroughly informed of this most unusual opportunity. This sale of such fine gloves at 65c per pair must be a surprise to all women, for everybody knows that gloves have gone up from 25 to 50 per cent within the last few weeks—since the war opened. There are approximately 3,000 pairs of gloves for street and dress wear in this sale. Women's Overseam Sewn Kid Gloves, lamb or real kids. Women's Full Outseam Sewn Cape Gloves, Women's Pique Gloves They come in black, white, tan, brown and a number of other colors, in all sizes from 5 1/2 to 7 1/2. The vast majority of these gloves are new and clean, only very few pairs have been slightly soiled, and all of them are most extraordinary values. We cannot too strongly urge the wisdom of laying in a supply of gloves at this price. The values will not be duplicated. Remember there are only 3,000 pairs and they are worth up to \$1.75. They should sell in a few hours at, per pair, 65c



100 New Black Velvet Shapes

(Sale on Main and 2d Floors) New sailor styles; all two-piece hats, some with soft crowns, some stiff crowns. Black only. Saturday at \$1.49

White or Pink Satin Camilla With foliage—on sale in our trimming section. Second Floor. Just the correct thing for the new flat Parisian Sailors. Worth 69c, special at 25c

New Dress Hats for Girls 100 new arrivals in Dress Hats for girls, 8 to 14 years—in velvets, plushes, etc.—that failed to arrive in time for our opening display last Saturday. Hats worth up to \$7.50 each, will be placed on sale \$3.98 and \$5

500 New Trimmed Hats Saturday \$5

Hardly two alike—all individual styles—smart sailors, military turbans, and other pretty models—made of Silk Velvets, trimmed in Pheasant, Vulture, Ostrich Bands, etc. All the good colors of the season—Blacks, Negre Browns, Navy, Green.



McCallum Silk Hosiery

Much More Beauty is secured in the silk hosiery that is made from the highest grade of raw silk. That is the reason that McCallum Silk Hosiery has an unusual brilliancy and greater feeling of silkiness. The purity of its silk insures strong threads for longer wear. Its even weave and careful proportioning as to shape and length give more comeliness and comfort to the wearer. Ask for McCallum's No. 113 and 122 if you want black silk hosiery of remarkable value. Mending yarn with every pair.

Sold at the Best Shops

Send for our handsome booklet, "You Just Know She Wears Them."

McCallum Hosiery Co. Northampton, Mass.