

Society

By MELLIFUGIA. Monday, August 16, 1915.

ANNOUNCEMENT is made today that Mr. and Mrs. Felix J. McShane and daughter, Miss Marie, will leave October 1 for New York, to remain indefinitely.

Mr. McShane is building a home at Kensington, Little Neck, Long Island, on Manhattan Bay, which will be ready for occupancy this fall.

Mr. Edward C. McShane, eldest son of Mr. and Mrs. McShane, has been in New York City for the last ten years engaged in the automobile business.

In the departure of the McShanes the Visiting Nurse association will lose two of their very active workers.

Miss Louise McPherson, who left for her new home in Maryland early last spring.

At Happy Hollow Club. Dr. and Mrs. Henry B. Lemere will entertain at dinner this evening at the Happy Hollow club in honor of Miss Fanny Hayden of Boston.

At the Field Club. Mr. and Mrs. J. B. Jamieson entertained at supper last evening at the Field club for Mr. and Mrs. H. C. Russell and Mr. and Mrs. Harry Quinlan.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Brandeis. Theater parties at the Brandeis on Monday evening will be given by Misses Bolta, Hanley, Irwin, H. Thompson and Hughes.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

At the Country Club. Suppers at the Country club luncheon Sunday evening were given by Mr. Luther Drake, who entertained four guests.

At the Tuesday matinee. Mrs. T. J. O'Brien will entertain a party of eight guests at the Tuesday matinee.

BOASTFUL LAD IS SUBDUED BY LASS

Eight-Year-Old Tells Tales of Pranks, Whereupon Little Maiden Nearly Makes Him Cry.

BOY TRIES TO THREATEN Ione Scott, supervisor of the playground at Haneson park, intercepted what might have been a terrible tragedy.

This is what she overheard an 8-year-old boy say to a 10-year-old girl of the playground:

"I will fill you with pepper and den I'll dance around the tree until you cry!"

"Why, Lionel, what do you mean by such conversation? Is that the way to treat a young lady?" asked the supervisor.

"Well, she twisted my wrist just to show how strong she was," the youngster replied.

The facts are that the feminist movement has taken hold of the Haneson park recreation center.

Whereupon the little maiden twisted his wrists until he nearly cried for his mamma.

The threat of tying the fair maiden to a tree and then dancing around the tree was suggested by the story Lionel had read.

Lionel has since made amends by offering Imogene a slice of cake his mother baked for his birthday.

Stop That Cough—Now! When you catch cold or begin to cough take Dr. Bell's Pine-Tar-Honey.

Auto Overturns, Throwing Couple Into Carter Lake

In an automobile accident which occurred west of the Carter White Lead works at 9 o'clock at night, Mr. and Mrs. Dan E. Murphy, 2611 California street, were thrown into Carter lake when their machine struck a rut in the road and tipped over on top of them in several feet of water.

The extent of Murphy's injuries cannot be ascertained, as an effort has been made to hush up the affair.

Mrs. Murphy and her husband fortunately were not pinned by the car. The former came to the surface first and called for help, and with the aid of her brother, whom they had been visiting and near whose home the accident occurred, the couple were brought to dry ground and an ambulance called.

In the morning the car was extricated from the depths of the lake and the rescuers seeing that nought but the fender appeared to be harmed, cranked the engine and to their own astonishment were able to drive from the spot as if nothing had happened.

Mrs. Murphy has been employed as traveling agent for the John Deere Plow company.

Mrs. Murphy's brother, who lives just north of the Carter White Lead works, and luckily was near the spot, unaided rescued his sister and brother-in-law.

DIVORCED WIFE OF TEN YEARS, STANDING A WITNESS

M. J. Owen, 709 North Sixteenth street, charged with being drunk, was brought before Judge Foster and sentenced to thirty days.

His divorced wife of ten years standing appeared against him and testified: "Why, judge, he hasn't bought any clothes for our child for the last year, and tells me I will have to work and buy them myself!"

"How old is your child?" inquired Judge Foster.

"Why, he's 17, judge, and his father refuses to clothe him," forcibly retorted the divorced wife of ten years' standing.

After hiding behind a blotter for several moments the judge finally emerged and imposed the sentence.

ASKS FOR AN OLIVE IN HIS MARTINI ON RIVER FRONT

T. J. O'Connell, polished laborer, invaded a riverside saloon Saturday evening and called in a mellow voice for "a Martini." After looking through "Brilliant Bits for Busting Bartenders" and the weather forecast the mixologist finally handed out the concoction.

