



Society

By MELLIFICIA Thursday, May 14, 1914.

THE climate has something to do with everything that happens in Los Angeles, according to Irvin S. Cobb of Saturday Evening Post fame. When on the train you know when you are drawing near to the famous coast city, for the conductor asks you what you think of the climate. As you descend from the train the page who takes your traveling bag says, "How do you like the climate?" and before you get the opportunity to register at the hotel the clerk says, "How do you like the climate?" relates Mr. Cobb. Well, some queer things have been happening in Omaha recently—all because of the climate.

The other evening a young woman attended a dinner party, when her escort was a young millionaire from New York City, who was making a short stay here. The young woman had succeeded in making quite an impression on the distinguished guest. Hut, alas, alack! As they motored up to the young woman's home she noticed that all of the porch lights were lit, and distinguished figures walking around, some carrying sheets, kimonos, kitchen aprons, and now and then waving the aforesaid articles.

"Well, I guess my family have joined some religious cult during my absence and they are having midnight incantations," the embarrassed young woman remarked.

The window boxes and porch baskets had just been filled with hot-house flowers and ferns and the family had decided to protect them from the threatened frost and were covering them with a variety of household linens and wearing apparel.

"I think the New Yorker must think that at least the Middle Westerners are rather original," decided the young woman, "for instead of having a maid or a butler open the door for you, we have the entire family—mother wearing father's coat and waving a sheet, and father in his bathrobe and carrying a kimono, and—oh hang this climate! Whoever heard of having frost in May, anyway," she soliloquized.

Masonic Dance at Manawa.

Mr. H. M. Barnett, president of the Woodland Amusement company, has issued an invitation to all members of the Scottish Rite and their ladies for an exclusive and complimentary dancing party at Manawa Thursday evening, May 14. The use of the row boats and other amusement features will be free to all members during the evening. Card tables will be provided for those not wishing to dance and light refreshments will be served during the evening.

Committees to Meet.

The committees at work on the summer school of missions, which will be held at the University of Omaha, June 23-28, will have luncheon together Saturday at noon at the Hamilton cafe. Definite plans will be made for the program of the meeting. Mrs. George Tilden and Mrs. Edward Johnson are in charge.

Mothers' Circle Meets.

The Miller Park Mothers' circle met Wednesday afternoon in the school auditorium. Musical numbers were given by Mrs. C. R. Thiem, Mr. Will Hetherington and Mr. Felix Spirk, and readings by Mrs. John R. Evans, Mrs. Orietta Christensen did not speak, as previously announced, but will address the June meeting of the club.

Visiting Nurse Benefit.

Committees for the performance of "The Butterflies," which will be given for the benefit of the Visiting Nurse association at the Brandeis theater Monday evening, May 25, are as follows: Boxes—Mrs. Barton Millard. Tickets—Mrs. Thomas L. Davis and Mrs. W. D. Woodford. Program—Mrs. Charles Metz, Mrs. Herbert Hooper, Mrs. W. J. Hughes and Mrs. Frank Norton. Candy—Mrs. P. C. Moriarty, Mrs. Victoria Rosewater and Miss Clara Thomas.

Afternoon Bridge.

Mrs. William Hellen entertained at a large bridge party this afternoon at her home. Pink and white spring flowers were used in decoration, and the guests included:

- Misses—H. P. Hanson, W. Sidney, E. W. Anspach, W. M. Phillips, O. Williams, Carl Wallin, C. Rohlf, W. W. Kerr, L. F. Whitmore, Charles Fanning, Harry Hawk, J. J. Gafford, H. S. Hutchinson, E. R. Wilson, O. H. Lipton, D. E. Hines, F. Busch, E. V. Arnold, O. H. Rheim, W. Henry, F. S. Searles, F. W. Scott, W. H. Walker, L. C. Peters, A. J. Stoll.
- Misses—May Harting, Helen Anderson, A. Anspach.

Birthday Surprise.

A birthday surprise was given in honor of Miss Dora Dickson at her home, 3012 Hamilton street. Refreshments were served and contests and music furnished the entertainment for the evening. Prizes were won by Mr. Ralph Stephens, Mr. Frank Prall and Miss Ruth Edgler. Those present were:

- Misses—Dora Dickson, Ruth Edgler, Marie Blank, Mable Martenson, May Homer, Jennie Liljevall, Esther Nelson, Jess Lawrence, Gertrude Pakieser, Bess Lawrey, Mary Zechmeister, Marie Hensch, Emma Dickson, Anna Schinker, Florence Erwin.
- Misses—John Badole, Ralph Stevens, Harry Gordon, Walter Vandercreek, Raymond Dickson, Edward Palm, Charles Paulsen, Dallas Baker, Frank Prall, Edward Schinker.
- Misses—J. Mauk, B. Lilljehall, J. Johnson, Charles Martenson, Mr. and Mrs. R. Danielson, Mr. and Mrs. R. Dickson.

