

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

GROWING WITH GROWING OMAHA

BRANDEIS STORES



HE Exhibition of Mr. Harry Collins' Model Gowns and Waists Will Continue on Tuesday

This will enable the women of Omaha to view at their leisure and under the most favorable conditions, the wonderful creations of this master designer from New York. All of these Gowns, and duplicates and adaptations, are for sale. Exhibited Here on Living Models.

CLUB WOMEN HONOR STATE PRESIDENT

Many Affairs Given in Honor of the Visitor, Including Luncheon at University Club.

NOTED LITERATEUR IS HERE

By MELIFICIA—March 13. The week opens with a goodly indexed calendar, but still seemingly everything is in keeping with the Lenten spirit—luncheons, teas and dinners for guests, club affairs verging toward social, and even the great attraction at the Orpheum, where the world famed Madame Calve is singing in musical and educational rather than theatrical.

Today is marked by two lectures, one from a member of the faculty of University of Nebraska and the other by a noted New York literateur.

A notable event of today is the luncheon given at the University club to Mrs. J. N. Paul, president of the Nebraska Federation of Women's clubs. Mrs. Paul is visiting her son and his wife, Mr. and Mrs. Leonard Paul, who have lately come to Omaha to make their home; and, consequently, the presence of the state president in the city has been the occasion of many complimentary affairs by the Omaha Woman's club.

Mrs. M. D. Cameron entertained yesterday at her home at tea in honor of Mrs. Paul. The guests were the state officers living in Omaha and the directory of the local club.

The guests at the luncheon this afternoon at the University club comprised the state national committee chairman and members who are Omaha residents. Ward roses made a pretty table decoration. Those present were: Madames—J. N. Paul, F. H. Cole, M. D. Cameron, K. M. Lord, F. J. Burnett, Madames—C. M. Eyster, C. W. Sawyer, W. H. Davidson, Bruce McCulloch, W. J. Elzer, J. W. Welsh.

Comus Club Annual Affair. March 12 is always a bright letter day in the calendar of Comus club, and the last anniversary was celebrated at the home of Mrs. Ben F. Marti, charter member of the club, and Mrs. J. W. Wood both have birthdays on the 12th, and Mr. Marti always gives the club a special surprise and entertainment on this date.

The members of the club were received by Mrs. Jessie Hearn and greeted by Madames Marti and Hood in the dress of little girls at a child's birthday affair. After a dinner with many surprises arranged by Mr. Marti each guest was presented with a favor, a love lamp. The lamps were in cupid design, twelve inches in height and garlanded with roses.

An entertainment to the husbands of the members of the Comus club will be given this evening by Mr. and Mrs. Ben F. Marti and Mr. and Mrs. J. W. Hood.

Orpheum Parties. Mrs. Robert Dempster gave a box party to six guests this afternoon at the Orpheum theater. Mrs. E. L. De Lanney entertained a party of twelve. Mrs. P. F. Powell was hostess to eight and Miss Gretchen McConnell had five guests.

At this evening's performance Mrs. Arthur Trimble will have eight guests; Mr. and Mrs. Roy B. Zachary, seven; Mr. and Mrs. E. C. Twamley, six; and parties of four will be given by Dr. C. H. Ballard, Messrs. Harry Byrne, W. E. Shepherd, C. L. Farnsworth, A. Y. Kinsler, O. C. Redick and Charles E. Miles.

Orpheum affairs for later in the week will be a matinee party tomorrow by Mrs. C. A. Goss for five guests; at the Wednesday matinee, Miss Elizabeth Congdon will be hostess to five; Thurs-

Mask Veil Gives Catchy Appearance



By LA RACONTEUSE.

The mask veil is one of the season's novelties in millinery accessories. It is shown in a coquettish manner, the turban hat is close fitting and very simple, relieved by the facing of rose satin and the single cluster of roses on the deep crown.

A neckband finished with a cluster of metal flowers fastens under the right ear in a coquettish manner. The turban hat is close fitting and very simple, relieved by the facing of rose satin and the single cluster of roses on the deep crown.

DRESS SIMPLICITY THING OF THE PAST

Billowy Skirts Fluffy Ruffles and Dashing Big Bows Are Decried for Milady.

