

Society Notes -:- Personal Gossip -:- Entertainments -:- Club Doings

Brandeis Stores

600 DRESSES Friday's Big Sale

\$2.85

344 of these dresses are a lot we have just received, beautiful new garments. The others are the balance of our own stock of silk and wool dresses that were marked up to \$6.95.

One of the best opportunities we have been able to offer this season in our Basement Ready-to-Wear Section. These dresses will please every woman who sees them. Come Friday.

In Our Great Enlarged Basement



Dresses of pretty styles, up-to-date in every sense of the word; made of fine all-wool serges, silk and wool and satin and serge combinations; some even with charmeuse combination, with the quality of French and storm serge.

These dresses are of first class workmanship, and were bought for cash by us at a price which enables us to give you these wonderful bargains. The 344 new dresses were made to sell up to \$7.50, some even more. Our own stock has been selling right along up to \$6.95 and considered sensational bargains.

Plenty of Dresses for Stout Women--Sizes up to 53

Any GIRL'S COAT, \$1.69

Your choice of any Girl's Coat in the Basement Department Friday at \$1.69. Hundreds of pretty, up-to-date styles, ages 2 to 6 and 6 to 14 years; formerly sold up to \$5.00. The materials: All-Wool Chinchilla, All-Wool Fancy Cloths, Mixtures, Fancy Plaids, Fine Plain Cloths, Velvets, Corduroys, etc. Coats for dress as well as school wear.

ABOUT 200 GIRLS' COATS--Ages 2 to 6 and 6 to 14 years. All good styles, made of Corduroy, Mixtures, Plain Cloths, etc. Odds and ends grouped together for a quick clearance Friday. Worth to \$2.00, sale price \$1.69.

A Sale of Silk Remnants Friday

Remnants of messelines, taffetas, foulards and satins, lengths from 1 1/2 to 5 yards. Worth to \$1.25, sale price \$1.00.

Save Money on Hosiery and Underwear

Women's Fine Cotton Vests and Panta. Match. Heavy lined. 35c quality, special, 29c.

Soaps and Household Needs

Diamond "C" Soap, special, 10 bars for 24c. Pearl White Soap, 10 bars for 34c. White Borax Naptha Soap, 10 bars for 35c.

Remnants of All Wool Dress Goods

36 to 54 inches wide, such as French Serges, Poplins, Gabardines, Checks, Plaids, Stripes, Tweeds, etc., in a wide range of new colorings. Lengths sufficient for skirts, suits, dresses, etc. Worth to \$2.00 yard, to be sold by the piece only. Friday \$1.39 and \$1.69.

Blankets -Extra Heavy Single Blankets, size 72x84 inches, 11.50 value. Special, each 98c.

Blankets -About 800 Pairs of Extra Heavy, Twilled Woolens and Bedouin Blankets, slightly soiled, edges, values to \$2.50. Special, each pair \$1.69.

Comforts -Large Size Double Bed Size Comforts, white cotton filling, tied and stitched. Regular \$1.50, special, each \$1.00.

Silks -Mill ends and manufacturers' sample pieces of imported silks and satins. Worth to 50c. Each remnant 10c.

Lining -Clean-Up Sale of Lining Remnants, worth from 25c to 50c--all go in one lot Friday. 11c.

Towels, 12 1/2c -500 dozen Hank towels, very fine quality, pink and blue, with crest for monogram. 12 1/2c.

Dress Goods -Remnants and Mill Ends of All-Wool Dress Goods, from 1 1/2 to 3 yards length. Worth to 50c, sale price 50c.

Dress Goods -One Big Lot of Manufacturers' and Travelers' Single and Matched Pieces, almost every weave, each piece 19c.

Dress Goods -36 to 54-Inch All-Wool Dress Goods, lengths from 2 to 4 yards. Worth to 75c, special for Friday, each piece 55c.

Remnants -36-Inch Bleached Cambric and Long-cloth, mill remnants from the "Dayton Bleachery," excellent quality. Regular 50 value, special, each yard 6 1/2c.

29c Table Pad- ing, 17c -34-Inch double flannel table pad, excellent quality. Special for Friday, each yard 17c.

35c Roller Towels, 24c -1,500 heavy bordered roller towels, 2 1/2 y x 3 1/2 y long, ready for use, excellent quality, each 24c.

39c Mercerized Damask, 25c -25 Pieces of the mercerized 6 x 8 1/2 damask, finished like linen, many new designs, each 25c.

8c Crash, 6c -1,000 yards of cotton twill toweling, with red and blue stripes. G & S heavy quality.

10c Napkins, 5c -2,000 mercerized napkins, hemmed ready for use. Large variety of pretty designs, each 5c.

FONTENELLE PUTS BAN ON SMOKING

Women Are Warned Against Smoking in the Balcony of Omaha's Leading Hostelry.

