



### Seal or Muskrat Who'll determine? GORDON

THIS scarf is muskrat dyed to look like seal. Many people could not tell it from real seal—but it is muskrat and its price is \$35.00. Muff to match, \$37.50.

Years ago, you might have paid seal prices for it—but never under the

## GORDON Pure Fur Law

Which guarantees all Gordon Furs to be exactly what they are.

There is one good store that sells Gordon Furs in almost every city.

Ask to see this pretty scarf at the Gordon Fur store in your city.

And now that you're thinking furs, write Gordon for his book, Gordon Furs—It's yours for the asking.

**GORDON & FERGUSON**  
St. Paul, Minn.

Makers of Gordon Pure Fur Law Furs since 1871



#### At the Brandeis.

Mr. and Mrs. Charles T. Kountze will entertain at a theater party this evening at the Brandeis to see Miss Blanche Ring, complimentary to Mr. and Mrs. Walter B. Roberts. After the theater they will have supper at the Omaha club. Those present will be:

Mr. and Mrs. Walter B. Roberts,  
Mr. and Mrs. W. D. Hosford,  
Mr. and Mrs. Charles T. Kountze,  
Miss Mary Burkley,  
Mr. Robert Burns.

#### A New Principle in Complexion Treatment

(From Society World)

Most creams are injurious when used habitually. They clog the pores and eventually form a permanent, soggy, stifling film which interferes with eliminative action and makes the skin sticky and pasty. There is an application—mercolized wax—which acts upon an entirely different principle. While perfectly harmless, it has the peculiar property of removing by absorption the dead and half-dead particles of sebum, as well as unhealthy matter in the pores. Thus it takes away from instead of adding to the complexion, differing in this respect from cosmetics. The result is a perfectly natural and healthy young complexion. Mercolized wax, procurable at any drug store (one ounce is sufficient), is applied at night like cold cream and washed off in the morning.

The correct principle in the treatment of wrinkles is to massage the skin, which naturally irons out the lines. A face bath, remarkably effective in this direction, may be made by dissolving 1 oz. powdered saxolite in 1/2 pt. witch hazel.—Advertisement.

#### LEAVES OMAHA FOR POSITION IN PHILADELPHIA



Mrs. Harriet H. Heller

#### In Fairacres.

Mrs. John L. Kennedy was hostess at luncheon Tuesday in honor of Mrs. Raymond M. Welch, who has recently returned from an extended stay in California. Those present were:

Misses—Jessie Millard, Elder, Raymond M. Welch, Ogden T. Eastman, Charles Pratt, George Prins, Charles T. Kountze, John L. Kennedy, Mrs. Kennedy entertained again informally at her luncheon today at her home.

#### At the Dietz Club.

Mrs. Henry Veldman entertained at cottage No. 1, Dietz club, at a regular meeting of the "Nomads" Tuesday evening. Plans for an open meeting sometime in the near future were made and commitments appointed. Refreshments were served. The club will meet in two weeks with Miss Missa Goshy, 2817 Chicago. The club members present Tuesday evening were:

Misses—Mary Doyle, Effie Lanning, Mina Goshy, Gertrude Tracy, Edythe Maloney.

#### Surprise Party.

Mr. Floyd Jensen was surprised by a number of his young friends at his home, 422 North Twenty-seventh avenue, Tuesday evening. It being his thirteenth birthday. Those present were:

Misses—Thelma Skaff, Ruth Bohson, Katherine Jankowski, Helen McQuiston, William Jankowski, Lester Weir, Arthur McAllister, Emil Rosel.

#### San Souci Club.

The Sans Souci club was entertained at the home of Miss Edna Vera Allstadt Tuesday evening. The prizes were awarded to Miss Ada Ham, Miss Flora Jorgenson and Miss Margaret Burke. The next meeting will be at the home of Miss Flora Jorgenson. The members present were:

Misses—Flora Jorgenson, Edna Allstadt, Hazel Anderson, Edna Allstadt, Greve, Demerest.

#### Pleasures Past.

Miss Ruth Anderson entertained complimentary to Mrs. Morris Perrine, Wednesday evening. Mrs. Perrine is an October bride. Covers were laid for:

Misses—M. Perrine, Madge Sturrock, Ester Miller, Dessie Robinson, Flora Robinson, Hazel Barrett, Pearl Crowe, Pauline Paulkner.