CHINESE AND SPANISH EFFECTS

Grouped around the esplanade at the Brandeis stores' fashion show conducted by Harry Collins of New York City, was a regular "first night" audience of local society women. Bright and early in the morning, before the dainty fashion models were ready to don their smart suits, charming afternoon frocks and stunning evening gowns, a throng of women awaited the first showing of advance styles direct from eastern fashion centers.

Mr. Collins' fashion show was transferred bodily to the dining room of the Hotel Fontenelle for the daisant at 11 o'clock last night when a large crowd of fashionable attendants. The exhibit will be shown for the last time at the Brandeis stores today.

Some Gorgeous Effects.

That simplicity is a thing of the past is amply demonstrated at this exhibit. Billowy skirts, fluffy flutings, tulle over-skirts, bustle effects of tulle, dashing big bows—anything to break the continuity of line is the striking feature of the style display. The early English period, with Victorian skirt and fichu and surplus effects vies in popularity with the alluring Spanish influence so marked in the display of evening gowns.

One of the handsomest evening gowns shown was that with a marked Spanish influence, a black Chantilly lace over a cover cloth of gold, with glittering bodice of metallic brocade and a pelerine or cape of the Chantilly lace. A stunning evening wrap, the same trend of fashion, was of yellow, the loose sleeve featuring the same edge of fringe found in song and story by the Spanish mantilla.

Chinese Influence.

A revival of the Chinese influence in dress is imminent, according to Mr. Collins, because of the necessity for maintaining neutrality, even in style exhibits. To demonstrate the charm of the modes from the orient Mr. Collins is showing an attractive Chinese blue and yellow combination, the body of the frock being of the blue taffeta with narrow insertions of yellow Georgette crepe running horizontally across the garment.

Rainbow skirts of tulle on evening gowns, afternoon frocks caught rather tightly around the bottom as in the days of the hobble, hip striking of Georgette crepe forming a striking contrast in gowns of taffeta or other materials, are all notable features of the exhibit.

Russian Gown "Sassy."

A Russian ballet gown, characterized as extremely "sassy" by Mrs. Howard Baldrige, one of Omaha's best dressed matrons; a bisque-colored suit with a silk all the way down the front showing a dashing Paul Poiret underskirt as the wearer walked, with the same lining to the jacket, and a dainty white Georgette crepe model with a simple bodice and skirt made petal effect like the rose; another girlish frock of white net and pale green organdie with flutings and white ribbon insertions across the hips, and a lavender embroidered taffeta with a bustle effect of lavender tulle and side pockets lined with Alice blue, called for the most admiration.

Popular Shades.

In the new blouses which form part of Mr. Collins' display the distinctive features are the high coloring, the bishop collar and its modifications, and the introduction of the fish net, trimming, collars, cuffs and inserts to the blouse. Coral, emerald green, sage blue, sky blue, salmon and peace gray are only a few of the popular shades. Detachable collars, so that the blouse can be worn low neck or high, as milady chooses, and the roll edge, which is hand-work and replaces the flat edge, is interesting to note. Colored linen blouses promise to be most popular for the spring.

"Bee Hive" and "Barrel Skirts" Will Be in Style

CHICAGO, March 12.—"Butterfly" evening gowns, "bee hive" and "barrel" skirts as well as the "barrel" and "sailor" affair, are among the new styles for the spring and summer wear of the ultra fashionable, according to the 500 or more modistes from all parts of the country who gathered here today for the semi-annual convention of the Fashion Art league of America.

The convention opened this morning and the details of women's dress were taken up at once as a part of the business session. That the full skirt will prevail and that there will be no radical changes, seemed to be the prevailing sentiment. The "barrel" skirt, so-called because the waist and the bottom of the skirt are narrower than the middle, promises, thus giving the outline from which it gets its name, will be the latest innovation for afternoon and morning wear.

The "bee hive" form of skirt is more pronounced in the evening gowns because of more width at the bottom for dancing while a combination of effect at the corage and the sleeves, which will be elbow length, give a butterfly touch to the costume for formal wear.

