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Absolute reliability is the foundation upon which our business is built.

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Is your best friend. Treat it right by drinking the best COFFEE you can get.

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is pure and good. Try it and you will always use it. Ask your grocer.

Coffee Bird on Every Package.

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Good Judge of Shoes, Great Lover of Dogs

Good judges of clothes pronounce the garments we make perfect in fit and style.

We have two expert cutters and sixty expert sewing tailors. One of our strongest cards is our promptness in filling orders. Weather turning cold should remind you it is t'me to order your overcoat now.

Suits and overcoats to order, $25 to $50.

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Two Postal Cards of yourself will cost you 25c.

Four large Cabinet Photos, $1.00, as good as can be made

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SOCIETY HAS A FULL WEEK

Calendar Included Wide Variety of Affairs Formal and Otherwise.

THIS WEEK PROMISES REPETITION OF LAST

Cotillion Club Reorganized with New Officers Represents Younger Set, Promising Gay Affairs for Debutantes This Season.

The Art of Living.

To touch the cup with eager lips and taste,
Not drain it;
To woo and tempt and court a bliss, and
Not attain it;
To fondle and caress a joy, yet hold
It lightly
Lest it become necessity and cling
Too tightly;
To smother care with joy and grief
With laughter;
To hold the present close, not questioning
Hereafter;
To see the sun sink in the west without
Regretting;
To hail his advent in the east, the night
Forgetting;
To have enough to spare, to know the joy
Of giving;
To thrill response to every sweet of life—
To living.
—The Man of the World, in Town Topics.

The Social Calendar.

SUNDAY—Mr. and Mrs. W. D. Bancker, supper for Mr. and Mrs. Harris Brown.
MONDAY—Dance at Metropolitan club by Misses Grotte, Dreifuss, Haas, Cahn, Hiller and Moses; cotillion at Chambers'; Mrs. G. W. Hervey, luncheon for Mrs. Campbell.
TUESDAY—Visiting Nurses' dance at Chambers'; Mrs. D. M. Vinsonhaler, buffet luncheon.
WEDNESDAY—Hildebrand-Levoy wedding; West Farnam Luncheon club meets with Mrs. Lysle I. Abbott; Miss Alice Auld, luncheon; Mrs. W. H. Gates, Kountze Place Luncheon club; Round Dozen club meets with Mrs. W. L. Selby; Metropolitan club, whist.
THURSDAY—Et-A-Virp club, dance at Chambers'; Mrs. C. A. Grimmel, cards in afternoon, and Mr. and Mrs. Grimmel, cards in evening; Mrs. A. D. Brandeis, reception.
FRIDAY—Capitol Hill Dancing club at Chambers'; tea and dance at Fort Crook.

The past week has been one of the busiest of the season, a number of affairs having been given every day, so that society was on the go most of the time. The calendar included a variety of functions—dances, teas, luncheons, dinners, showers, club meetings and card and theater parties. The Qui Vive and Hanscom Park Dancing clubs, two popular organizations, both opened their season last week with enjoyable parties, which were largely attended. The Creighton "Medics" and the Winfield clubs also gave parties. Among the smart affairs of the week were the Cowin dinners, Tuesday and Friday evenings; the series of bridge parties given by Mrs. J. J. McMullen, Mrs. Hacker and Miss Free, and the luncheon and card party complimentary to Mrs. Conyne of Warren, Ill., who has been the guest of honor at numerous affairs during her stay. Mr. and Mrs. Harris Brown have also been much feted visitors, Mr. and Mrs. Nathan Merriam giving a delightful dinner of the Omaha club, followed by a theater party, Friday evening in compliment to them and to Mrs. Conyne, while Mr. and Mrs. C. J. Greene also entertained at dinner and Mrs. T. J. Mahoney at luncheon in their honor. Two other honored guests were Miss Eldridge of New York and Miss Roe of Kansas City. Miss Ada Kirkendall entertaining at bridge for them and Miss Mary Lee McShane giving a pretty luncheon at the Omaha club Saturday complimentary to Miss Roe, who leaves this week for her home, much to the regret of the many friends she has made during her visit. One of the most delightful of the week's events was the tea given Friday by Mrs. W. F. Gurley, which was really a house warming, and served to introduce her niece, Miss Hoover of Washington, D. C., who, although not one of the debutantes, will figure in the movements of the younger set this winter. The theater party and supper given by Miss Brady in honor of Miss Helen Davis, was another conspicuous event of the week and was the first given-in-honor affair for a debutante.