#### At Carter Lake Club.

The Carter Lake club will close its entertainments for the season with a "round up" party Friday evening. The evening will be spent with dancing, and although the safe is closed there will be a "carnival feed." The entertainment committee announces. About 200 are expected to attend.

#### At the Prairie Park Club.

A dancing party will be given Friday evening at the Prairie Park club house. The affair will be informal and is for the club members and invited guests.

#### Riewe-Kritzenbrink Wedding.

The wedding of Miss Agnes Kritzenbrink, daughter of Mr. J. Herman Kritzenbrink, and Mr. Henry C. Riewe of Hammond, Ind., formerly of Omaha, took place Wednesday morning at 9 o'clock at St. Joseph's Catholic church, Rev. Father P. Kohlen officiated.

The bride wore white crepe de meteor trimmed with white fur, with bodice of shadow lace and chiffon embroidered in peach. Her long tulle veil was held in place by tiles of the valley, and she carried a shower bouquet of bride's roses. Miss Isabel Kritzenbrink, sister of the bride, was bridesmaid and she wore pink crepe de meteor, trimmed with shadow lace and French roses. She carried an arm bouquet of bride's roses. Mr. Eugene Igle served as best man.

Mr. and Mrs. Riewe left for an eastern wedding trip and will be at home after November 15 at Hammond, Ind.

Among the out-of-town guests were Mr. and Mrs. Carl A. Peterson of Albert, Neb.; Mr. and Mrs. H. Brunning of Wynot, Neb.; and Mr. and Mrs. B. Kritzenbrink of Papillion.

#### Personal Mention.

Mr. and Mrs. George C. Thompson received a telegram today announcing the birth of a son to Mr. and Mrs. Thomas Moonlight Murphy of Buenos Ayres. Mrs. Murphy was formerly Miss

Mayonne Thompson of this city. Mr. Murphy represents the National Bonding company of Buenos Ayres.

#### In and Out of the Bee Hive.

Mrs. R. S. Hall and son, Jasper, who have just returned from Europe, are at the Hotel Wolcott in New York.

Mr. and Mrs. David W. Masgowan, who are taking an eastern wedding trip, are now at Hotel Wolcott in New York.

Mrs. R. D. Barkalow, who has been in the east for several weeks, is expected home the first of the week.

Registering at the Hotel McAlpin from Omaha during the last week have been:

Mr. W. H. Lyche,  
Mrs. L. B. White,  
J. R. Holmes,  
Mr. and Mrs. Charles W. Young,  
Mr. S. H. Gross.

#### Mrs. Heller Leaves Omaha November 1

Mrs. Harriet H. Heller, one of the prominent social workers of the city and acting superintendent of the Child Saving Institute, will leave Omaha November 1 to accept a position with the American Institute of Child Life in Philadelphia. Mrs. Heller was one of the first superintendents at the detention home and was the founder of the Froebel school in Omaha. She has been prominent in philanthropic work both here and in Chicago, where she spent some time in studying the social conditions. It was through the untiring efforts of Mrs. Heller that the Child Saving Institute now ranks third in the institutions of its kind.

#### REV. C. W. SAVIDGE HAS IDEAL MOTHER-IN-LAW

Rev. Charles W. Savidge is firmly of the belief that his wife's mother, Mrs. Jane Bloor, aged 82 years, of Mansfield, O., is the personification of an ideal mother-in-law. Mrs. Bloor has been visiting at the Savidge home for the last three months and in the course of that time Mr. Savidge was more than once led to draw a comparison between the affability and delightful personality of Grandmother Bloor to the commonly accepted irritableness of such a visiting blood relation.

"Why, bless her soul," relates Mr. Savidge, "she darns, helps wash the

dishes, tidies things up and is just as pleasant as the day is long. Now, why can't all old folks be that way and be the same source of happiness to their children and grandchildren as our grandmother is?"

#### CHILD SAVING INSTITUTE MANAGEMENT IS UNCERTAIN

"The future of the Child Saving Institute is quite like the bride who was waiting at the church," said Rome Miller when asked as to whether the institution would be under the direction of the national organization of the Christian church.

