

# Society

By MELLIFICIA. Tuesday, September 28, 1915.

**T**HE dinner given by Mr. and Mrs. A. B. McConnell last evening in honor of their daughter, Irene, and Mr. Richard Coad, whose wedding is being celebrated this evening, was one of the most unusual of the season and furnished a great deal of amusement and merriment for the guests.

Honoring September, the dinner was a sapphire one and quantities of corn flowers were used in the decorations. The place cards, too, were unusual, being white parchment with lettering in gold.

The gaiety reached its height during the dinner hour when the doorbell began to ring and a messenger appeared at frequent intervals, carrying in useful gifts for the bride. First there were laundry articles, a clothesbasket, a wringer, washboard and then kitchen utensils, a rolling pin, coffee mill, and then a coal scuttle, shovel and a miniature bookcase and books. Anything the mind could conjure up that the young people would need on the ranch in New Mexico, where they will make their home, was presented to them.

The gifts of the bride and groom to their attendants and to each other were presented last evening. Miss McConnell gave her bridesmaids, Miss Eleanor Mackay, Miss Frances Hochstetler, Miss Marion Towle and Miss Mary Louise Latenser, gold brooches set with sapphires. To her maid of honor, Miss Alice Coad, she gave a larger brooch of the same kind, and to her special maid, Miss Gertrude McCarthy of Chicago, a brooch of a different cut.

Mr. Coad's gift to his ushers, Mr. Harold McConnell, Mr. Arthur Coad, Dr. T. E. Dalley and Mr. Charles McLaughlin, and to the special usher, Mr. Charles McCarthy of Minneapolis, were gold cuff links. Mr. Ben Gallagher, the best man, received gold cuff links set with sapphires.

The bride's gift to the groom was a cabochon cut sapphire ring set in diamonds and platinum. Mr. Coad presented his bride with a handsome diamond and sapphire brooch.

### Coad-McConnell Wedding.

The first of the large fall weddings was celebrated at 5:30 o'clock Tuesday afternoon at St. John's Collegiate church, when Miss Irene McConnell, daughter of Mr. and Mrs. A. B. McConnell, became the bride of Mr. Richard Coad, the Rev. Father J. F. McCarthy of St. Peter's church officiated.

The church was profusely decorated with palms and ferns and the pews were tied with pink and white tulle and quantities of Killarney roses. For a half hour preceding the wedding ceremony, Miss Margaret Judge, the organist, gave a varied program of bridal music and when the bridal party entered, the Lohengrin wedding march was played.

Of heavy ivory satin, draped with a pointed overdress of tulle embroidered in silver, was the bride's wedding gown. The skirt was short and the tulle draperies were caught at the hips in bouffant effect. The bodice was of net embroidered in silver, cut square neck and with long tulle sleeves. The long court train was attached to a de Meidol collar of tulle embroidered in silver and the girdle was caught with orange blossoms. The long tulle veil was close-fitting and was held in place with orange blossoms. The bride carried a shower bouquet of swansonia and lilies of the valley.

The bride's attendants were gowned in the rainbow shades. Their gowns were all short and had the tulle overdress simulating the bouffant effect and all wore hats of chiffon and lace to match

### BRIDE OF LAST NIGHT'S FASHIONABLE WEDDING.



MRS. RICHARD COAD, New Irene McConnell.

their frocks, tied with ribbon streamers of the same shade. With these were worn silver slippers and each of the girls carried flower muffs combined with tulle in the same shade as their gowns, all except the maid of honor and special maid, who carried shower bouquets of Mrs. Ward roses.

Miss Alice Coad was the maid of honor. Her gown was of yellow net over yellow tulle de meteor silk made high-waisted effect with the square neck and short sleeves edged with French rosebuds. Miss Gertrude McCarthy of Chicago, the special maid, was also gowned in yellow tulle with a giraffe of mauve and green. The bodice was high-waisted and the skirt was short and fluffy.

Miss Frances Hochstetler, the reigning queen of Ak-Sar-Ben, was one of the bridesmaids. She wore pink tulle de meteor with insets of pink tulle. The bodice was finished with silver net and the tulle sleeves were long and loose, but were caught together at the wrist. She carried a muff of Shawyer roses.