Miscellaneous Shower.

Mrs. Joseph Sloger entertained the Tel Jed Sokol Girls' Gymnastic society at a miscellaneous shower in honor of her daughter, Marie, whose wedding will take place Saturday evening. The bride-to-be was the recipient of many beautiful gifts. Those present were:

- Misses—Ava M. Spicka, Helen Davik, Kate Zikmond, Helen Lastovics, Vilata Kmetz, Milla Flala, Chasera Novak, Rose Strass, Josephine Capek, Emma Kment, Mayme Kment, Francis Zedak, Mary Lastovics, Rose Turpink, Alby Palek, Anna Ceccha, Rose Hudecek, Emma Hadel, Emma Sloger, Marie Sloger, Tina Zikmond.
- Misses—Albert Hruban, James Fren, Frank Kreck, H. Lenzpather, Joseph Nepodal, Joseph Sloger, Johanny.

Surprise Party.

Raymond Shogren, 425 Franklin street, was surprised by a number of his friends Tuesday evening. Games and refreshments furnished the entertainment and ten guests were present.

Personal Mention.

A daughter was born Monday to Mr. and Mrs. George W. Laler.

POPULAR SORORITY GIRL WAS WEDDED LAST NIGHT.



Mrs. Henry M. Rex, nee Mary Burtch Howard.

Miss Mary Burtch Howard, daughter of Mr. and Mrs. Edgar Howard of Columbus, Neb., was married Thursday evening to Mr. Harry N. Rex of Creston, Ia. The ceremony was performed at 8 o'clock in Grace Episcopal church, Rev. Father Sanders officiating. Miss Helen Howard, sister of the bride, was the maid of honor and Mr. Edmund Adcock of Chicago was the groomsmen. The bridesmaids were Miss Adeline Mair of Burlington, Ia., and Miss Wilhelmina Bucher of Columbus. Mrs. Hugh Miller of Clarinda, Ia., was the matron of honor. The ushers were Mr. Arthur Harsh and Mr. Mark Fry of Creston, Ia., and Mr. Frederick Boshm of Columbus.

The bride is the daughter of the editor of the Columbus Telegram and has resided in Columbus for twelve years. She is a graduate of the state university and a popular sorority girl, a social favorite with a large circle of friends, and her wedding was a social event of interest. The groom is a prominent ice and coal dealer of Creston and well known in that section of Iowa.

Mr. and Mrs. Rex will have an extended honeymoon trip west and south, and be at home to friends in Creston, Ia., after September 1.

Eighty-First Birthday.

Mrs. J. W. Van Nostrand will celebrate her eighty-first birthday Friday afternoon by receiving her friends informally. Mrs. Van Nostrand is a pioneer of Omaha and has a host of friends.

For Clarkson Nurses.

The juniors of Clarkson hospital entertained the seniors at a party at the Nurses' home Wednesday evening. Music and dancing was followed by luncheon. The seniors of Clarkson hospital were also entertained by Miss Loolia Larson today at luncheon at the home of her parents, Mr. and Mrs. P. C. Larson.

The Gentlest Journey for Baby is in a Sidway



THERE is no luxury to baby or mother like a Sidway. So gently suspended is the seat of the carriage by means of the patented Sidway long-leaf suspension springs that even on a very rough road,

The Baby Will Receive No Jar or Shock

To own a guaranteed Sidway Baby Carriage means you are not satisfied with anything but the best in the world for your baby. The Sidway is also the classic carriage in design, beauty and workmanship ever made, yet you pay no more for a Sidway than for many others which are unguaranteed, and without the splendid Sidway features.



This Name on the Frame of Every Genuine

Every part of a Sidway, from top to tires, is guaranteed unconditionally for two years. The Fabricoid Leather made exclusively for, and used exclusively on, the Sidway, is included in this guarantee, and in addition carries the guarantee of the Fabricoid makers, the DuPont Fabricoid Co.