The first event of importance on this week's calendar is the dance of the Cotillion club at Chambers', Monday evening, which will be largely attended by the younger set and also by those who have been out for several seasons. The largest affair of the week will be the reception of Mrs. Arthur Brandeis, which will also be a house warming in her beautiful new residence, and the buffet luncheon of Mrs. Vinsonhaler, Tuesday, is of interest to a large number of people. The two card parties of Mrs. C. A. Grimmel, Thursday, complete the list of large events, the remainder of the calendar being composed of several dances, club meetings, luncheons and smaller affairs. As was the case last week, many impromptu parties will undoubtedly be given, making another full week.

Society is looking forward to the series of dances to be given this winter by the Cotillion club, the first of which will take place at Chambers' Monday evening. The parties given by this club have ranked among the leading events of the winter for several seasons, but this year new life and zest will be given to these affairs, as the organization is headed by three members of the younger set—Messrs. Junius Brown, George Redick and Barton Millard. These young men are very popular in that set and the debutantes and the young men just entering society will be in evidence at these functions as never before. The second affair of the series will be a cotillion Christmas night and the third will occur January 14. The patronesses Monday evening will be Mesdames F. P. Kirkendall, J. E. Baum, J. S. Brady, Ben Gallagher, E. A. Cudahy, W. A. Redick, F. H. Davis, W. B. Millard, Nathan Merriam, Charles T. Kountze and Luther Kountze.

One of the unique clubs in the city, about which little has been heard, although it has been organized for nearly two years, is the Matinee club, composed of a dozen women. The meetings are held fortnightly on Saturday, a 1 o'clock luncheon being served, after which the members attend one of the theaters in a body, each member paying her own way. As the members are very congenial, the theater parties are very enjoyable and vary the monotony of card and kensington clubs.

One of the women who is well known in society was given a series of surprises last week which caused her to wonder what was coming next. On returning from an afternoon card party she was astonished to find her sister, who lives in another city and who has been abroad for some time, making herself at home. A little later she was still more surprised when her brother walked in, both having come at the invitation of her husband. The greatest surprise of all, however, was to come. The next evening or so, as she and her husband were leaving the house to attend a dinner (as she supposed) a number of friends arrived, rendering her speechless for the moment. The affair had been arranged by her husband as a birthday surprise and was so cleverly carried out that the guests declared he could easily earn his livelihood in managing society functions. Everything was perfectly carried out and all without his wife having the faintest inkling of what was to occur, even the chairs and tables having been smuggled into the house without her seeing them.

Social Chit-Chat.

Mr. and Mrs. Howard Kennedy are now residing in their new home at 216 North Thirty-second avenue.

General and Mrs. J. J. Wint have taken the house at 3536 Harney street, recently occupied by Major and Mrs. Zalinski.

Mrs. D. H. Wheeler, jr., has spent the week with Mrs. Arthur Remington. Mrs. Wheeler will spend the winter with Mr. and Mrs. Herbert Wheeler.

Miss Hazel Connell, who is attending the Sinch school in New York, will be one of a party of eighteen guests to be entertained for three days at the Waldorf-Astoria hotel by Mr. and Mrs. Sullivan of Chicago in celebration of their son's birthday. Mr. Sullivan is a student at Yale, and Mr. and Mrs. Sullivan will take the party to the Yale-Princeton foot ball game in automobiles. Miss Eleanor Pierce, who will be remembered as the guest of Miss Connell the past summer, will also be one of the guests.

