

SOCIETY RETURNS TO NORMAL

Relaxes After Brilliant Week of Horse Show and Attendant Local Affairs.

TEAS AND LUNCHEONS WEEK'S OFFERING

Visiting Women to Remain Over the Week and Will Be Guests of Honor at Numerous Entertainments.

Wireless. A wireless message came to me from one I hold most dear. It did not come from the sea; it came in answer to my plea.

Social Calendar.

MONDAY—Mr. Harry O'Neill, theater party and supper for Mrs. Leroy Taylor, Mrs. Howard Baldrige, luncheon and bridge for Miss Connell's guests.

TUESDAY—Miss Edna Keelins, luncheon on Omaha club for Miss Connell's guests; Mrs. J. M. Metcalf, luncheon.

WEDNESDAY—Miss Edna Keelins, luncheon on Omaha club for Miss Connell's guests; Mrs. W. J. Connell, reception to introduce Miss Connell; Mr. and Mrs. W. J. Connell, luncheon.

THURSDAY—A. T. club with Mrs. A. W. Werber; Mrs. A. V. Virp club dances at Chambers; Mrs. J. H. Pratt, dinner and bridge for Miss Baldrige and Mrs. Leroy Taylor.

FRIDAY—Bridge club with Mrs. W. T. Burns.

SATURDAY—Omaha Alpha Pi dance at Chambers; Mr. and Mrs. A. D. Brandeis, dance for Miss Holman.

The Horse Show, the premier event of the season, has come and gone, and society can once more resume its regular round of teas, dinners, dances and other functions.

From now until the holidays the introduction and entertainment of the debutantes will be the absorbing feature of the society.

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Davenport streets, where they will be at home after the first of the month. Miss Mae Hamilton, Miss Helen Hibbard, Miss Landis and Miss Bertha Swenson are at present in Paris, where they will remain for several weeks.

Among those who went to the Omaha club for supper after the horse show Saturday evening were Miss Molter, Mrs. Harriet, Mr. N. P. Dodge, Jr., and Mr. Ezra Miller.

Another party included Miss Webster, Miss Peck, Mr. Arthur Cooley and Mr. Bridges. Mr. and Mrs. W. O. Gilbert, Mrs. Leroy Taylor and Mr. Harry O'Neill were at another table.

Miss Irene Mackay gave a pink novelty shower at her home last Saturday evening, in honor of the approaching marriage of Miss Edna Keelins to Mr. Carl Hilbrand.

The dining room, the table being effectively decorated in pink. The color scheme was also carried out in the refreshments. Those present were: Miss Myrtle Mullen and Miss Myrtle Brady.

Those present were: Miss Mary Moore, Gertrude Brady, Margaret O'Grady, Eva Quinlan, Bertha Gillan, Alice Seaford, Mrs. Zorobabel, Kate Wolff, Kandel Johnson, Katherine Barry, Messrs. Ralph Donaher, Will Johnson, Tom Lyons, Ray Donaher, Paul Moore, James Mullen, Lew Nettie, Leo Mullen, Max Brodsky and Fred Gillan.

In honor of Mrs. Donald McLean of New York, president-general of the Daughters of the American Revolution, who is making a western trip, the local chapter of the Daughters of the American Revolution gave a delightful reception Saturday evening at the residence of Mrs. R. C. Hoyt, the local regent.

The guests of the evening were the Council Bluffs chapter and the Omaha and Council Bluffs chapters of the Sons of the American Revolution. The guests, numbering about 200, were received by Mrs. McLean, Mrs. S. C. Longworthy of Sewickley, Neb., Mrs. Bushnell of Council Bluffs and Mr. and Mrs. Hoyt.

Throughout the rooms were Mrs. W. S. Heller, Mrs. W. A. Smith, Mrs. E. P. Peck, Mrs. Stubbs, Miss Adams, Mrs. A. P. Tukey, Mrs. F. J. Barr and Mrs. J. C. Corwin. The rooms were prettily decorated for the occasion with a profusion of flags, palms and ferns.

In the dining room the table had a centerpiece of white chrysanthemums, and the candles were shaded with red, while in the refreshments the national colors prevailed.

The evening was an interesting one, being made up by Mrs. McLean and Miss Gable sang.

Come and Go Gossip.

Mrs. F. H. Guines is in New York to remain several weeks.

Mrs. H. D. Reed is visiting her mother, Mrs. Fay, of Chicago.

Mrs. F. H. Guines has gone to New York to spend several weeks.

Mrs. Irving Baxter has returned from an extensive stay in the east.

Miss Fannie Kahn of New York is the guest of Mrs. Albert Kahn.

Mr. and Mrs. G. F. Epenester are visiting friends in Cincinnati.

Miss Belle Dewey has returned from a visit of three weeks in the east.

Mr. and Mrs. E. B. Williams are visiting friends in Chicago and St. Louis.

Mr. and Mrs. L. M. Stevenson have gone to Toronto, to spend a few days.