Miss Marion Towle wore lavender tulle over the same shade of the meteor silk. Her girdle was of pale pink and blue and mauve rosebuds added a distinctive finishing touch. Miss Towle's muff was of lavender asters and tulle of the same shade.

Miss Eleanor Mackay's gown was of pale blue. The skirt had deep points turned up at the bottom and outlined with pink rosebuds. This was worn over a fluffy tulle petticoat of the same color. The bodice was of silk and net finished with pink rosebuds. Miss Mackay carried a muff of Killarney roses.

Miss Mary Louise Latenser wore a girlish frock of pale green tulle over the meteor silk in the same shade. The Watteau bodice was of silver lace with long tulle sleeves and the girdle was of green silk. Miss Latenser carried a muff of Mrs. Ward roses.

Mrs. McConnell, mother of the bride, wore a new shade of olive green net embroidered in green paillettes, over aubergine shade of satin, finished at the bottom with green velvet. The bodice was of silver lace and the gown was an tulle.

Mrs. Will Coad wore a handsome black tulle gown trimmed with cut jet. Mrs. J. F. Coad, Jr., wore black and white silk with touches of black velvet and lace.

Little Miss Elizabeth Trussell, cousin of the bride, and Master Billy Coad, nephew of the groom, made a pretty picture as they proceeded the bride up the church aisle. Elizabeth wore a white muselining frock with a wired tulle overskirt trimmed with pink rosebuds. With

of green ribbons to which were attached rosebuds and butterflies. The ballroom, where dancing followed the reception, was ablaze with flowers, palms, ferns and apparatus, the same decoration having been used for the spacious veranda of the McConnell home. Assisting throughout the rooms were: Mesdames—Edward Creighton, Charles P. Crowley, Charles Offutt, W. H. Clarke, William Rhodes, John Wilbur, Ben Gallagher, M. C. Peters, John W. Towle, Dan Baum, Jr., Misses—Beatrice Coad, Irene Coad, Gladys Peters, Daphne Peters, Louie Bacon, Mary Burkle, Alice Carter, Helen Pedersen. The young couple left last night on an eastern wedding tour and will arrive at their ranch near Malaga, N. M., about

November 1, via the southern route. Mrs. Coad's go-away suit was of mahogany velvet trimmed with black fox fur at cuffs, collar and at the edges of the coat. With this was worn a black velvet toque whose only ornament was shimmering beads.

**Ak-Sar-Ben Visitors.** Mrs. Harry Bosworth of Chicago, a sister of Mrs. George Brandeis, arrived yesterday to be a guest during Ak-Sar-Ben week. Mrs. N. J. Carney and Miss Lillian Rogers, two other sisters, are expected later in the week.

**Stork Special.** Mr. and Mrs. Nathan Merriam have received a cablegram announcing the birth of a daughter to Lieutenant and Mrs. Harry Diehl in Glasgow, Scotland last Saturday. Lieutenant Diehl is at the front, but is fortunate in being able to visit his home frequently. Mrs. Diehl was formerly Miss Mildred Merriam. Her marriage to Lieutenant Diehl was cele-

brated abroad about the time that the European hostilities began. A son was born to Mr. and Mrs. L. M. Cook of Madison, Wis. Mrs. Cook was formerly Miss Alma Brandeis, daughter of the late Carl Brandeis and Mrs. Brandeis of Omaha. Mrs. Cook and her small son are now in Chicago with her mother, Mrs. Brandeis.

**Wedding Announcement.** Robert H. Irvine and Adele A. Adolph were married Monday evening at their home by the Rev. C. A. Fleming. About twenty guests were present.

**Cudahys at Lake Forest.** Mr. and Mrs. Joseph Cudahy, formerly of Omaha, are contemplating spending the winter at Lake Forest on their handsome new estate, Inisfall Farms, instead of in Chicago.

