

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

## SOCIETY LIKES A DIP NOW AND THEN

After an Afternoon at Bridge, the Bathing Retreats Are Most Popular.

## MANY AQUATIC AFFAIRS

By MELLIFICIA—July 7.

Society is experiencing the same emotions these warm summer days as does the trout youngster who steals away at the first sign of spring to paddle in the cool dark water at the old swimming hole. Young women who have spent a damp afternoon at the bridge table breathe deeply at the thought of poisoning on the brink and gliding gracefully into a clear, cold pool.

The glorious freedom of the water is delightfully restful. As you float lazily, or as you race madly, you forget social worries in the pure enjoyment of the sport. Society realizes this and is taking the simple rest cure. Some go to Valley, some to Manawa, some to Bellevue, and some to the municipal pools and beaches.

Mrs. F. B. Aldous and Mrs. F. E. Coulter are giving a swimming party at Valley this evening for Miss Elizabeth Becksted of White Bear Lake, and Miss Clyde Hoerr. Robert Whittlesley of Mankato, Minn., will be entertained at an informal "swim" at Manawa this evening, and last evening a jolly party motored to Valley, the guests of honor being Mrs. Thomas Brown of Cincinnati.

After swimming, one gets strangely and unaccountably hungry. It is an insistent hunger which demands immediate satisfaction, hence swimming and picnics go hand in hand. No swimming party is complete without its picnic luncheon. Other picnics, aside from swimming, are numerous. One of the largest of the week will be given this evening at Elmwood park in honor of Dr. Samuel McChord Crothers of Cambridge, Mass., who is the guest of Mr. and Mrs. John McDonald.

**At Carter Lake Club.**  
Mrs. Fred Hadra and Mrs. Henry Miller each entertained eight guests at a bridge luncheon at the club today. Mrs. J. F. Goerni will entertain six guests at dinner.

**The Carter Lake Swimming and Bowling club met this afternoon.**  
Miss Terra Tierney entertained the Thursday Bridge club yesterday. The members are:  
Meadams—Arthur Hathaway, Harry Baird, George Wittauer, George McQuaid, F. E. Tobin.

**At the Country Club.**  
Those who are entertaining at the Country club tomorrow night will be Mr. and Mrs. C. J. Smyth, who have reservations for twelve; Mr. and Mrs. Clarke Powell, ten; Miss Alice Jaquith, nine; Luther Drake, eight, and H. J. Connell.  
Tonight Mr. and Mrs. Charles Metz have reservations for four.

**At the Field Club.**  
Mrs. J. A. Tancock entertained the members of the Women's auxiliary of Trinity cathedral at their annual social meeting at the Field club today. The afternoon was spent on the porches at the club house and late in the afternoon light refreshments were served.  
L. C. Kohn has reservations for ten guests at the Field club tomorrow evening.

**Measures Past.**  
Mrs. A. Moskowitz and Miss Sylvia Moskowitz entertained seventeen guests at her home Thursday afternoon in honor of Mrs. E. Rengler and Miss Martha Friedman of New York, who are guests of Mrs. A. Weiss.

**Notes of Interest.**  
Lieutenant Colonel Daniel W. Arnold, United States Army, retired, has been assigned to active duty in the army and ordered to report to Columbus Barracks, Ohio, for duty. The army officer lives at 4825 Farnam street.  
Dr. Samuel McChord Crothers, who is the guest of Mr. and Mrs. John McDonald, will make an informal address to the hundred friends who will attend the picnic given in his honor at Elmwood park at 6:30 tonight.

**Hansen-Bylander Wedding.**  
The wedding of Miss Carrie Bylander and Elmer Hansen took place Wednesday evening at 8 o'clock at the home of the bride's mother, the Rev. A. T. Lorimer, pastor of Zion Lutheran church, officiating. Miss Dagny Hansen and Aaron Bylander were the attendants, and only relatives were present. Mr. and Mrs. Hansen left at once for Denver, Colo., where they will make their home.

