

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

SOCIETY TO TURN OUT FOR RACES

Many Well-Known Names Appear Among Reservations for Speed Classic.

TO WEAR PRETTY GOWNS

By MELLIFICIA, July 14. "Half a lap, half a lap. Half a lap onward. Past fly the speed boys before the four hundred."

Omaha society has turned sportsman, or perhaps it needed no turning and always was interested in sports.

With the wrestling match over, the eyes of the "four hundred" are turned toward the big auto races scheduled for Saturday.

The quaint charm of this frock lies in the distended hoop skirt with its huge embroidered motifs of taffeta.

Prettiest Mile Golf Club.

The Prettiest Mile Ladies' Golf club was entertained Tuesday afternoon at the home of Mrs. H. B. Liggett.

Pickle Club Picnic.

An unique club, one which makes the mouth water in fact, is the Pickle club, which held its annual outing at Elmwood park the other day.

On Eastern Trips.

Mr. and Mrs. John Lee Webster left last evening for Atlantic City and other eastern resorts.

At the Country Club.

Mr. and Mrs. Everett Buckingham will entertain at dinner at the Country club this evening.

At the Field Club.

Miss Dorothy Morton entertained at luncheon for twelve of her friends at the field club today.

Birthday Party.

Mrs. Emma Kirchbaum entertained in honor of Mrs. E. Reigler of New York Thursday afternoon.

For Miss Ethel Andrews.

At her home today Miss Marion Towle entertained at luncheon in honor of her guest, Miss Ethel An-

Timely Fashion Hint

By LA RECONTEUSE.



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draws, of Idlewild, N. J. Maiden hair ferns formed a simple and attractive decoration. Covers were laid for:

At Happy Hollow.

Mrs. D. M. Ederly, assisted by Miss Tress Keys, entertained at cards at the Happy Hollow club this afternoon.

Luncheon at Fontenelle.

Mrs. William Archibald Smith entertained at luncheon at the Fontenelle today in honor of her friend, Miss Nancy Battin of Philadelphia.

Personal Mention.

Miss Clyde Hoerr, who has been the guest of Mrs. F. B. Aldous, returned to her home in Mankato, Minn., Tuesday.

Master Bakers Plan for Annual Picnic at Valley

The Omaha Master Bakers' club will hold its annual picnic at Valley July 27. The club will meet at 212 North Sixteenth street and go to the picnic grounds in automobiles.

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Society Women Golf Players See Caddy Killed by Lightning

New York, July 14.—More than a score of society women, including Mrs. Oscar Lewisohn, formerly Edna May, the actress, narrowly escaped death from lightning on the grounds of a golf course at Great Neck, Long Island, late yesterday.

The Great Neck tragedy occurred while Mrs. Lewisohn and Mrs. Charles H. Goddard, wife of the president of the golf club, were engaged in an exciting game.

Three other persons were killed by lightning, much property damage was caused and electric train service was badly crippled by a violent thunder storm, accompanied by a sixty-mile gale from the west, which swept this city and vicinity.

"Cinderella" is Given At Social Settlement

"Cinderella" was given by little girls of the Social Settlement Thursday evening before an audience that crowded the settlement building.

Not to be outdone by the girls, the boys presented a one-act sketch, "A Bowers Night School," under the direction of John Gallagher.

There is nothing better for your cough or cold than Dr. King's New Discovery, in use over 40 years. Guaranteed. All druggists.—Advertisement.

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Beautify the Complexion

IN TEN DAYS Nadinola-CREAM The Unequaled Beautifier USED AND ENDORSED BY THOUSANDS

Guaranteed to remove tan, freckles, pimples, liver spots, etc. Extreme cases about twenty days.

Rids pores and tissues of impurities. Leaves the skin clear, soft, healthy. Two sizes, 50c. and \$1.00. By toilet counters or mail.

NATIONAL TOILET COMPANY, Paw. Tex. Sold by Leading Toilet Counters in Omaha.

Winners in Audubon Bird Picture Contest Are Awarded Prizes

Jay Burns and the Omaha Audubon society have put this city on the map all over the country as a result of the campaign recently made to excite interest of local youngsters in bird life by distributing cards bearing pictures of birds in loaves of bread made by the Burns concern.

Similar campaigns have been made, or are now under way, in Davenport, Ia.; Niagara Falls, N. Y.; Minneapolis, Minn.; Pueblo, Colo.; Memphis, Tenn.; Binghamton, N. Y.; Los Angeles, Cal.; and Dayton, O.

More than 400,000 of the cards distributed were returned. One boy sent in 2,081 cards.

Prizes to the boys and girls turning in the largest number of cards were presented at the library this morning by C. H. English, chairman of the committee in charge of the contest, and Solon R. Towne, president of the local Audubon society.