"It is quite immaterial to us as to whether it takes over the management of the institution November 1 or not. Up to this time we have heard nothing as to the plan of the church for the future of the Child Saving Institute. If we continue to manage it, with the exception of Mrs. Heller, who goes to Philadelphia, the forces in charge of the institution will be retained and Miss Alice E. Hooper will be matron."

Persistent Advertising is the Road to Big Returns.

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## BRANDEIS STORES Greatest Sale of Sample Dolls



All the sample kid body dolls from the largest doll importer in America.

Kid Body Dolls, worth up to \$2.00, at . . . . . 98c	Kid Body Dolls, worth up to \$3.00, at . . . . . \$1.50
Kid Body Dolls, worth up to \$4.00, at . . . . . \$1.98	Kid Body Dolls, worth up to \$6.00, at . . . . . \$2.98
Kid Body Dolls, worth up to \$9.00, at \$3.98.	

On Sale **SATURDAY** Basement



## These Dealers Sell "Swift's Premium" Oleomargarine

### OMAHA PREMIUM OLEOMARGARINE DEALERS

- Addy, Wm. J. 3506 Sherman Avenue.
- Adelson, J. 2735 Davenport St.
- Altman & Elewits, 823 No. 20th St.
- Altchuler, Abe, 1723 No. 33d St.
- Anderson, A., 2540 Reese St.
- Barnett, A., 1916 No. 24th St.
- Batt, J., 604 No. 16th St.
- Bee Hive Grocery, 16th and Cuming Sts.
- Bell Grocery and Market, 612 No. 16th St.
- Bercut & Novick, 2915 Manderson St.
- Berosa, I. D., 702 No. 27th St.
- Berkowitz, J., 1502 No. 24th St.
- Bernstein, J., 2026 Sherman Ave.
- Block, J., 3190 Ames Ave.
- Blumenthal, A., 1701 So. 10th St.
- Blumenthal, D., 29th and Cuming Sts.
- Bonness, F., 2321 Leavenworth St.
- Boston Market, 113 No. 16th St.
- Bross, F., 2347 Ames Ave.
- Brown, H. M., 2532 No. 24th St.
- Butts, Wm. R., 1921 Farnam St.
- Cavenaugh, P., 1802 No. 18th St.
- Clovery Court Grocery, 1624 Chicago St.
- Courtney & Company, 17th and Douglas Sts.
- Crew, J. D. 3263 Arbor St.
- Danaky, H., 2003 No. 20th St.
- Dybbro Bros., 30th and Maple Sts.
- Erwin, O. E., 5301 No. 24th St.
- Foley, G. F., 3102 Sherman Ave.
- Frisch, Sam, 1428 So. 16th St.
- Garrop, B., 2302 No. 27th St.
- Goodwin, H. C., 2908 Hamilton St.
- Greenberg, S., 1548 So. 24th St.
- Hagelin, F., 1837 No. 34th St.
- Hager, S. E., 4502 No. 24th St.
- Haman, H., 704 Clark St.
- Harmel, S., 4101 No. 24th St.
- Hawkins & Latham, 3131 Burt St.
- Hayden Bros., 104-112 So. 16th St.
- Hibbler & Co., 2312 Vinton St.
- Heath Brothers, 3001 No. 24th St.
- Hermanek & Co., 1312 William St.
- Harding, G. E., 2603 So. 13th St.
- Hobbs & Shafer, 2024 No. 24th St.
- Howell & Sons, 1713 Leavenworth St.
- Humpert, H., 2306 So. 16th St.
- Hupper, G. F., 3924 Sherman Ave.
- Jankowski, L., 1420 Military Ave.
- Jowdan, D. J., 1701 Vinton St.
- Jeppson & Co., J. F., 1002 So. 24th St.
- Johnson, C. A. W., 2404 Cuming St.
- Johnson & Loftahl, 2420 Leavenworth St.
- Karsch & Co., 1820 Vinton St.
- Kirk, J. E., 2702 Fort St.
- Klein & Co., 1207 So. 6th St.
- Knutson, J. H., 4619 Cuming St.
- Kulakofsky, I., 1944 So. 10th St.
- Kulakofsky, R., 2404 Ames Ave.
- Kuncl, C. F., 1250 So. 13th St.