Pleasures Past.

Mr. and Mrs. Howard Baldrige had as their guests at dinner Friday evening, Mr. and Mrs. W. A. Redick, Mr. and Mrs. Arthur Remington and Mr. and Mrs. Isaac Coles. Following the dinner bridge was played.

Mrs. W. E. Rogers entertained the Matinee club at an informal luncheon Saturday, after which the twelve members attended the Burwood theater. The table was trimmed with pink and white chrysanthemums.

In honor of Miss Helen Davis, Miss Bessie Brady gave a delightful theater party Saturday, at the Burwood, followed by supper at her home. The party, which occupied four boxes, was chaperoned by Mrs. Ben Cotton.

Miss Helen Brandeis entertained the L. and S. club Thursday evening, those present being: Misses Borglum, Nell Fayo, Katherine Hanting, Mae Hanting, Pearl Rockefellow; Mesdames C. Flint, G. Greunig, Le Breche, C. Moloney, W. G. Spain and F. Smythe.

Complimentary to Mrs. U. J. Hill of Kansas City, who is the guest of her sister, Mrs. D. M. Vinsonhaler, and Mrs. Harris Brown, who is visiting Mrs. J. H. Butler, Mrs. T. J. Mahoney gave a pretty luncheon on Saturday. The table was attractively adorned with violets and the places were marked with violet place cards.

Tom J. Welch pleasantly entertained a small party of friends Friday evening at his beautiful new home, 3819 California street. Dancing, cards and music furnished the amusement for the evening, a dainty lunch following. Those present were: Misses Laura Geyer, Jessie Gibb, Mayme Edmonds; Messrs. F. L. Hatteroth, B. P. Angell, Welch.

The Kensington of Maple Leaf chapter, Order of the Eastern Star, was pleasantly entertained at the home of Mrs. J. O. Burger last Friday afternoon, about twenty-five ladies being present. Cocoa and wafers were served. Mrs. Burger was assisted in entertaining by Mrs. J. W. Maynard, Mrs. C. W. Shook, Mrs. A. J. Jackson, Mrs. L. B. Whitmarsh and Mrs. F. E. Rudolph.

Mr. and Mrs. Harry Lawrie entertained the Kountze Place Euchre club at the first meeting of the season Friday evening. Those present were: Mr. and Mrs. A. B. Jaquith, Mr. and Mrs. E. P. Smith, Mr. and Mrs. W. H. Yates, Major and Mrs. Wilcox, Mr. and Mrs. Ed Wilcox, and Mrs. F. S. Owen, Mr. and Mrs. T. W. Allen, Mr. and Mrs. Clinton Miller, Mr. and Mrs. F. F. Porter, and Mr. and Mrs. H. O. Frederick.

Complimentary to Miss Roe of Kansas City, Miss Mary Lee McShane gave a delightful luncheon at the Omaha club Saturday. Pink and white chrysanthemums adorned the table, which was laid for: Miss Roe, Miss Lomax, Miss Bessie Brady, Miss Ada Kirkendall, Miss Marie Mohler, Miss Margaret Wood, Mrs. W. T. Burns, Mrs. Samuel Burns, jr., Mrs. Ben Cotton, Mrs. Harry Wilkins, Mrs. Ella C. Nash, Mrs. W. J. Foye, Mrs. A. A. McShane and Miss McShane.

Saturday evening the Misses Joe and Fay Lyman gave a Japanese shower for Miss Effie Levoy, whose wedding will take place November 21. The dining room was converted into a Japanese tea garden, being decorated with palms and Japanese lanterns. Dainty refreshments were served by two little Japanese maids. Much amusement was afforded when it was found the guests were to seat themselves in true Japanese style upon the floor. Those present were: Misses Emma Allen, Bonnell, Inez Bonnell, Bertha Klopp, Levoy, Edyth Marley, Lella Shaw, Irene McCoy, Bridgey McArdle, Ada Stanley, Nellie Winn, Sue Redfield, Virgil Redfield, Joe and Fay Lyman.