"But my dear fellow, where is the olive?" inquired T. J. in injured tones.

For this cruel demand he received a blue eye, was ejected into the outside and was later arrested by a minion of the administration.

"You should never ask for olives, only in season," cautioned Judge Foster before allowing T. J. to "went."

BREAKS THREE RIBS, BUT WATCH IS NOT BROKEN

After falling through a manhole and breaking three ribs, Nathan Salmer, 1323 North Twenty-second street, discovered that, through some freak, his open face watch, which occupied the pocket of his coat and directly above the broken bones,

POLICE HOLD SUSPECTS FOR RECENT ROBBERIES

John Meyers and Louis Smolinski have been arrested by Detective Pisanowski and Officer LaPage on suspicion of having perpetrated several recent burglaries.

ing perpetrated several recent burglaries

The detective department has information to the effect that the pair planned to rob a local business establishment and then make their getaway to a small town in the interior of the state. They are being held for further investigation.

BRANDEIS STORES

Substantial Savings In Muslin Underwear

On Sale in the Basement Tuesday

- Embroidery and lace trimmed Corset Covers and Drawers of good quality muslin. Worth to 25c, special Tuesday 15c
- Gowns, Combinations and Chemises, trimmed with lace and embroidery edgings. Worth to \$1.25. New 85c
- Another lot of Crepe Gowns, Combinations, Chemises, Princess Slips, etc. Formerly to \$1.25. Tuesday, at 65c
- Skirts and gowns, embroidery edged. Choice Tuesday, 25c
- A well made and serviceable lot of Children's Embroidery Trimmed Muslin Drawers, in sizes up to 12 years. Special, pair 8c
- Slightly Soiled Gowns for Children, worth 35c, Tuesday. 25c
- Well made Muslin Body Guards for Children, 15c values, on sale at 10c
- Children's Black Bloomers, in a good quality of aetee. Ages 18 2 to 6 and 6 to 14 years 18c

We Cannot Praise These Cotton Fabric Values Too Strongly

- Fancy Crepe in neat floral designs and other fancy printings, 27 inches wide. Regular 74c quality 47c
- Good Quality Percale, light and dark colors. Perfect goods off the bolt, yard 5c
- 40-Inch Printed Voiles. Remnants and off the bolt. Regular 15c value, special, yard 7c
- 26-Inch Cotton Challie, beautiful assortment of the latest Persian and Oriental designs, neat figures, etc. Regular 6c quality, yard 4c
- Apron Gingham, good standard grade in all the wanted checks; the kind that usually sells at 54c. Specially priced, yard 4c
- 36-Inch Bleached Muslin, soft finish, good standard quality. Special, yard 6c

When One Can Buy Shoes at Such Little Prices!

- 400 Pairs Women's White Canvas High Shoes, Pumps and Oxfords, a splendid variety, in all sizes, worth to \$2.00, choice of the entire lot Tuesday, pair 50c
- Tennis Oxfords for Men and Boys, white and black, all sizes. Worth to \$1, special, pair 39c
- Bath Slippers for Men and Women, all sizes, regular 25c values, Tuesday, pair 15c
- Infants' Shoes, odds and ends, soft or hard soles. Worth to 50c. Special Tuesday, pair 10c
- Hundreds of Pairs of Women's Fine Pumps and Oxfords piled on the bargain tables, worth to three times the price we ask, all at, pair \$1

Blue Enamelware

- Thousands of Pieces of Blue Enamelware, consisting of Preserving Kettles, Bowls, Milk Pans, Dippers, Strainers, Soap Dishes, Ladles, Baking Dishes, Cups, Buckets, etc., worth up to 25c; on sale Tuesday, each 5c
- Thousands of Large Pieces of Enamelware, such as Water Buckets, Wash Basins, Stew Kettles, Preserving Kettles; also Aluminum Sauce Pans, Frying Pans & Kettles. Worth to 39c, special Tuesday, each 10c

To Take Religious Census of the City

A religious census of Omaha mers complete that has ever been made before is to be compiled preparatory to the "Billy" Sunday campaign.

This was decided on by the executive committee when it met at noon at the Young Men's Christian association.

Oliver Kerve of the Walnut Hill Methodist church and G. J. Ernst of the Lewis Avenue Presbyterian church were appointed to arrange for the canvass.