Miss Juana Woy of Chambers was the guest of Mrs. J. A. Hershey for the past week.

Mrs. E. V. Lewis and Miss Lewis left Thursday for New York, where they will spend a month.

Miss Laura Congdon, who has spent the last few weeks in the east, is expected to return home today.

Mr. James Reed of Kansas City, Kan., has been the guest during the horse show of Mr. and Mrs. Thomas A. Fry.

Mrs. Lynn Tower of Chicago, who is the guest of Mr. and Mrs. W. J. McCord, will leave for California next Tuesday.

Mrs. Olive Watson of Friend, Neb., was the guest of Mrs. Howard Baldrige Saturday and at the horse show in the evening.

Bishop and Mrs. Millspaugh, who have been the guests of Mr. and Mrs. F. H. Davis, have returned to their home in Topeka, Kan.

Mrs. J. H. Butler is expecting Mr. and Mrs. Harris Brown of Gallatin, Tenn., to arrive the first of the month to spend about ten days.

Mrs. Samuel Megness of Franklin, Pa., who has been the guest of Mr. and Mrs. Ward Burgess during the horse show, has returned to her home.

Major and Mrs. Arrasmith, who are the guests of Mrs. W. H. S. Hughes, will leave today for San Francisco, where they will call for the Phillips family.

Mrs. S. N. Meall, accompanied by her granddaughter, Miss Myrtle C. Cole, left on Friday last for a three week's visit with relatives and friends in Chicago.

Mr. and Mrs. John A. McShane, who have been sojourning at Hot Springs, Ark., for the benefit of Mrs. McShane's health, are expected to return home the last of this week.

Mrs. George Updike and Miss Lucy Updike are expected to return from a stay of several months in Vermont the first of the week.

Miss Phoebe Smith, who spent the summer abroad, returned to Omaha the first of the week, while her mother, Mrs. Howard B. Smith, stopped at Chillicothe, O., to spend a few days.

Weddings and Announcements.

Miss Ruth Lehmer, daughter of Mr. and Mrs. Frank Lehmer, and Dr. Allen Walker Urson were quietly married last Wednesday in Newcastle, Pa.

The wedding of Mr. Edward A. Knapp and Miss Louise Margaret Waitall, daughter of Mrs. Margaret Waitall, will be solemnized Wednesday evening, October 31, at 7:20 o'clock at the home of the bride's mother, 355 North Nineteenth street.

A reception from 8 to 10 o'clock will follow the ceremony.

A wedding which will interest many Omaha people is that of Miss Marjorie Ritchie of Chicago and Mr. Francis Perry of Indianapolis, which will take place next Saturday. Miss Ritchie has visited her sister, Mrs. E. H. Sprague, in Omaha several times, and Mrs. Sprague will leave Wednesday to attend the wedding.

Counting Events.

The Omaha Alpha Pi will give a dance at Chambers this evening.

The C. T. Enoch club will meet Thursday afternoon at the residence of Mrs. A. Wornher.

The second dance of the Et-A-Virp club will take place Thursday evening at Chambers.

Mrs. J. M. Metcalf will give a luncheon Tuesday at her home, 128 South Tenth street.

Mr. Harry O'Neill will give a theater party Monday evening in honor of Mrs. Leroy Taylor of New York.

The Bridge club will meet Friday with Mrs. W. T. Burns. This meeting was postponed from last week on account of the horse show.

Mrs. Howard Baldrige will entertain at luncheon Monday in honor of the Misses Bocklin, Bowen and Carry, who are the guests of Miss Connell. The luncheon will be followed by bridge.

Mr. and Mrs. Arthur D. Brandeis have issued cards for a dancing party to be given at their home next Saturday evening in honor of their niece, Miss Gladys Brennan of Detroit, who is their guest.

Mr. Charles D. Boston will give a theater party Monday evening at the Orpheum, followed by supper at the Racquet club in honor of the Misses Eckhart, Carey and Bowen, the guests of Miss Marjorie Connell.

Mrs. J. H. Pratt will entertain at dinner Thursday evening in compliment to Miss Edridge of New York, the guest of Miss Julia Higginson, and Mrs. Leroy Taylor of New York, the guest of Mrs. W. O. Gilbert.

Miss Edna Keelins of Council Bluffs will give a luncheon at the Omaha club Tuesday in honor of Miss Dorothy Eckhart of Chicago, Miss Marjorie Bowen of Indianapolis and Miss Nora Carey of Delphi, Ind., the guests of Miss Marjorie Connell.

FORMERLY OK SCOFIELD BROS. 1510 DOUGLAS ST. FORMERLY OK SCOFIELD CLOAK & SUIT CO.

Sale of 500 Tailored Suits at \$25.00 and \$35.00

A very important sale which will open tomorrow, will be of 500 fine tailored suits made by New York's most celebrated tailors. A sale that will be remembered by every woman who will visit our store, for these handsome suits cannot be duplicated at nearly double our price.