Coming Events.

Mrs. W. L. Selby will entertain the Round Dozen club Wednesday.

The Bridge club will meet with Mrs. Samuel Burns, jr., Friday afternoon.

Metropolitan club will give a whist party Wednesday evening at the club rooms.

The Et-A-Virp club will give its next party at Chambers', Thursday evening.

The Kountze Place Luncheon club will meet with Mrs. W. H. Gates Wednesday.

The Capitol Hill Dancing club will give its second party of the season at Chambers', Friday evening.

The Visiting Nurses' association will give one of its enjoyable parties at Chambers, Tuesday evening.

Miss Alice Auld will be hostess at a luncheon Wednesday, at her home, 1113 South Thirty-first avenue.

Mrs. Lysle I. Abbott will be hostess at the next meeting of the West Farnam Luncheon club, Wednesday.

The Park Side Card club will meet Wednesday, November 28, with Mrs. E. T. Johnson, 1633 South Thirtieth avenue.

Mrs. G. W. Hervey will give a luncheon Monday, in compliment to her sister, Mrs. D. O. Campbell of Coffeyville, Kan.

The first dance of the Cotillion club will be given at Chambers' Monday evening, and promises to be a very enjoyable affair.

Mrs. Arthur Brandeis has issued cards for a large reception Thursday afternoon at her home, 309 South Thirty-eighth street.

Mrs. D. M. Vinsonhaler has issued invitations for a large buffet luncheon Tuesday, in compliment to her sister, Mrs. Hill of Kansas City.

Mrs. Charles A. Grimmel has issued invitations for a card party Thursday afternoon, and in the evening Mr. and Mrs. Grimmel will entertain at cards again.

The women of the Thirtieth infantry will give a tea and dance Friday afternoon at the hop room at Fort Crook. A number of Omaha people are included in the guest list.

Mr. and Mrs. W. D. Bancker will entertain at supper Sunday evening, in honor of Mr. and Mrs. Harris Brown of Gallatin, Tenn., who are guests of Mr. and Mrs. J. H. Butler.

Invitations have been issued for a dancing party to be given at the Metropolitan club Monday evening by Miss Blanche Grotte, Miss Zerling Dreifuss, Miss Hazel Cahn, Miss Sybil Haas, Miss Florende Hiller and Miss Myrtle Moses.

Weddings and Engagements.

Mr. and Mrs. C. L. Van Camp have announced the engagement of their daughter, Miss Jessie Grace Van Camp, to Dr. Arthur B. Volker of Cushing, Neb.

The marriage of Miss Effie Levoy, daughter of Mr. and Mrs. T. C. Levoy, and Mr. Carl Hildebrand will be solemnized Wednesday evening at 8 o'clock at the residence of the bride's parents at 3518 Jones street. Mr. Fred Roys will be best man and Miss Irene McCoy and Miss Joe Lyman will serve as bridesmaids.

Thursday morning at St. John's church, Miss Alice Crawford and Mr. Hugh Mallen of Osburn, Mo., were quietly married by Father Feld. The bride, who was gowned in her traveling suit of gray, was attended by Miss Agnes O'Malley, while Mr. Arthur Mallen of Plattsburg, Mo., acted as best man. Following the ceremony a wedding breakfast for forty guests was served at the home of the bride's aunt, Mrs. A. Montgomery, 2301 Douglas street, the rooms being prettily decorated with yellow and white chrysanthemums. After a short wedding trip Mr. and Mrs. Mallen will reside in Osburn, Mo.

Come and Go Gossip.

Mrs. Wilson Lowe will return from Boston about November 25.

The Misses Mattie and Ida Sharpe have spent the week in Chicago.

Miss Flora Webster is the guest of Mrs. Arthur Jerrems in Chicago.

Miss Vivian Griffith has returned from a visit with friends in Chicago.

Mr. and Mrs. William Martin will return from the east early this week.