The machinery of the prayer meeting committee with its 150 prayer meeting places throughout Greater Omaha and Council Bluffs will be used in the work.

The cards on which the returns will be gathered will be more complete than any similar cards ever used here.

Some of these signs read "bankrupt stocks" and give a false impression to strangers.

GOOD APPLES ARE GOING TO BE SCARCE THIS YEAR

"Poor and medium apples will be cheap and abundant, but good apples will be high this year," said Al King, manager of the grocery department of Hayden Bros., on returning from a trip to Plattsmouth and other towns, where he inspected the apple crop with a view to placing some orders.

"The apples are badly hail-pitted and wormy in many sections," said King, "and right good apples are, after all, hard to get, in spite of the fact that there seemed to be an abundance of them in the state."

SOLOMON RETURNS FROM A LONG AUTOMOBILE TRIP

E. G. Solomon, deputy county treasurer, and family, have just returned from a 1,800-mile auto trip, going by the way of Des Moines, Clinton, Ia.; Rockford, Ill.; to Madison, Wis., thence to Lake Geneva, Wis., and Chicago. Returning from Chicago to Omaha, they drove on an average of 24 miles per day of twelve hours. Lincoln highway from Chicago to Marshalltown, Iowa-Interstate trail to Des Moines, and the Great White Way road to Omaha, the last 500 miles without even a puncture.

A Healthy, Happy Wife is the greatest inspiration a man can have and the life of the family, yet how many homes in this fair land are blighted by the ill health of wife and mother!

It may be backaches, headaches, the tortures of a displacement, or some ailment peculiar to her sex which makes life a burden. Every woman in this condition should rely upon Lydia's Pink Pills for Women's Vegetable Compound, made from roots and herbs, to restore her to health and happiness.—Advertisement.

How to Beautify a Summer Soiled Face

It's really a simple matter to renovate a face soiled by sun, wind or dirt. Ordinary macerated wax, used like cold cream, will transform the worst old complexion into one of snowy whiteness and velvety softness. It literally pulls off the outer veil of surface skin, but so gently, gradually, there's no discomfort. The warmest skin comes off, not in patches, but evenly, in tiny particles, leaving no evidence of the treatment. The younger, healthier under-skin forming the new complexion, is one of captivating loveliness. One ounce of macerated wax, to be had at any drug store, is enough to remove any blemish, freckles, pimples, freckles or blotchy skin. Apply before retiring, washing it off mornings.

Many skin wrinkles, every wind that blows with heat, worry, etc. An excellent wrinkle remover, because it softens the skin and strengthens relaxed muscles, is a wash lotion made as follows: Powdered alumina, 1 oz., dissolved in 1/2 pint water. This gives immediate results.—Advertisement.

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.

MERCHANTS TAXI CO.

Touring and Closed Cars. \$2.00 per hour. Stand at Merchants Hotel.

Automobile Agents

Are you looking for a profitable six cylinder automobile line?

The factory I represent is building a Light Six-cylinder Car with standard equipment.

The Price and Discount Are Very Attractive

If you are interested I will be pleased to make a demonstration and present our agency proposition.

R. L. FORSYTH,
HENSHAW HOTEL, OMAHA.



W. J. SWOHODA RETAIL DEALER
PHONE DOUGLAS 222 OMAHA NEB

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.

Helping Greater Omaha Grow Greater

Low rates for Electric Power always act as a spur to industry. And, with the development of industrial progress, invariably comes prosperity—true civic bigness—better conditions for all.

The New Reduced Rates for Electric Power

now in effect are bound to give Greater Omaha's greatness a splendid impetus from this standpoint of industrial development. Not only have we reduced the rates for power used by our customers—but we have so improved our facilities and so broadened the scope of our service that every power-using enterprise in the city will find it a distinct economical advantage to use this better, cheaper Electric Power.

Electric Light Rates Have Been Considerably Cut

Electricity for lighting now costs less than ever before. Instead of starting at 11c per kilowatt hour as before, the new low rates start at 8c net per kilowatt hour. And, instead of basing the charges on a total connected load during the month, the new low rates are based on the total consumption of electricity regardless of connected load.

The new reduced rates make electricity so cheap that every home, store and office in Omaha can now easily afford to install Electric Lights.

Omaha Electric Light and Power Company

GEORGE H. HARRIES, President
Maximum Electric Lighting Rates Have Been Reduced Approximately 40% Within the Last Two Years Due to Physical Improvements and Growth of Business.