Mr. and Mrs. Edward I. Cudahy have already announced their intention of joining the all-year-round colony at Lake Forest, where they spent the summer

months. Mrs. Cudahy was formerly Miss Lenore Brewer of California and is related in Omaha, having visited the Omaha Cudahys prior to her marriage.

**Les Amies Whist Club.** Mrs. Peter Rasmussen entertained the members of Les Amies Whist club at her home Saturday. Prizes were won by Mrs. Grace Mickel and Mrs. F. J. Murphy. The next meeting of the club will be held in two weeks at the home of Mrs. Colin McKensie.

**Reception for Dr. Crothers.** The board of trustees of the Unitarian church will hold an informal reception Friday evening at 8 o'clock at the parish house, 423 North Fourth street, to meet Dr. Samuel McChord Crothers of Boston.

**With the School Set.** Miss Lillian Weiss will leave Tuesday evening for the University of Chicago, where she will enter her junior year.

**Personal Mention.** Mrs. R. Joseph is visiting in Lincoln. Mrs. B. Siegel of Des Moines, Ia., who came to attend the Kline-Schmitt wedding, left for her home Sunday evening. Numerous affairs were given in her honor. Dr. and Mrs. Ernest Kelley have left for New York and other eastern points, where the doctor will take a post-graduate course. Dr. Fred Hann is taking care of Dr. Kelley's practice during his latter's absence. Miss Eileen McCaffrey will leave Saturday for New York, where she will attend the wedding of her cousin, Mr. J. C. Kennedy, after which she will enter the Conservatory of Music. Mr. Kennedy has often visited in Omaha.

**Wedding Date of Miss Cudahy.** V. October 30 has been announced as the date for the marriage of Miss Florence Cudahy, daughter of E. A. Cudahy, to Mr. Austin Nilback.

### An Immense Sale

of tremendous importance to every man, woman and child in Omaha will begin Friday morning. See our advertisement in the newspapers Thursday afternoon.

# BRANDEIS STORES

## Ho! Ye Guests of Quivera!

Let there be a right hearty "Welcome" in every nook and cranny of this big establishment and let us, as proud and loyal subjects of His Imperial Muftiness, King Ak, serve ye with the bountiness which is ours. Let such conveniences as Uncle Sam's postoffice, a bank for cashing checks, rest and writing room, restaurant with cabaret, telephones, and many others in this store, materially assist ye in thy quest for comfort and pleasure. And let work and worry be forgotten whilst in the Kingdom of Quivera, for it is written that its guests must be joyful at whatever cost.

### Baggage Checked Free

Baggage may be checked to Brandeis Stores and later sent to your hotel or room after you have located. WITHOUT ANY CHARGE WHATSOEVER. Friday morning correspondence addressed to Station 17, Omaha, which is the Brandeis Stores branch postoffice.

# 500 Street Dresses at \$15

Our New York Buyers Made This Exceptionally Advantageous Purchase From One of the Leading Specialists in High Class Street Dresses

and we are going to give our customers the benefit of the low price for which we bought them. They would actually sell regularly for from \$19 to \$29, but you can choose from the lot for only \$15. Please remember, too, that these are new fall dresses; dresses of a kind that are finding their best market at this moment. So come Wednesday, and please yourself with one of these pretty frocks.



The lot comprises a wide range of authentic fall styles, namely such clever models as the new princess, redingote and Russian blouse effects. The materials are mostly fine wool mannish serges in combinations of silk plaids, taf-fetas, messalines and charmeuse, with handsome trimmings of buttons, silk braids, beads and silk and velvet sashes. The colors are black, brown, navy, green, field mouse, plum, etc. Choice for \$15.00.

## Demonstration of H. & W. Corset Waists for Girls

For the next two weeks we will have a corsetier in our Corset Department, on the Second Floor, who specializes in fitting girls. She will assist mothers in making the right selection and fit your daughters to the corset waist adapted for her.

A young and growing figure is soft and readily takes the shape that the waist or semi-corset has a tendency to give it. Heat, shapeline, general appearance and the tendency to properly lay on flesh and muscle are all affected by this first corseting.