- Kuncl, V. F., 1244 So. 13th St.
- Lange Grocery Co., 2310 Cuming St.
- Lincoln, Harry, 2330 So. 20th St.
- London, M., 2314 No. 24th St.
- Lynam & Brennan, 2208 So. 16th St.
- McCoy Grocery Co., 2221 Military Ave.
- Mallison, C. H., 202 No. 17th St.
- Mirgules, J., 1302 No. 24th St.
- Myers, C. F., 1723 Vinton St.
- Marks Bros., 2123 Military Ave.
- Marquardt, H. P., 1622 So. 16th St.
- Milder, M. R., 1014 Pacific St.
- Morgan, Jos., 4105 No. 28th St.
- Morgan, W. J., 5102 Leavenworth St.
- Mullinger, G. A., 403 Woolworth Ave.
- Mullinger, L., 1113 So. 22d St.
- Nathan & Nathan, 2307 Leavenworth St.
- Nelissen, H. C., 1623 No. 33d St.
- Nelissen, J., 4104 Grand Ave.
- Novitsky, S., 1010 No. 16th St.
- Pankrats & Son, E. R., 3908 No. 24th St.
- Peterson, L., 2602 Ames Ave.
- Public Market, 1610 Harney St.
- Rachman, H., 2502 Sherman Ave.
- Raduslner, J., 2404 Fort St.
- Rau, J., 1501 No. 33d St.
- Rayman & Ramonek, 514 No. 16th St.
- Reuben, H., 2423 Sherman Ave.
- Resnichek, J., 2711 Leavenworth St.
- Riseman, S., 2213 Cuming St.
- Roman, Wm., 3701 Gold St.
- Rosenberg & Co., 403 No. 24th St.
- Rosenblum, L., 808 No. 16th St.
- Rosenthal, S., 1811 Leavenworth St.
- Ross, Geo., 2717 No. 24th St.
- Rudloff, Wm., 2629 Sherman Ave.
- Sanitary Grocery & Meat Market, 2221 Cuming St.
- Schallier, O., 1824 St. Mary's Ave.
- Schnauber, H., 1906 No. 24th St.
- Schnauber & Hoffman, 408 No. 16th St.
- Schultz, A. C., 4344 Leavenworth St.
- Siegel, E., 1724 Dorcas St.
- Simon, A., 3123 Maple St.
- Singer Bros., 2604 So. 30th St.
- Sommer Bros., 2763 Farnam St.
- Steck, G. L., 1008 No. 16th St.
- Stein Bros., 4092 Hamilton St.
- Swigart, M. W., 1917 Clark St.
- Stenner, L., 2235 So. 20th St.
- Stribling, Geo., 1124 So. 7th St.
- Thomson's Market, 2303 Leavenworth St.
- Thorin & Snyge, 3880 Hamilton St.
- Tuchman Bros., 322 No. 13th St.
- Tuchman Bros., 2423 Davenport St.
- Tuckson, D., 2509 No. 30th St.
- Vachel & Co., V., 1302 Garfield St.
- Vom Weg, Wm., 1223 Leavenworth St.
- Warfield, C. V., 2201 Military Ave.
- Wesia Grocery Co., C., 2005 Cuming St.
- Wintroub & Rosen, 1024 So. 10th St.
- Wohlner, H., 5144 No. 16th St.
- Wohlner, L., 622 So. 16th St.
- Woodruff, Mrs. L., 8703 No. 30th St.
- Zarp, C. M., 1503 Park Ave.

### South OMAHA PREMIUM OLEOMARGARINE DEALERS

- Auerbach, H. H., 318 No. 24th St.
- Beavers, R. C., 520 No. 24th St.
- Diets, R., 424 No. 24th St.
- Collins & Hannigan, 3904 Q St.
- Diets, Rud., 2504 N St.
- Fingerlos, Chas., 2651 Y St.
- Gross, J., 24th and E Sts.
- Jensen, Chris, 24th and A Sts.
- Jacobson, A., 153 So. 30th St.
- Katkoos, A., 234 and Jefferson Sts.
- Kranolph & Swatek, 4093 L St.
- Krause, J. P., Albright, Neb.
- Miller, Aug., 607 No. 33d St.
- Patsley & Co., 618 No. 20th St.
- Favias, Jno., 104 No. 24th St.
- Polsley, E. J., 1322 No. 24th St.
- Potter, J. E., 620 No. 24th St.
- Reschke & Sweboda, 2414 N St.
- Simon, M. J., 202 South 30th St.
- Smith, E. N., 2701 Madison St.
- Stearns, Chas., 2401 W St.
- Skinner & Elting, 518 No. 24th St.
- Vois, Chas., 3821 Q St.
- Welsh Gro. Co., 2418 No. 20th St.
- Whittington, R. M., 600 No. 10th St.