Strongest Guarantee Ever Made on a Baby Carriage

The tension of the springs is adjustable to the weight of the child. Every Sidway has a high back and seat, exceptional length and width of bed, and can be instantly folded compactly in one motion.

Let us show you a full line of Sidways of various styles and prices to suit your purse. Made by the Sidway Mercantile Co., Elkhart, Ind.

See the Sidway at Home Furniture Company South Omaha, Neb.



Great Sale of APRICOT TREES

4 to 5 Feet High, At 1c Each

ASSORTED PEONIES BULBS

In Red, White and Pink, at 5c each.

ON SALE SATURDAY

In Our Basement Brandeis Stores

NOTE—Flour for bread-making should be rich in gluten. Cake derives its nourishing qualities from eggs, butter and sugar. The flour that combines and holds these ingredients must be light; therefore, low in gluten. Swans Down is a specially prepared cake flour.



Make Your Cake at Home and Cut the Cost of Entertaining

This does not mean an expert cook, but it does mean first class materials.

SWANS DOWN PREPARED CAKE FLOUR

(Not Self Rising)

is the best flour in the world for cakes. It makes wonderfully delicious Angel Food and other cakes for Weddings, Entertainments and all Social Functions. Once in your home you will never be without it. Order a package of your grocer today.

Swans Down is a cake flour, especially prepared for the particular purpose of baking fine cakes. It is not like bread flour. That's why it makes the lightest, whitest and finest cakes, without any uncertainty or worry. Fine for all kinds of pastry, too.

Swans Down Prepared Cake Flour comes in clean, sanitary packages and is sold by all good grocers.

Our "Cake Secrets" Book will interest you. Contains latest cake recipes. It's FREE. Write for it, please.

IGLEHEART BROS. DEPT. O EVANSVILLE, IND.

Also Makers of Swans Down Pure Wheat Graham Flour and Swans Down Pure Wheat Sterilized Bran

Let Us Store

Your Furs for the Summer.

Brandeis Stores

Omaha Headquarters for Kayser's Silk Gloves.

Friday Sale of \$10 and \$12.50 Suits

Three hundred smartly tailored spring suits for women, misses and juniors, on sale Friday at about half their actual worth.

\$5.98

They are modeled in the latest styles of fine serges, diagonals, crepes, novelty cloths, etc., and show the newest features in cut of jacket, drapes of skirt, tunics, tiers, etc. Some are worth \$10 and \$12.50. Choice in the basement Friday, at.

\$5 and \$6 Silk Dresses Friday for \$3.85

A large collection of silk and chiffon dresses at a fraction of the regular prices. Odd garments from the great special sale, including taffetas, messalines, figured silks, chiffons, etc., worth \$5, \$6 and up to \$10, Friday for.....

\$3.85

Pretty Wash Dresses Fancy Waists Friday

Women's and misses' summer wash dresses of fine linen, ratine, tissues, cords, etc., worth up to \$6, Friday, in the basement, at.....

Special lot of three hundred pretty waists of silks, nets, chiffons and tub silks; also many sample waists. Worth up to \$5, at.....

\$1.98

\$1.85

Sample Wash Waists Worth to \$1.50 for 68c

Hundreds of sample wash waists of white and colored wash materials, including crepes, voiles, lawns, Japonika silks, etc. Actually worth up to \$1.50, Friday in the basement at.....

68c

Childs' and Infants' Hose, 5c

Infants' hose and children's short socks, in black, white and colors. Full seamless. Regularly worth up to 15c. Friday, in the basement, 5c.

\$1.50 Corset

98c

Correct style corset of heavy coutil, trimmed with lace. Long over hip. Six garters attached. Regular \$1.50 values, Friday, in the Basement 98c.



\$1 Corsets, 69c

American Lady corsets in batiste. Guaranteed rustproof. Four garters attached. Draw tape in top. Regular \$1 corsets, Friday, 69c.

Drugs and Toilet Goods

- Cascarets, the 50c size, Friday, 29c
- Shamrock Corn Plasters, 10c size, 6c
- Fletcher's Castoria, 35c size, 19c
- Sol Hepatica, 25c bottle for, 16c
- Azure Perfume, the ounce, 53c
- 25c Dr. Lyons' Tooth Powder, at 11c
- 4711 White Rose Glycerine Soap, 12c
- California Syrup of Figs, 50c size, 28c
- Ivory Soap, 6 cakes for, 18c
- Palmolive Soap, per cake, 4c

Amazing Values From New York Linen Purchase

Friday in the basement we place on sale 1,150 yards fine imported mercerized table damask. All perfect, new goods, right from the loom. Excellent quality and desirable patterns. 64 inches wide. Regularly worth 29c a yard. Special, at yard.....