The visiting modistes were welcomed by Mme. Alla Ripley, president of the Fashion Art league of America, and after lectures today, the convention will be tomorrow in competition for the Gosard trophy, which is awarded every year for the best design from the shops of the modistes of the country.

The war in Europe has made American designs supreme, according to the delegates, who asserted that French models are no longer demanded.

HENRY BASSETT, FORMERLY OF OMAHA, DIES AT DUBUQUE

Word has been received of the death at Dubuque, Ia., of Henry Bassett, son of George Bassett, one of Omaha's pioneer contractors and builders. Mr. Bassett, who was a traveling salesman, has been in poor health for several years, following a nervous breakdown, and his death was not unexpected. His mother, Mrs. G. C. Bassett, left Sunday afternoon for Dubuque, to attend the funeral. Besides his mother, Mr. Bassett is survived by a wife and daughter, and a sister, Mrs. A. W. Ruff of Chicago.

Little Bobbie's Pa

He Discusses Writing With an Authoress

By WILLIAM F. KIRK.

There was a author-ess visited us last night. She has rote three books wich is selling every day. She is making lots of munny, and she likes Ma becaus she went to skool together.

I am so glad to know that you are getting along well, Vera, sed Ma. Deant you remember how you used to win all the prizes at skool with yure essays? I always sed then that you wud make yure mark as a riter sum day.

Well, sed Ma's frend, it has been a long, hard path, & I am glad that at last I need no longer worry. My last novel, "Maida, or Lured to Louisiana," is now in its third edishun & selling like wildfire. But I have yet to rite my grate novel. I feel that swimure in the back of my hed is a truly grate book, one that will go rasing thru the ages.

That is the correct way for a genurus to fell, sed Pa. I feel that way myself sumtimes. I feel that one day, not some day, mind you, but one day, I am going to rite a novel that will have the whose world talking about me.

Then there will be no place that I can hide, sed Pa, ware Fame will not come to dig me out, & think how proud my wife will be of me then, & Httel Bobbie will be a big boy then, & I am going to send him to Harvard, the college I wud have went to if I had went at all.

I think it is perfectly luvly of you to make such fine plans for yure littel son, sed Ma's frend. Maybe he will beekum a reely grate riter. I think there is nooar hoap for him than for you.

Oh, I dont know, sed Pa. He didnt like that very weag then, & I am in the world why I shudent be a grate riter, Pa sed. To begin with, riting ones nateral to me, & besides, think of the world of experience I have had that a woman riter like you cud never have.

I have shot big game in Afriky, sed Pa. I have gambled in Mexico wen my life was the stake, I have frose in Labry-dor & sweted in the jungles of South Ameriky. I have been sober in London & lit up in Chippewa Falls, Wis.

That is experience for you, sed Pa, & I say & say aggen that unless one has lived in far places, away from luxury & the sheriff, & unless one has felt the red blood of romans flowing thru his or her veins, one cannot be a truly grate riter.

Dickens rote grate things becaof he had done much traveling, sed Ma's frend. Oh, I certon, the boy poet, lived in an attack & never went away or a ball game to a moving picter show or a ball game. I tell you this, sed Pa, if anyone can rite, one will rite, wether he travels or not.

There is many a traveling man that can't rite, sed Pa, & I know sumthing of life, its grate joys and sorrows.

You can't, sed Pa, you can't know any of life's sorrows unless you are married onst, or many of its joys unless you are married a second time.

What do you mean, sed Ma. Oh, I was merely jesting, sed Pa. It is a way I have, flitting from the sublime to the frisky. You have to watch me close, sed Pa. My mind works like a gatting gun, he sed.

It talks noise enuff, at any rate, sed Ma's frend. Heely I may be going. I dont think she liked Pa very much, but I dont care what she likes, I like him.

ENGLAND RAISES CAPACITY FOR MAKING DYE STUFF

(Correspondence of the Associated Press.) LEEDS, England, March 8.—The directors of the British Dye company, which hopes to supplant the German dyemakers in the production of aniline colors, are pushing the construction of their factories on the 28-acre site allotted them by the British government at Huddersfield. A considerable part of the new works will be in operation during the spring.