### BENSON, NEBRASKA

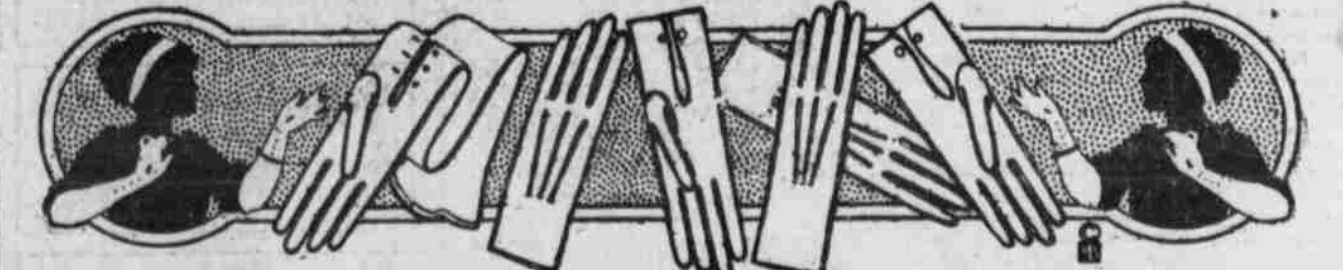
### COUNCIL BLUFFS, IOWA

- Durham, C. W. F., 105 No. 26th St.
- Jennings, V., 214 E. Broadway.
- Krasno & Co., 1250 E. Pierce St.
- Owens, W. E., 511 So. 31st St.
- Peterson, Chris., 3090 5th Ave.
- Talbot, S. O., 355 Benton St.

## Order a pound carton today

### Swift & Company

U. S. A.



### Saturday—An Event of Rare Importance OUR FIRST SALE

## Perrin's Real Kid Gloves

At One-Third to One-Half Less Than Regular Value

Never have you had such an opportunity to buy the genuine Perrin Gloves at special prices like these. We made arrangements with the makers to sell their regular quality gloves for one day at a reduction from their world-over standard prices. For the first time in our business career they permitted this, realizing that thousands of women would buy Perrin's gloves who have heretofore been wearing gloves of somewhat lower quality. That is how we can make you these unheard-of offers Saturday.

- Perrin's 2-Clasp Real Kid Overseam and Real Kid Pique Gloves, Worth \$1.50, \$1.75 and \$2 at 95c
- Perrin's 16-Button Length White Real Kid Gloves That Always Sell at \$3.50, at . . . . . \$2.35
- Perrin's Tan Cape Overseam Gloves That Always Sell at \$1.25 a pair, Saturday, at . . . . . 75c



### Do You Realize That You Can Buy Lace Curtains at Brandeis Stores Next Monday at About One-Half the Prices You Would Pay at Any Other Time or Place?

Anyone will readily appreciate the economy of buying curtains when they can be bought at the lowest price. This sale will mean a saving of about 50 per cent on every purchase.

A cash purchase makes this event possible. We made arrangements with several Philadelphia curtain mills to take their entire years' accumulations of curtains in pairs, single curtains and traveling men's samples. By clearing up their entire stock on hand, they made us a low cash figure which enables us to offer you the curtains you need for your home at prices far below regular value. No other western store is so situated that a purchase on such a vast scale could be made, even if the opportunity presented itself.

All these curtains (and there are thousands of pairs) will go on sale Monday on our third floor. Throngs of Omaha people who recognize quality and appreciate real values, will be on hand early to claim their share of bargains that have been prepared for them.

### Monday is the Day of the Sale



Our Third Floor  
Will Be Devoted  
To This Event