**Linen Shower for Bride-to-Be.**  
Miss Grace McBride entertained twelve guests at a linen shower this afternoon in honor of Miss Louise Northrup, whose marriage to Mr. Samuel Reynolds will take place July 15. Only old acquaintances of the young women were included in the list of guests.

**To Honor Miss Perkins.**  
Miss Florence Neville was hostess at the attractively appointed luncheon today in honor of Miss Sarah Perkins of Memphis, Tenn., who is the guest of Miss Mary McGeath. Daisies and larkspur decorated the luncheon table, at which covers were placed for nine guests.

**Affairs Planned for Guest.**  
Dr. Leroy Crummer gives a dinner at the Country club this evening complimentary to Mrs. Thomas Brown of Cincinnati, the charming guest of Mrs. Edwin Swobe.  
Mr. and Mrs. G. A. Meyer entertain Mrs. Brown Saturday evening at the club and Mrs. Eva Wallace will be her hostess on Sunday.

**Social Gossip.**  
Mrs. Louis C. Nash and Nash Cartan and Henry Cartan are taking an eastern trip.  
Mrs. G. P. Kincaid of Kansas City spent the first of the week here with her daughter, Mrs. Paul Gallagher.  
J. L. Ervine Brandeis and Walter Cohn plan to spend their vacation on a ranch in Wyoming.  
Miss Claire Helene Woodard plans to go to Eastside, Wis., for a two weeks' vacation.  
Denman Kountze is home for the summer from school in Cleveland.

**At Seymour Lake Club.**  
Mrs. J. H. Parratt entertained at a children's party Thursday afternoon for Miss Dorothy Horn of Omaha. An afternoon spent in playing games was followed by a picnic supper, at which Mrs. S. J. Bell and Mrs. John Union assisted. Those present were:  
Misses—Dorothy Francis Lord, Katherine Myer, Margaret Union, Selma Skinner, Miriam Ringer, Marian Philby, Beatrice Jones, Frances Dennis, Marian Rose, Elizabeth Rose, Frances Carr.

**Masters—**  
Kenneth Carr, John Skinner, Byron Francis, Robert Adams, George Miller, James Carr.

**On the Calendar.**  
Miss Marguerite Marshall will entertain Tuesday in honor of Miss Louise Northrup, a bride of this month.  
Mrs. Alex Fick will entertain her bridge club on Monday.  
Great interest is being taken in the repetition of the film showing, "One Summer in Omaha," at the Boyd theater today and Saturday. The "society movie," as it is better known, was produced by Mrs. Charles T. Kountze for the benefit of the Child Saving institute.

**Personal Mention.**  
Mrs. Edward T. Welch and daughter, Anne, left Thursday for Lake Okoboji, where they will be at The Inn.  
Mr. and Mrs. F. P. Mason have as their house guests at Carter Lake, Mr. and Mrs. A. Bero of Des Moines, Ia.  
Mrs. Samuel Katz left Wednesday for Atlantic City, where she will spend two months. Mrs. Katz plans to visit in Baltimore also before her return in September.  
Mrs. Emma Fels of Chicago was the guest last week of Mr. and Mrs. Karl N. Louis.  
Mr. and Mrs. G. H. Malchien and daughters, Margaret and Helen, leave Saturday for the Delotara hotel, Lake Minnetonka, Minn.  
Miss Gertrude McCrann has gone to Louisville, Ky., to spend her vacation with her grandmother. The Misses Margery and Frances McCann will summer on Big Red ranch near Charger, Wyo., with Mrs. William Johnson and Mrs. Charles Waggele.  
Mr. and Mrs. Charles Hanke and son, Robert, left today for a four weeks' trip to Colorado.  
Miss Eleanor Dickman left Wednesday for an extended trip to the coast, British Columbia and southern Alaska, expecting to be away three or four months.

**Sister of Mrs. O. S. Hoffman Dies at Fort Erie, Ontario**  
Following stroke of apoplexy, which she suffered last Sunday, Mrs. Robertson, sister of Mrs. O. S. Hoffman, died at her home at Fort Erie, Ontario, Thursday night. Prior to the stroke she had been in fairly good health. She was about 60 years old.  
Dr. and Mrs. Hoffman were advised of the illness of Mrs. Robertson and left for Fort Erie Monday. They were with Mrs. Robertson when she died.