Miss Joanne Wakefield has spent the past week with friends in Lincoln.

Mr. and Mrs. L. C. Bradley have gone to Kansas City to spend a week.

Mrs. John Ross, jr., has as her guest Mrs. Robinson of Shelton, Neb.

Miss Helen Millspaugh of Topeka, Kan., is the guest of Miss Helen Davis.

Mrs. W. N. Dorward returned Saturday from a week's stay at Albion, Neb.

Mr. E. W. Dixon has gone to New York to remain until after Thanksgiving.

Mrs. J. K. Croswell of Kankakee, Ill., is the guest of her daughter, Mrs. J. F. Dale.

Mrs. Walter B. Wilkins leaves today for Berkeley, Cal., where she will visit her son.

Mr. and Mrs. Ed B. Williams leave Monday night for New Orleans and the Gulf coast.

Mrs. M. M. Standish has returned from a two months' visit in Chicago and Atlanta, Ga.

Colonel and Mrs. E. E. Edwards of Palo Alto, Cal., are visiting Mr. and Mrs. Clement Chase.

Mrs. R. G. Schaeffer left on Thursday to spend several weeks in Kansas City, Topeka and Wakeeney, Kan.

Mr. and Mrs. John Patrick, who were the guests of Mrs. J. J. Brown, are now visiting Mrs. Patrick at the Winona.

Mrs. Edward del Strother is enteraining her sister, Mrs. Pettit of Milwaukee, and Miss Northey of Waterloo, Ia.

Mrs. D. O. Campbell of Coffeyville, Kan., who is the guest of her sister, Mrs. G. W. Hervey, will go to Lincoln Monday.

Mrs. A. J. Poppleton has gone to Hot Springs, Ark., where she will spend the winter with her daughter, Mrs. W. C. Shannon.

Mrs. Clara Fenwick and Miss Grace Dunn left Friday for a trip to Little Rock and Hot Springs, Ark., and other southern points.

Mrs. John T. Stewart, second, has returned from a ten days' visit with her father, Mr. Herman Kountze, at Watkins Glen, N. Y.

Mr. John D. Lowrey of Sioux City, who has been the guest of his mother, Mrs. S. C. Carson-Lowrey for some time, has returned home.

Mrs. Henry Chamberlin of Chicago, who has been the guest of her mother, Mrs. Jensen, for several weeks, has returned to her home.

Miss Ada Virginia Barnum, the popular contralto, has gone to Wahoo, where she will take charge of the music during the meetings which will be held there the coming week.

Mrs. W. F. Conyne, who is the guest of Mrs. F. H. Cole, will return to her home in Warren, Ill., Wednesday. Mrs. Conyne has been the guest of honor at many delightful affairs during her stay.

Major R. S. Hardman of the British army, who was the guest of Mr. and Mrs. J. J. Gibson, has returned from a western trip and is visiting them again before returning to his command at Woolwich, England.

Miss Clara Belle Roe of Kansas City, who has been the guest of Miss Mildred Lomax, will leave for home Monday. Miss Roe came for the Horse Show and was one of the much-feted visitors of that week and has been the recipient of much attention during the last few weeks.

Miss Laura Dale has gone to Marshalltown, Ia., to attend the wedding of Miss Ruth Binford of that city and Mr. Glen Buck of Omaha, which will take place November 28. Miss Binford has been the guest of Miss Dale several times and made many friends, who will be glad to welcome her as a resident.

Miss Boulter, piano and organ, 518 McCague building.

Ladies, do not fail to call at 426 Bee Building and investigate new process of hair waving, shampooing, etc. Tel. D.-7279

OMAHANS AT THE CONGRESS

Local Business Men Will Advertise City and State at Kansas City Meeting.

This week a delegation of Omaha business men, appointed by the governor, Mayor Dahlman, the Commercial club and the Real Estate exchange, will go to Kansas City to take part in the deliberations of the Transmississippi Commercial congress, which meets November 20-22. Other delegates will go from other cities of the state.