Base ball gloves, roller skates, bird books, opera glasses and other suitable prizes were distributed to the eighteen prize winners in Omaha and vicinity.

Contract Let for Completing Bancroft School Addition

The buildings and grounds committee of the Board of Education awarded to the Rasmussen Construction company the general contract for completing the Bancroft school from the present unit of four rooms to a completed building with sixteen class rooms and one assembly room. The

Milwaukee Officials Go West on Inspection Tour

Eugene Duval, general agent of the Milwaukee for the western lines in Iowa, has gone to the Pacific coast for three weeks. In St. Paul he joins a party of other general agents of the Milwaukee system and together they will journey over the northern line, inspecting terminals and getting in closer touch with the business interests of the northwest.

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Wanted—Some Want Ads in exchange for lots of answers. Phone The Bee.

Berg's 15th and Douglas Berg's JULY REDUCTIONS ON ALL Summer Wash Dresses and Suits Organdie, Linen, Net, Crepe de Chine, Pongee, Georgette Crepe \$3.95 \$6.95 \$9.95 For Wash Dresses and Suits Worth to \$7.50 For Wash Dresses and Suits Worth to \$12.50 For Wash Dresses and Suits Worth to \$18.50 All Other Wash Suits and Dresses—Half Price Final Sale on All Women's Suits Take Your Choice of the Entire Lot THEIR ORIGINAL PRICES RANGE FROM \$25.00 TO \$40.00—TAKE YOUR CHOICE FOR \$7.50 Extreme Reductions on Women's Coats \$6.75 \$10 WORTH TO WORTH TO \$18.50 \$25.00 Dainty Lingerie Waists Organdie or Voile Regular \$1.50 Quality—85c Silk Middies Pongee or Tub Silk Regularly \$3.75—\$2.75 Awning Stripe Middies With Silk Ties Rose, Green, Copen Regularly \$2.95—\$1.95

TOO HOT TO WASTE WORDS--- Let's Get Down to Brass Tacks At Once Our Suits of silk and wool for women, sold up to \$50.00; two prices \$10, \$15 Our Dresses of cotton, silk and linen that sold up to \$45.00; three prices \$5, \$10, \$15 Our Coats—silk coats, sport, auto—that sold to \$27.50; two prices \$5, \$10 The Junior Suits, ages 12 to 17 years, sold up to \$32.50; two prices \$7.50 to \$12.50 The Children's Coats, ages 3 to 16 years, sold up to \$15.00; one price \$5.00 The Children's and Junior Dresses, all colors and ages, sold up to \$12.50, \$2.50 The Children's Hats— 50c, \$1 and \$2 sold up to \$7.50, at... Women's White Wash Skirts, sold up to \$3.50, at, each... \$1.69 Women's White and Colored Wash Skirts, sold up to \$5, at, each... \$2.98 Women's Silk Stripe Sport Skirts, sold up to \$15, at, each... \$6.75 \$2.00 Lawn and Dainty Utility Dresses for... \$1.29

Rx.—A LITTLE CREAM OF TARTAR IN ORDINARY CITY WATER IS COOLING Inner Wear and Underwear Section for Saturday--2d Floor Brassieres for 59c Corsets Covers for 98c Combination Suits for 98c Corsets at 98c Silk Petticoats at \$2.95 Observe we have not mentioned former prices. All these lots are exceptional values. An old doctor whom we knew recommended half a lemon squeezed into a glass of cold water, drank slowly half an hour before breakfast, for sluggish liver. We have known it to work well in hot weather. The marvelous Shoe Sale has been Town Topic—2 prices, \$2.95 and \$3.95 for \$5, \$6 and \$7 shoes. Extensive purchases and oddments from our own stock, reason for selling. "Baker" was the maker of most of them. Scores took our advice first day of sale. Result—comfort and immense business in the morning. Try it again on Saturday. Of course, we'll do our best to give you reasonably good attention any time. LOW SHOES ONLY. A cold plunge before using the bath towel recommended to all except those of weak heart. Sponge bath good for them. Our Silk Man asks us to mention Silk Jersey Stripes selling at half price; were \$2.75, now \$1.37½. Should sell in one hour. Wonderful Bag sale Saturday, \$1.29 each. Most of them sold at \$2 to \$3, although there are some slightly soiled, which were \$5.00. So no more at present from yours truly,

50 LADIES' COATS Formerly Sold From \$22.50 to \$45.00 Saturday \$9.75 All Sizes and Materials, Lined and Unlined, all Shades, Your Choice Saturday \$9.75 Your Credit Is Good BEDDEO 1417 Douglas Here's an Opportunity to Acquaint Yourself With This Store.

Thomas McPatrick Co