

What is Going On in Society Circles

(Continued from Page Two.)

to their grandmother and presented her with a bouquet of flowers. Mrs. Nash has in all sixteen grandchildren, all but two of whom, the Cartan boys of San Francisco, were present.

Events to Come. Columbian club will entertain at cards Wednesday afternoon in the club rooms. Mrs. J. W. Kennebeck and Mrs. W. H. Fletcher will be hostesses.

Mr. and Mrs. J. B. Porter will entertain eight guests at the Blackstone New Year's eve.

On Wednesday evening, January 17, a large banquet will be given at the Blackstone in honor of Dr. and Mrs. W. L. Dayton of Lincoln, Neb. Dr. Dayton was recently elected president of the American Academy of Ophthalmology and Oto-Laryngology, and the dinner in his honor will be attended by not only local, but Nebraska and I. W. oculists and aurists. Wives of the specialists will also be included in the guests. Dr. J. M. Banister heads the committee of arrangements.

Mr. Warren Hamilton of Chicago will entertain at a luncheon on New Year's day for his sister, Ruth, at the Fontenelle, when covers will be laid for twelve guests. Afterwards they will attend the matinee at the Brandeis.

Luncheon for Miss Mickel.

One of the pretty affairs of the week was the luncheon given Thursday by Miss Anna Clyde Porter for Miss Gladys Mickel. The house was decorated with Christmas greens and poinsettias. The table decorations were miniature Christmas trees and Santas. Those present were:

- Misses—Gladys Mickel, Ruth Waterman, Jean Field, Jean Kennedy, Lillian Head, Virginia Johnson, Madeline Johnson, Flora Shubert, Ann Astel, Mrs. Adams, C. W. Astel, George Mickel.

Dinner for Visitors.

Mr. and Mrs. R. E. Hanson gave a dinner party Wednesday evening at the University club dinner-dance for their guests, Miss Mary Sealy of Kansas City and Miss Katherine Curran of Ellsworth, Kan. The decorations were in Mrs. Ward roses and hyacinths and the guests were:

- Misses and Mesdames—Henry Nygard, J. K. Morrison, Louise White, Katharine Curran, Mary Sealy.

Dinner for Visiting Girls.

Miss Mary Johnston was hostess Friday evening at a dinner in honor of Miss Margaret Warner of Dakota City, and Miss Susanna Jobst of Lincoln. The decorations were in pink and green and the guests who were present are as follows:

- Misses—Clarence Browne, Yelita Prazson, Elizabeth Hodger, Margaret Warner, Susanna Jobst.

Announcement Party.

Mr. and Mrs. M. Christensen entertained at a birthday party last evening for their daughter, Sadie, when her engagement was announced to Mr. Robert H. Walstrom, son of Mr. and Mrs. T. Walstrom. Both are Central High school graduates. No date has been set for the wedding. Holiday decorations prevailed and thirty guests were entertained.

Personal Mention.

Mr. C. B. Keller is confined to the house with an attack of the grip. Miss Grace Bridge, formerly of this city, and now teacher in one of the Chicago High schools, has been spending the holidays with her parents, Mr. and Mrs. Bridge, and her sisters, the Misses Nona and Laura, at the Colonial. Miss Bridge will return to Chicago Monday. Miss Mary Clark is spending a few days with Miss Katherine Gould.

Miss Margaret Warner of Dakota City is the guest of Miss Velista Preston.

Mr. and Mrs. Edward T. Boyer and Mr. and Mrs. William R. Wood leave Wednesday for Florida and Havana, Cuba, to be gone for the rest of the month.

Miss Marena Matthews, who has been visiting in Panama for two months, arrived at New Orleans yesterday, and is enroute to San Francisco and Seattle, where she will visit for two months before returning to Omaha.

Among the out-of-town guests at the Maltese club dance Friday evening were Miss Katherine Holyoke, Helen Sheperd, Marguerite Lohman, Max Miller, Fred Bartlett, John Charles Wright and Joseph Scarsone of Lincoln, and Miss Katherine Howey of Beatrice, Dorothy Davies of Uteca, and Mary Clark of York.

Dr. G. A. Cassidy left Thursday for Placerville, Colo. He will take charge of the hospital and sanitarium at that place for a couple of months during the absence of the medical director, Mr. Warren Hamilton, who is visiting Mr. and Mrs. E. O. Hamilton, will return to Chicago Monday night.

Mrs. E. T. Weekes and children, Edgar and Bernice, are spending the holidays with Mr. and Mrs. W. B. Weekes and family.

Notes of Interest. Mr. and Mrs. H. E. Frederickson will leave Monday for Linda Ventura, Nicaragua. They will sail from New Orleans and expect to spend the winter in Central America, returning in the spring by way of the Panama canal.

Miss Dorothy A. Murphy left Saturday to be the guest of Mrs. Charles Taylor De Pew of Kansas City, Mo., over New Year's.

Mr. Thomas E. Dunbar has just returned from a visit with relatives in Cleveland, O., and from attending

BEDDEO IS PLANNING EXTENSIVE CHANGES

More Working Space Demanded by His Growing Business.

Work to Be Started at Once on the Alterations.

The exceptional prosperity of Omaha and the west has made it necessary for another Omaha firm to enlarge its quarters and make some extensive business improvements in order to accommodate a fast increasing trade.

Elmer Beddeo, president of the Beddeo Clothing Co., 1417 Douglas street, has announced some big plans for immediate reconstruction in his establishment.

The offices are to be moved to the third floor, which will be remodelled to accommodate the general office, the collection department and the advertising department. The installation of an electric elevator and a general re-arrangement of the basement, which is to be used as a store room, are included in the improvements planned. For the benefit of the ladies a rest room is being put in that will be modern in every respect.