**Where the Great July Clearance Sale is in Full Swing.**  
You have guessed by this time that Paul was standing in front of **Thomas Kilpatrick & Co's.** Where Merchandise! Manners!! Methods!!! are all "so different."

## Paul Pry Comes to Omaha!

And wanders down Douglas street from Sixteenth to Fifteenth street, on the south side of the street, and this is what he saw:—

A very dainty dress of net, with the prettiest embroidered flowers; a belt of satin ribbon, two shades combined. The dress was gotten up in the latest fashion. The selling price was \$25, but it was marked to sell on Saturday, at..... **\$12.75**

A pretty suit made from an English broken plaid—looked as if it was intended to be worn in the Yellowstone or up at Cassels, in Colorado. It would do for lake or seaside. The price was \$25, but the ticket said on sale now at..... **\$12.50**

There were two suits which through the glass looked like a fine quality of navy serge. One had collar and cuffs of tan satin; the other white. Nothing much nicer, Paul thought, for travel than these would be—One had been \$45.00, now **\$22.50—\$17.00** The other was \$35.00, now..... **\$17.00**

There showed at the background a suit of silk; polka dot skirt, with plain navy jacket and the skirt of the Palm Beach shade, with large dots of blue. Marked \$72.50, the ticket **\$36.75** said selling price now is.....

There was a skirt of striped black and white, now so fashionable. Price formerly \$15.00. On sale now at **\$5.00—Dainty dresses** of thin imported cotton fabrics, so sweet and cool looking; one that was \$15 was marked **\$9.75**. A dress of tub silk (striped) had been \$35.00, was marked to sell at **\$17.50**.

## Thomas Kilpatrick & Co's.

Where Merchandise! Manners!! Methods!!! are all "so different."

One window was filled with Parasols, wonderfully original and attractively priced—79c, \$1.29, \$1.99, \$3.29, \$4.98—All were marked away below the original prices, and this struck Paul as being funny, "For, is it not," he said, "real parasol weather?"

Paul has travelled much, has wandered along the boulevards of gay Paris, up and down and all around the Louvre, The Bon Marche, The Printemps, the exclusive shops on the Rue de la Paix, has sat in the quaint little salons of the leading artists in millinery in the world, but never did Paul see such Chapeaux, such wonderful hats as those now selling at Kilpatrick's **\$4.00** at, each.....

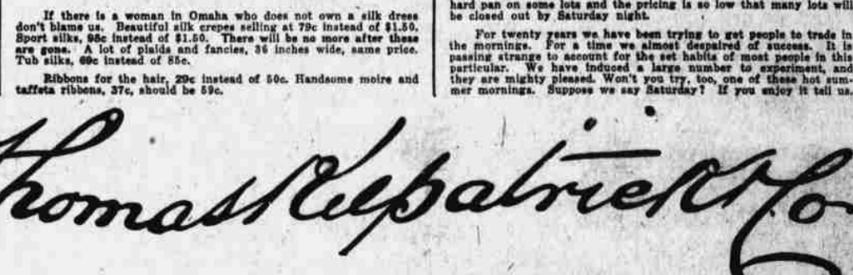
**Sale All Day Saturday**  
Many hats made to sell at \$15.00 or even more—No better hat values known in our time.

Paul expressed surprise that a colossal monument had not been built many years ago by the Dry Goods Merchant Princes of the world to Madame Eve. "She it was," said he, "started the fashion of wearing clothes and made necessary all the great emporiums of the world." "Just think," said he, "what the condition might have been if the mother of our race had not cared for apples."