SIGNS ARE PLACED ON WALLS

By MELLIPICIA--February 3. When the members of the various committees of the Omaha Fine Arts society marshaled their forces for the work of their exhibit the beginning of this week, they were surprised to see small but assertive notices to the effect that women could not smoke in the balcony of the Fontenelle.

"What in our house!" cried Lady Macbeth when told that King Duncan had been murdered. I always think of that when I hear any one protesting too much; and, when the question of women's smoking comes up, it is also well to remember what a smart and witty matron in a big Ohio town said on this same subject.

"What would our pioneer grandmothers say if they saw their granddaughters smoking?" a member of a prominent Ohio family had asked.

"What is the sense of this hypocrisy?" asked the clever matron, "when we know right well that our pioneer grandmothers smoked--not cigarettes, it is true, but cob and clay pipes."

The whole thing, in a nutshell, when one sees the women of any social circle at the cigarette stage, it merely means that that particular set has reached the tertiary period of social progress. Of course, it may not strictly imply that clay and cob pipes are only two generations behind. European women smoke, it is true, but their grandmothers took snuff.

American society can move generations in a decade. From personal observation, I saw a community of southern crackers get rich betting syrup in six years. With the advent of such refinements as gold teeth, cooking stoves and pianos, the pipes, the snuff chewing and the plug tobacco vanished so far as the women were concerned and the community, socially speaking, reached the secondary stage. In twenty years, I shall go back there some day to renew old acquaintances and I fully expect to find the women of the younger set smoking cigarettes--it is a part of the evolution.

No true Omaha should be shamed by those little notices in the balcony of the Fontenelle--Omaha society has reached the tertiary period, and let the advance be accepted with honesty and pride.

Centurion Dinner-Dance.

More than 600 invitations have been sent out by the Centurion club, announcing the coming annual party, which will be given Tuesday at the Home Hotel. Dinner party, band concert and dancing will be the program of the evening. The dinner is scheduled to take place at 6 p. m., the band concert at 7 and dancing at 8:30 p. m.

Entertains at Henshaw.

Miss Esther Dugher gave a leap year party Wednesday evening at the Henshaw hotel. Her guests were: Misses--Phil & C. Caffrey, Eleanor Morgan, Clara Peterson, Messrs--James Muldoon, Walter Fischer, James Cole, Dr. H. H. Avery.

Miss Mackay's Trip.

Miss Eleanor Mackay, who is visiting in Richmond, Va. and has been the honor guest at all sorts of luncheons, dinners and affairs the last two weeks, will start soon on a hunting trip through South Carolina with Mr. and Mrs. A. D. Williams of Richmond.

All Saints Affair.

The Dundee circle of the guild of All Saints' church will give an afternoon bridge tomorrow at the home of Mrs. William W. Hoiland. Over seventy invitations have been issued to members of the church and their friends.

Personal Mention.

Mr. H. F. McCormick of Omaha is a guest at the Elms hotel, Excelsior Springs, Mo. Rev. Thomas J. Mackay, who has been resting at the Hyde Park hotel in Chicago, is expected home this morning.

Careless Use of Soap Spoils the Hair

Soap should be used very carefully, if you want to keep your hair looking its best. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and ruins it.

LADIES' AND MEN'S WATCHES

Finest quality solid gold and gold filled watches, guaranteed accurate timekeepers, and wonderful values at the price of \$12 and up. Terms to suit your convenience. Open Daily Till 8 P. M. Saturdays Till 9:30. Call or write for Illustrated Catalog No. 99. Phone Douglas 144 and our salesman will call.

BEAUTIFUL GOWNS AT ART EXHIBIT

Omaha Women Present Pictures that Vie with Best Efforts of the Painters

DISPLAY IS MOST ATTRACTIVE

Beautiful gowns were worn by members of the Fine Arts society at the private view in connection with the opening of the annual exhibit at the Fontenelle Wednesday evening. Especially good-looking were the gowns worn by the women in the receiving line, Mrs. Charles T. Kountze, Mrs. Halleck Ross and Mrs. J. E. Summers.

Mrs. Kountze was radiantly beautiful in a gown of midnight blue, most iridescent and sparkling with sequins but made on simple lines. Mrs. Ross's gown was of yellow taffeta with a conventional flower design heavily embroidered, made over white lace, the bodice too being of lace.

Fade green net over white satin was worn by Mrs. Summers, the bodice made shapeliness effect. With this was worn a corsage bouquet of orchids. Mrs. Ward Burgess wore a rose-colored gown fashioned over white satin with bodice of white lace set off here and there with touches of green velvet ribbon.

Mrs. Oscar Williams wore an attractive white satin gown made with an over-dress of black Chantilly lace. Mrs. Frank Crawford's gown was a pling one, wired over the hips, and combined with pale blue. A gold embroidered wrap was worn with this.