We want to impress upon all mothers the importance of the corset for girls, for when properly fitted and worn, H. & W. Waists prevent round shoulders and help the girl to stand correctly to give proper poise. When the figure is slight H. & W. Waists that are laced in front are very comfortable and answer every purpose the shoulder straps keeping the garment in place so that it can be worn as loosely as desired. For girls 10 to 14 years, two styles, at.... 50c

For girls 14 to 18 years, who are well developed, an H. & W. garment in which features of the corset and waist are combined; pliable clasps in front; the adjoining stays are flexible and there are soft cords introduced around the body to give strength and the slight degree of support necessary for comfort; 75c, \$1.00 and.... \$1.50

## The Two Best Qualities of Seamless Wilton Rugs

There is nothing that brightens up a room and adds richness and beauty to a home like a Wilton Rug. We offer for Wednesday the best seamless Wilton Rugs, made in two qualities:

ROYAL WILTON RUGS	
Size 9x12	\$42.50
Size 8-3x10-6	\$40.00
Size 3x5-3	\$7.50
Size 27x54	\$4.50
WILTON RUGS	
Size 9x12	\$35.00
Size 8-3x10-6	\$33.00
Size 27x54	\$4.00
LINOLEUM SPECIALS	
Inlaid Linoleum, 6 feet wide, \$1.15 value, yard	90c
Printed Linoleum, 8 feet wide, worth 65c, yard	45c
Printed Linoleum, 12 feet wide, worth 70c, yard	50c

## Furnish Your Home With Draperies from Brandeis Stores

And thus enjoy the best at the lowest prices. We have everything you may need. Lace Edges Curtains—These are the new curtains for Fall. Special showing, pair, \$2.98, \$3.50 and.... \$3.98. Marquisette Curtains—We have just received 18 new patterns, at, pair, \$1.75, \$1.98 and.... \$2.50. Muslin and Swiss Curtains—Plain and fancy centers. Beautiful assortment, pair, 98c and.... \$1.25. Cretonnes—We have dozens and dozens of new and pretty patterns, at, yard, 25c and.... 30c. Bungalow Nets, Filet Nets, Quaker Craft Nets and Novelty Nets—The greatest assortment we have ever shown. Yard, 35c, 49c, 69c and.... 65c

**PAXTON'S GAS ROASTED COFFEE**

FOR 2 LB. CANS

THAT ECONOMY COFFEE

**New Service to the Northwest**

The Chicago, Milwaukee & St. Paul Railway has just placed in service between Sioux City and Seattle and Tacoma new direct observation sleeping cars leaving Sioux City at 7 P. M. daily. This new arrangement affords excellent through service to the North Pacific Coast as well as to intermediate points, Miles City, Harlingen, Tule, Missoula, Spokane and Ellensburg. Reservations may be obtained at City Ticket Office, C. M. & St. P. Ry., 1411 Farnam St., Omaha, Neb.

## Satisfied Piano Customers

Constitute Our Best Advertising. That is why we handle only instruments of known merit and that we know positively will give lifelong satisfaction. More Than 150 Instruments on Our Floor to Select From. Terms of payment arranged to suit your convenience. PIANO DEPARTMENT—THIRD FLOOR.

## Wednesday, Ice Cream Day

Pint Bricks, 10c. Qt. Bricks, 20c. Full Cream Caramels, assorted nut and plain. Special Wednesday, pound, 25c. Whole Brazil Nuts, dipped in cream, regular 30c grade, Wednesday, per pound, 39c. Pompeian Room.

## Wall Paper Specials Wednesday

Now is the time to do your Fall papering. Our stock is complete and we can save money for you. Spare Bedroom and Kitchen Papers, 6c value, Wednesday, roll, 2 1/2c. Parlor, Hall, Dining Rooms and Store Papers, with borders to match. All colors and patterns. Worth to 15c. Wednesday, roll, 6c. Plain Pulp Oatmeal Papers, 30-inch stock. All colors; sold with cut borders only. Regular 15c grade. Wednesday, roll, 8 1/2c. White Star Paint, guaranteed first-class outside paint. All shades. Regular price \$1.75. Sale price, gallon, \$1.25.