In the meantime the production of vegetable dyes in Great Britain has greatly increased, and aniline dyes are being made at home in smaller factories and imported in unprecedented quantities from Switzerland. As England formerly sent the raw materials of the aniline dyes to Germany to be returned to it as the finished product, so now it is sending these raw materials to Switzerland, and many British dye users have signed contracts to continue the import of Swiss dyes even after the war is over.

Save the Pennies for Him Now

They'll be dollars when he needs them. You, who have a boy in your home, know the joy of looking into the future for him. You want to do your part to help him succeed in life.

Start a Savings Account for him today in The State Bank of Omaha

and you'll know that when he must start out for himself, there'll be something with which he can begin. 3% paid on Savings Accounts. 4% paid on Time Certificates. All deposits protected by the Depositors' Guarantee Fund of the State of Nebraska.

That Wonderful ESCALATOR

IS THE TALK OF THE TOWN

This is the first moving stairway installed in the Middle West. With a capacity of 3400 persons an hour, it will carry comfortably the biggest crowds that Omaha's Greatest Store has ever seen.

Ride on the moving stairway from first to second floor, old building.



New Victor Dance Records

Victrolas on Easy Terms

- A FASCINATING quartette of new Dance Records. No. 35521, 12-inch, \$1.25. "Step, Look and Listen—Medley Fox Trot—'I Love a Piano,' 'That Hula Hula,' 'The Girl on the Magazine,' 'When I Get Back to the U. S. A.'" Victor Military Band. "When Old Bill Bailey Plays the Ukulele—Medley One-Hop—When Old Bill Bailey Plays the Ukulele." "Oh, Oh, She's Breaking My Heart," "If You Only Had My Disposition." No. 35522, 12-inch, \$1.25. "A Little Bit of Heaven—Medley Waltz—'A Little Bit of Heaven,' 'Where the River Shannon Flows,' 'She's the Daughter of Mother Machree,' 'When Irish Eyes Are Smiling,' 'Mother Machree,' 'My Wild Irish Boy.'" Victor Military Band. "Swilly Doo, It's You I'm After—Medley One-Hop—'Molly Dear,' 'The Wedding of the Sunshine and the Rose,' 'The Sweetest Girl in Manistow.'" Victor Military Band. No. 35523, 12-inch, \$1.25. "The Waltz We Love—Waltz—'The Waltz We Love.'" Victor Dance Orchestra. "Underneath the Stars—Medley Fox Trot—Introducing 'In Old Madras.'" Victor Dance Orchestra. "The Victrola Pictured Here is No. X—\$78.00. Terms, \$10.00 down and \$6 a month. Other models, \$15.00 to \$250 on the same ratio of payments.

Dress Form Sale Tuesday

Our Best Eight-Sectional Dress Forms, with arm pieces. These forms have long hips and are adjustable at neck, bust, waist and hips, also to any height. Always sold at \$12.50. Tuesday, \$5.98

- Notion Specials. 15-Yard Bolts of Bias Tape, special, 50c. 10-Yard Bias Cord, special, 60c. 300-Yard Spools of No. 21/2 celine Thread, 50c. Extra Soft Linnin Tape, large bolts for, 50c. Bone Hair Pins, special, box, 50c. Wash Kniting, large 10c bolts for, 50c. Best Burson Stocking Feet, pair, 50c. Extra Soft Face Chambray, special, each, 4c. Steel Crochet Hooks, sizes 2 to 14, each, 50c. Pearl Buttons, good grade, card, 21/2c. Wooden Coat Hangers, special, 3 for, 50c. Large Size Hair Nets, with and without elastic, Very 10c. special, 5 for, 10c. Wooden Button, Molds, all shapes and sizes, the 2 1/2 dozen, 50c. Inside Skirt Basting, Tuesday, yard, 50c. Vest Electric Hair Curlers, 5 on card for, 19c. San-Hik, all colors, 3 1/2c. special, Tuesday, 50c. Good Tatting Shuttle, special, each, 30c. Ladies' and Children's Barrettes, each, 50c. English Twilled Tape, a belt, 10c. Large Bolt of Machine Oil, Tuesday, 50c.