Miss Jessie Millard was gowned in black with a touch of aquiline white lace at the bodice set off with a pink rose. A stunning black tulle gown was worn by Mrs. Arthur Crittenden Smith. Mrs. Smith also wore a handsome black lace scarf and some wonderful pearls.

A most attractive model in pale blue combined with white lace was worn by Mrs. Walter Squier. Others who chose the same shade wore Miss Eugenie Whitmore whose pale blue gown was trimmed with fur, the bodice being made of opalescent sequins; Mrs. C. H. Marley, who wore a blue broadcloth gown as also did Mrs. Ben Baker.

Mrs. J. J. McMillen was attractively gowned in lavender pussy willow taffeta trimmed with fur. Mrs. Samuel Rees wore black tulle over green with trimmings of gold lace. Mrs. J. M. Metcalf's gown was of white broadcloth with gold lace trimmings. Mrs. Metcalf wore pearls and diamonds and a handsome set of emerald pins.

Mrs. Alfred Darlow was gowned in pink with white lace bodice trimmed with silver lace. One of the handsomest of black gowns was the black tulle gown worn by Mrs. A. F. Jonas, a dash of color being furnished by a brilliant red rose.

Doctors Entertained.

Dr. and Mrs. Rudolph Rix entertained Wednesday afternoon at dinner at their home prior to an Orpheum party. Covers were laid for: Doctors--J. Ahlquist, C. B. Molesed, C. E. Allen, F. D. Tyler, J. E. Kelly, A. F. Seb, O. Morgenthaler, J. J. Erb, N. H. Rasmussen, L. E. Vandiver.

Dinner for the Clerks.

Mrs. E. E. Hart gave a dinner at her home in Council Bluffs Wednesday evening in honor of the Hoxie Clerks to the following guests: Messrs and Mesdames--Loxie Clark, J. Hees, Henry Wynan, Charles Test Stewart, Mrs. Charles Squires, Messrs--Edward S. Hart, Henry E. Hart.

Prettiest Mile Event.

The Prettiest Mile Ladies' Golf club was entertained Tuesday evening by Mrs. Milton P. Byrd, who was assisted by the following: Mesdames--J. C. Ludeke, Ida Flinn, H. E. Wilber, Ray Rainbolt, E. L. Cain, Misses--Etta Smith, Vivian Byrd.

Social Affairs Planned.

Mrs. Katie Grotte and Mrs. A. M. Landauer will give a bridge luncheon at the Loyal hotel on Saturday, February 12. Temple Israel Sisterhood will give an entertainment next Monday afternoon in the vestry rooms of the temple.

Southern Sojourners.

Mr. and Mrs. C. J. Taylor, who have been visiting the last month with Mr. and Mrs. Garnett in Buffalo, N. Y., are now in Sarasota, Fla., where they expect to spend the winter.

Today's Events.

The Chosom club gives a leap year and box supper party this evening at Scottish Rite cathedral. Mrs. Frank Hamilton gives a dinner at her home this evening. The German Ladies' Coffee club meets at a Kensington at the home of Mrs. John Baumer.

Miss Millard Gives a Reception for Hamlin

Miss Jessie Millard gave a graceful recognition to Prof. A. D. F. Hamlin yesterday afternoon on the occasion of his last lecture in Omaha. The affair was a luncheon in the professor's honor at the Millard home. Violets and Mrs. Ward roses decorated the dining room and table. Those present were: Mesdames--Z. St. Lindsey, William B. McKeen, Herman Kountze, A. W. Jeffery, Ida Hanchett, John Lee Webster, John W. Griffith, F. F. Jones, Harold Gifford, Misses--Carrie Millard, Jessie Millard.

PRESIDENT OF COLUMBIA WILL ADDRESS TEACHERS

Dr. Nicholas Murray Butler, president of Columbia university, will address the public school teachers in the auditorium of Central High school on the afternoon of March 2.

DIAMONDS WATCHES ON CREDIT

YOUR CREDIT IS GOOD WITH US MAKE USE OF IT IN 1916

Come into our store and get one of the extraordinary bargains we are offering. You can wear and enjoy the article while paying for it in easy weekly or monthly payments, as suits your convenience.



Ladies' and Men's Watches. Finest quality solid gold and gold filled watches, guaranteed accurate timekeepers, and wonderful values at the price of \$12 and up.

LOFTIS Credit Jewelers

16th and Douglas Brodegaard Bros. Co.



Will This Week Sell You This DUEBER HAMPDEN WATCH For \$11.75

Seventeen Ruby Jewels, Patent Regulator, Compensated Balance Wheel, Double Brace Main Spring, Safety Click, Breguet Hairspring and Double Sunk Dial. Case is 29-Year Guaranteed Gold Filled, Screw Open Face, Plain or Engraved, 16 size.