We thought Adam should have some of the credit, but Father never gets his. What do you think?  
The sons of Adam will be attracted to the shirt sale Saturday. In the east window is the display. The shirts are seemingly of excellent material, with soft or laundered cuffs—89c Saturday instead of \$1.50.  
Oh, ye bathers! Whether in Manawa or the Muddy, take notice—there is a sale of bath towels. A window full at 19c instead of 25c.  
There is a wonderful display of women's Union Suits—made from what looks like Sea Island Cotton. Many with delicate trimming. Prices 39c, 59c, 69c, 89c, \$1.19—These last were \$1.50.  
Paul asked us what we thought of the great offensive of the Allies. "Too darned hot," we said, "to discuss either war or politics, but some inside and we'll show you such havoc in price cutting as will remind you of a trench after bombardment." Here's a list of some of the things Paul saw inside—  
Arranged for Saturday—Long Silk Gloves, 79c instead of \$1.00. \$1.19 instead of \$1.50—Short gloves, various numbers, Kayser make.

It beats the heat what a difference hot weather makes in the toilet goods section—These cut prices Saturday will keep up the excitement—  
Pineau's Lilia Vegetable, 89c instead of 79c. Listerine, 29c instead of 49c. Palm Olive Cold Cream, 39c instead of 59c. 4711 Pure Glycerine Soap, 12c cake. Colgate's Cashmere Bouquet Soap, 10c. Pepsodent Tooth Paste, 29c instead of 49c. Rice Powder, 21c package; week-end cases, 35c each. Wash cloth cases with cloth, 10c.  
In the west side the counter for half the length of the store is filled with bargains, divided into lots—Imported and exclusive fabrics, sold up to \$1.25 at 59c. Embroidered, plain, summer goods, sold up to 60c at 29c. Sport skirtings of all kinds at all prices.

**At the Silk Section**  
If there is a woman in Omaha who does not own a silk dress don't blame us. Beautiful silk crepes selling at 79c instead of \$1.50. Sport silks, 89c instead of \$1.50. There will be no more after these are gone. A lot of plaids and fancies, 36 inches wide, same price. Tub silks, 69c instead of 89c.  
Ribbons for the hair, 29c instead of 50c. Handsome moire and taffeta ribbons, 37c, should be 59c.



### The Long Summer Days

are the days, when the American boy wears out shoes faster than any other time of the year. It is an excellent time to test a pair of

## STEEL SHOD SHOES

We guarantee them to outwear two pairs of the ordinary shoes for boys.

Boys, 1 to 5 1/2 ..... \$2.50  
Little Gent's, 9 to 13 1/2 .....  
at ..... \$2.25

PARCEL POST PAID.

## DREXEL SHOE CO.

1419 Farnam

## 3 High Class Denver Trains

**7:10 A. M., "The Denver Limited"**  
Famous Number One, sun-parlor-observation-lounge-car daylight train, due in Denver 9:15 p. m.

**4:30 P. M., "Denver Coast Express"**  
Through-service train for California, daylight through Scenic Colorado—Pike's Peak region, Colorado Springs, the Royal Gorge, Salt Lake. Through service over the Salt Lake Route, Southern Pacific and Western Pacific; in Denver 7:20 a. m., Colorado Springs 10:50 a. m., Estes Park at noon.

**12:20 A. M., "The Colorado Limited"**  
Denver sleepers ready at 10:00 p. m., observation-lounge-car train, arriving Denver 2:30 p. m., Estes Park and Colorado Springs for supper.

**\$17.50 Round Trip to Denver**  
Colorado Springs, Pueblo

**\$24.50 Round Trip, Including Autos**  
TO Beautiful Estes Park and Colorado Springs, Side Trip

Ask for Colorado publications, "Estes Park," "Colorado Side Trips," "Colorado Handbook," "Scenic Tours from Denver."

## CITY TICKET OFFICE

Farnam and 10th Sts. Phones: D. 1238 and D. 3580.

**Burlington Route**

### At the sign of more miles

## Red Crown Gasoline means an efficient car. Maximum power all the time gives more miles to the gallon—More distance to the day. Clean, uniform, energetic—the "Standard Gas" for all motors.

Look for the sign—It means quality dealers & dependable gas. **STANDARD OIL COMPANY**

## RED CROWN

Own your own home. You can purchase one on easy monthly payments like rent. Read the real estate columns