In the list of subjects which are to be discussed are some especially interesting to Nebraskans, among them river improvement, the live stock industry, irrigation and forestry. Among the speakers will be Elihu Root, James J. Hill and E. H. Harriman.

"The meetings of the Transmississippi Commercial congress are powerful agencies for education along the lines of commercial improvement of importance to the nation," said John M. Guild, secretary of the Commercial club and one of the delegates. "As citizens of the nation we are interested in all the subjects to be brought up, and as Nebraskans especially interested in some subjects directly concerning our own state. We are sent there to give our ideas on these questions and to bring back the idea of others."

"Aside from the importance of the subjects to be discussed," said President Judson of the Commercial club, "the attendance of a large Nebraska delegation will advertise the state. The Omaha delegation will let it be known that Omaha is on the map."

Henry T. Clarke, vice president for Nebraska of the congress, is interested more than all else in the improvement of the Missouri river and will appear before the congress with an address on the subject.

"We need federal help in straightening the Missouri river, confining it where it is too wide and for otherwise improving it," said Mr. Clarke. "Discussion before the congress at Kansas City will be a means of agitating the subject and making preparation for its presentation before the rivers and harbors congress in December at Washington. Forty years ago great side wheel steamers plied the Missouri past Omaha and the river is a better stream today than it was then, being freer of snags. With a little government help the boats would run again. Transportation on the river would cost only half what it costs by rail."

GRID TOO HARD FOR HIGHS

Foot Ball Only Good for College Men, Says Prof. Don Campbell of Anthon, Iowa.

Prof. Don Campbell, head of the schools at Anthon, Ia., and an athlete, believes high school students should not play foot ball. He thinks the game, while all right for the college man, is too severe for the high school boy.

Mr. Campbell while in an Iowa college smashed the state record for the high jump and half-mile run.

"High school track teams and base ball teams should always be encouraged to the utmost, but I do not think any high school student is well enough developed to withstand the 'knocks' of a foot ball game. Foot ball is all right in college, but not in high school," he said.

Prof. Don Campbell brought his little band of assistants to Omaha Friday for a day's visit to our public schools. In an interview yesterday before leaving Prof. Campbell said:

"Over in our state Omaha's schools have a fine reputation. Since visiting them I am sure they are deserving of this praise. We picked up some 'ideas' which I intend to use in the Anthon schools. However, we did not make this trip for our own benefit exclusively. I believe the Omaha teachers we met were helped, in a way, by our visit. I believe every teacher who receives a visit from anyone interested in pedagogy is benefited. I like this exchange of 'ideas,' this reciprocity among teachers."

Ladies, do not fail to call at 426 Bee Building and investigate new process of hair waving, shampooing, etc. Tel. D.-7279.

Priest Buries Both Parents.

ST. LOUIS, Nov. 17.—Rev. Joseph A. Siebert, assistant pastor of the Holy Trinity church of this city, returned to St. Louis today from St. Genevieve, Mo., where he yesterday conducted the double funeral service over the bodies of his father and mother. The father was 90 years old and the mother 58. Both had been ill for some time and their deaths were a few hours apart.

Harry Thaw is Well.

PITTSBURG, Nov. 17.—Former Superintendent of Police Roger O'Mara returned today from what will probably be his last interview with Harry K. Thaw before Thaw is placed on trial in New York, December 3, for the killing of Stanford White. O'Mara says Thaw's health is good. He goes to bed and gets up at regular hours, has regular exercise and plenty of good air.

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They are not only beautiful coats, but they are practical and serviceable coats. Styles suitable for street, evening or theater wear, models and colors becoming to the young women, as well as the older women.

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Early buying for Xmas will pay you in many ways besides in dollars and cents and especially if you favor us with a call or two.

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Hurry and get our superb engraving free. A small deposit secures anything.

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1520 COMBS **THE BUSY JEWELERS** DOUGLAS STREET 1520 COMBS

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Silver or gold filled from $5 to $15.

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