18c

Fringed huck towels, Size 14 x30 inches. Worth 10c each. Not more than one dozen to customer. Friday, at each, 5c.

Brown union crash toweling, 16 inches wide and worth 7c a yard. Limit 10 yards. Friday, at yard, 3 1/2c.

18-inch unbleached terry cloth that is worth to 15c a yard. On sale in the basement Friday at the yard, 5c.

Extra heavy hemmed crocheted bod spreads, 76x84-inch size. Always sold for \$1.25. Limit one dozen to customer at.....

79c

About 300 odd napkins. Only two to six of a kind. All pure linen and most of them worth 30 and 35c. Friday, at each.....

121 1/2c

Art Needlework

Stamped and tinted sofa pillows. Top and back. Floral and conventional designs. 35c quality, 10c.

Pure linen centres, scarfs and pillows on natural linen. In new designs. 35c quality, 10c.

Sofa pillow cord and tassels in silk and mercerized. All colors. 25c quality, 10c.

Stamped pillow cases on extra good quality tubing. Size of case, 42x36. 50c value, 35c.

Stamped night dresses on fine nainsook. Neat designs. Full length. 50c value, 35c.

Steel crochet hooks with shield. 5c value, 2 for 5c.

Coronation braid in white and colors. 15c value, 6-yard pieces at 9c.

Boys' \$5 Suits with two pairs of Pants for \$3.45

High grade, stylish looking wool tailored boys' suits of tweeds, cassimeres in blues, greys and brown. Two different styles of Norfolk models. All with extra pair of pants. Regular \$5 suits, Friday, \$3.45.

Boys' overalls with double knee and seat. Special in the basement at 45c.

Boys' slip-on rain coats in ages 4 to 10 years. \$2.50 values in the basement, at each, \$1.19.



75c Wash Suits for 49c

Boys' Russian style fast color wash suits with the new cotton collar, sailor and military collars. 75c suits in the basement Friday at.....

\$16.50 Rugs, Special, \$11.88

8x12 Brussels rugs in a very complete assortment of patterns and colors. Excellent qualities, worth to \$16.50, Friday, \$11.88.

Six Big Wall Paper

Light and dark papers suitable for bed rooms and kitchens. Regular 6c grade, for Friday at roll, 2 1/2c.

Rugs Worth to \$22.50 for \$13.98

Fine quality Brussels rugs, 11-13x12 ft. size. Pretty styles, worth up to \$22.50. On sale Friday, for \$13.98.

New spring bed room papers with border papers. A big selection from our regular 20c grades, Friday, roll, 9c.

\$1.50 Small Rugs for 98c

27x54-inch velvet rugs in pretty floral and oriental patterns, worth up to \$1.50, Friday, 98c.

Beautiful plain and figured oatmeal papers that are worth to 60c. Two special lots at roll 21 and 27c.

Men's \$12.50 Suits for \$7

Only one or two suits of each style—that's why we clear them out so cheaply. But they are good styles, and there is excellent variety. Well known makes. Mostly hand tailored. Models and sizes to suit every man. Suits actually worth up to \$12.50, Friday in the basement, \$7.

Men's 69c Union Suits, Basement, 35c

Men's ribbed and mesh summer weight union suits. Short sleeve and ankle lengths. Also short sleeve and knee lengths. Values to 69c, at 35c.

Slip-on Raincoats, Friday, \$2.98

52 inches long. Double texture waterproof fabrics. Cemented and strapped military collars. Olive shade. Values up to \$6, Friday, \$2.98.

Shirts and Drawers. Men's balbriggan shirts and drawers. Also mesh and hosiery underwear, worth to 75c garment, at 25c and 35c.

Khaki Trousers, Special 98c

Men's khaki trousers, in peg top or semi-peg styles, on sale Friday at 98c.

Negligee Shirts. Men's negligee and golf shirts in neat patterns. Soft collars attached. Worth to 75c, at 50c.



Drapery Specials

Basement. 1,000 traveling men's sample pieces of lace curtains on sale at, each 15c.

Remnants. Of drapery swisses and serims, worth up to 30c a yard, special Friday, yard 10c.

Window Shades. Linen window shades, 3x3 ft. sizes, special Friday, each 29c.

Lace Curtains. Ecu and white, 40 to 54 inches wide, special, each 69c.