Baby Week Is the Best Time

For You to Get Acquainted With This Wonderful Infants' Store. All of the wearables offered for sale here are made in sanitary daylight shops, packed and delivered and put on sale so that soil or dirt does not touch them. Mothers cannot be too careful about the surety of sanitary wear for baby.

A Trained Graduate Nurse Will Answer All Questions

relating to baby's welfare that you care to ask, excepting those things upon which a physician should be consulted. She will be here every day during Baby Week in the Infants' Wear Store, Second Floor. This advice is gratis.

- Infants' Necessities. Infants' Layettes, specially selected, at \$7.50 \$10. \$15. Infants' Dainty White Dresses, from 25c to \$12.50. Infants' Dresses, washable colors, 50c to \$6.98. Infants' Skirts, embroidered and lace trimmed, 50c up to \$3.50. Infants' Flannel Skirts, from 50c to \$6.98. Infants' Vests, specially priced at 25c to \$1.50. Infants' Hose, specially priced from 15c to 75c. Infants' Soft Soled Shoes, 50c. 75c. \$1.00. Infants' Crocheted Sacques, from 25c to \$1.50. Infants' Crocheted Booties, from 19c to \$1.00. Infants' Cashmere Sacques, from 50c to \$3.98. Celluloid and Rubber Novelties. Rattles, 25c, 50c and 75c. Rubber Toys, 25c and 50c. Floating Toys, 25c, 50c, and 75c. Creeping Beads, 19c, 25c. Record Books, 25c to \$1.98. Hangers, pretty, 50c to 75c. Infants' Silk Vests, 25c, 50c. Ribbon Armlets, 25c, 50c. Powder Shakers, 50c. Soap Boxes, 50c. Comb and Brush Sets, from 50c to \$3.50. Teething Rings, 25c to 75c. Infants' Announcement Cards, from 25c to 50c. Stork Pants, 25c to 50c. Birdseye Diapers, hemstitched at \$1.00, \$1.25, \$1.50. Infants' Baskets, 50c and up. Infants' Basinettes, \$5 to \$15.

Most Complete STOCKS of Rugs, Curtains, Draperies, Pictures, China, Lamps, Etc., in this GREAT EXHIBITION FOR HOUSE AND HOME

Right in line with the unalterable policy of this house, we are offering the most complete stocks of Home Furnishings at reasonable prices to be found in the state of Nebraska. For example, these offerings from the China store:

- Sterzau Mounted Casseroles, heavy nickel plated frame with fancy nickel cover. Casserole made of the famous Quernsay brown ware, with white porcelain lining; three handsome designs. Worth to \$4.48. Special Monday \$2.98. —White and Gold Dinner Sets, 43 pieces, \$3.98. —Cut Glass Water Set, consisting of six handsome tumblers, large pitcher and French plate. The set complete, \$4.98.

Shoes Specially Priced In the Basement—Tuesday

- Women's Shoes, good styles, in black and tan leather, also velvet and satin; worth double our price. All sizes, pair \$1.00. —Women's High Grade Storm Rubbers, all sizes 25c. —Infants' Fine Soft Kid and Patent Leather Shoes, hand turned soles. All sizes to 8, pair \$1.87c. —Girls' Shoes, button style. Calf leather, broad toes. All sizes, pair \$1.39. —Boys' Shoes, all sizes. Splendid values, worth to \$2.50. Pair \$1.55. —Women's Fine Pumps, Patent and Dull Leather, turn soles; small sizes. About 250 pairs to choose from. Worth \$2.50, special, pair \$1.25.

TAFFY DAY TUESDAY POMPEIAN ROOM

Fresh, delicious, full cream Angel Food Taffy, all flavors; regular 10c 19c quality, lb. 10c



Which?

"Everything baked with Calumet is so tempting—wholesome—delicious—I want 'em all. For things hard to bake right it can't be equalled. Calumet is the world's best Baking Powder—it's moderate in price—pure in the can and pure in the baking—wonderful in leavening and raising power—the most economical to buy and to use."

Received Highest Awards One Cup and Spoon—An Slip to Pound Can

In and Out of the Bee Hive. Miss Anna Slack left Saturday evening for the east. Mr. Thomas C. Byrne of Omaha is among the new arrivals at The Elms hotel, Excelsior Springs, Mo.