Extra sales people and fitters have been secured and we expect to treble our business this week.

Two of the styles are shown in the illustration.



300 Stunning Suits Special at \$35.00

The styles of these suits are of that character as one only finds in the highest priced garments—all chic blouse or 2 1/2-inch taller jacket styles; also many new styles in the longer coat effects.

200 Beautiful Suits Special at \$25.00

The materials from which these suits are made include the choicest of the season's novelties, all wool fabrics and qualities which are only used in the finest tailor-made garments.

10c Cigars for 5c

The way our cigar sales are increasing it does not surprise you that our company, absolutely guaranteeing everything we sell to be a bigger value than any dealer gives in the United States, and will cheerfully refund your money if you purchase a box of cigars from us that is not satisfactory.

BERGER'S Specials for Monday

Suits at a Saving of 25% Opera Wraps One-Half Off Voile and Panama Skirts, All Colors, at Great Reductions

Plaid Waists, sold elsewhere for \$6.50 and 4.98 \$7.50, at

We have the Largest Assortment of Cloaks in the City

S. FREDRICK BERGER & CO. Cloaks, Suits, Skirts, Furs and Waists 1517 Farnam Street

FUR BARGAINS

For Monday, Oct. 29 Only An elegant Black Lynx set (Leipzig dyed) made to your order in any style.

REGULAR PRICE, \$75 SPECIAL PRICE, \$50 You must see these to appreciate its value.

Aulabaugh 1508 DOUGLAS ST. Entrance Through Millinery Store

That Greedy Goat of Jones!

By A. Taylor-Culler

BILL'S Coat was "a sight" when the Sheep's Hair in it began working. The damp weather played "tag" with its shape in no time.

Because Bill's Coat had been knocked into shape with a hot Flat-iron. It had been sewn together, in places, of course. But, the sewing part had been done in a hurry.

Because sewing is expensive, and Flat-iron taking is mighty cheap, and conveniently rapid. So Bill's Coat, like many others, had been railroaded through the sewing stage, and then finished in four rounds of hot pressing by the faky Flat-iron.

Taken Old Dr. Goose to throw "style" into a garment in a hurry. He's a regular whirlwind in action and he knows how to take the shortening of a flabby seam in a second—or the lengthening of a short one, instantaneously.

He knows how to stretch out a Coat Collar that's too tight, (at the back of your neck), or to shrink up a lapel that's bulging.

But he does all this by mere heat and moisture that act upon cloth just as the Curling Iron acts upon hair.

And, when a Damp day greets after the flat-ironed style of a Coat it does the same sort of thing to that "Style" that the Damp day does to the Curling-ironed tresses of the Mathie Girl.

That casually puts it "crimp" into Bill Jones' appearance and popularity.

SINCERITY CLOTHES MADE AND GUARANTEED BY KUM, NATHAN & FISCHER CO. CHICAGO

DIAMOND EXPERTS ARE MANY Says Diamond Dick, Many Need a Mind Cure.

Two Retail and One Wholesale Jeweler Purchased the Manufactured Diamond Sold by the Famous Diamond Man.

There is only one reason, after all, that all diamond admirers don't purchase a manufactured diamond, and that is the fear of detection. Does any one say that if it would be possible for the public to buy for \$5.00 a manufactured diamond that could not be told from a \$25.00 genuine gem, and they were sure that no expert could tell, does any one suppose the public would buy the genuine? A few reporters was in Brannan's jewelry store at 307 South Sixteenth street a couple days ago, when R. S. Young, mayor of Clear Lake, Inc., stepped in. He had a four-carat ring beneath his glove, and it was the real thing, for he paid \$200.00 for it.

"You came in for curiosity to see how good your glass showed up," was the contemptuous remark he made. And when he went out after Diamond Dick proved to him by his eye diagnosis that man's genius, the construction, cut, color and weight was produced in equal and even better than that of nature, he said: "By George, I am convinced that Brannan was right when he said the American people like to be humbugged. Here I have paid \$200 for a stone, and here you show me the same thing, it's no better, which you are selling for less than the interest on my investment amount to. I am a d— fool, but there's comfort in the fact that I have plenty company. He went into the business and took with him a half dozen and declared them to be of the same value as the ones he had on.

Many experts. A man stepped into the store, shabbily dressed, and asked to see a stone. I can tell a diamond, said he. "If you show your wealth on it and it comes off at once, it's a diamond." He showed several times when Diamond Dick asked him how many diamonds he took before he could tell. A stoutly built gentleman was next. He held a stone up to the light, and said: "That's a genuine stone, because it has a pit hole in it, and no other stone has that." "Well," said the diamond man, "give me \$250 and take it home," but the man refused to believe him and walked out. What those men used mostly, said Diamond Dick, is a mind cure.

Many jewelers from outside towns are buying the stones rapidly, one from Hawaii and one from Fresno; and a local wholesaler was ready to buy yesterday.