In order to allow the workmen to complete the work in the shortest possible time Mr. Beddeo must reduce the stock now on hand to the lowest possible point.

The big sale started Saturday and hundreds of buyers crowded the store room to take advantage of the marvelously low prices that have been offered. Prices on every article have been slashed, and as every article in the store must at all times measure up to the high standard of quality maintained, the values and prices are truly remarkable.

If indications Saturday are anything to go by this sale is going to be a hummer. Everyone interested in getting the most for their money should make it a point to get in on the great bargains on seasonal merchandise.

During this sale the privilege of paying a small sum down and the balance to suit the customer's convenience is gladly extended. You will find it most interesting as well as profitable to pay this store a visit.

a convention of the Delta Theta Phi, of which he is a member, at the Hotel La Salle, Chicago.

Mr. P. E. Dunbar spent the holiday week with relatives at Painesville, O.

Delta Chi Smoker.

Members of the Delta Chi fraternity, home for the vacation, gave a dinner and smoker at the University club Friday evening. Those attending were:

- Messrs.—Frank Carpenter, Raymond Hargett, Fred Walcott, Stuart Young, Walter Hixson, Harold Landerson, John Graham, Fred Keiser.

Messrs.—Robert Prouffitt, Howard Epsograf, Frank Hinsonbaugh, Tom Sullivan, Albert Covarr, Harold Carrin, James Hedner, Waldemar Thompson.

Friday Night Dancing Club.

About sixty-five couples, members of the Friday Night Dancing club and their guests, attended the club's "Last Chance" party Friday evening and assisted in celebrating the observance of leap year. The club's next

party will be held Friday evening at Druid hall.

Social Gossip.

Mrs. J. M. Metcalf is expecting a visit from her brother, Mr. E. J. Cornish of New York, next week.

Mr. and Mrs. John Daugherty of Greeley, Neb., spent on Saturday until last Wednesday with Mr. Daugherty's parents, Mr. and Mrs. J. M. Daugherty.

Mr. and Mrs. Irving Baxter are at White Sulphur Springs, Va., for two weeks.

Mr. Smith Ferguson of New York left Thursday after spending Christmas with his sister, Mrs. Lowrie Childs, and his mother, Mrs. Ferguson, who is spending the winter here.

Mr. Brinkley Evans returned Tuesday from Kansas City, where he spent Christmas with his sister, Mrs. Russell Smith.

Mrs. Frank Colpeter returned to Chicago Saturday with her daughter, Mrs. Harry Wilcox, and Mrs. Wil-

kins, who came to Omaha for the funeral of Mrs. Dubois. Mrs. Colpeter expected to remain two weeks in Chicago.

Miss Dorothy Davies of Uteca, Neb., arrived yesterday to be the guest of Miss Alice Kishon for a few days.

Mrs. H. F. Whitcomb of Chicago is the guest of her sister, Mrs. H. O. Edwards.

Miss Ruth McCoy returned Wednesday from Marshalltown, Ia., where she spent Christmas.

Mr. and Mrs. Conrad Spens arrived Saturday from Chicago to be the guests over New Year's of Mr. and Mrs. Glenn J. Wharton.

Mrs. Orlin and Miss Virginia Orlin will return to New York next Friday. Miss Virginia will resume her studies as a day pupil at Miss Spence's school, staying with her mother at the Gotham.

Mr. and Mrs. E. P. Kinkendall and Mrs. Barber will leave next Wednesday for Hollywood, Cal., where a house completely furnished and equipped awaits them and which they

have taken for the winter. Their automobile will also be shipped and they expect to enjoy touring in California.

Mr. and Mrs. Charles T. Stewart, accompanied by their daughter, Mrs. Donald McErean, and Mr. McErean, returned Friday from Hoopston, Ill., where they spent Christmas.

Mr. Elford Hart returns Sunday to resume his studies at Ames. His sister, Miss Clara Hart, will leave a week from Sunday for Dana Hall.

Mrs. J. M. Fairfield and her daughter, Miss Wynne Fairfield, leave today for New York for a week or two.

Mr. and Mrs. A. J. Moller have bought a winter home at Newbern, N. C.

Miss Mary Furry has gone to Sioux Falls, S. D., to visit Mrs. Thomas Gillen of that city.

Mr. and Mrs. W. J. Connell will spend New Year's day with their daughter, Mrs. Isaac Miller Raymond, jr., and Mr. Raymond, who

have just returned from two weeks in Chicago.

Miss Marion Howe, accompanied by her mother, Mrs. R. C. Howe, leaves Tuesday for New York to resume her musical studies at the Comstock Music school.

Robert Howe returned Wednesday to Chicago.

Cornell Club Luncheon.

The Cornell club of Omaha, made up of the local Cornell alumni, met for luncheon Wednesday at the University club and discussed plans for showing moving picture films of Cornell, its buildings, foot ball team, crews and other interesting features of the university at some hall here in the near future.

Messrs. Morton and Thompson Wakeley were guests of the club whose present were:

- Messrs.—John W. Taylor, James D. Hamilton, John Burton, Roy Wilson, Council Bluffs, Iowa City.

The DAWN OF A NEW YEAR Greetings. To Our Little Friends... A Day of Joy. To Our Grown-up Friends... Greetings and Thanks. To Our Employees... Appreciation. To Each and Everyone... A Happy and Prosperous New Year.

Retrospective.....1916 DO you realize how definitely this vast institution, with its wonderful resources and tremendous facilities, exists for your service? Have you ever given thought to its principles and policies, its unique methods and unusual achievements and considered what special interest they should arouse in you? Practically everybody who gives the matter a thought realizes that Burgess-Nash is different from other stores. Serious-minded people, who remember the retail trade conditions around Sixteenth and Harney, must inevitably be impressed by the NEW LIFE that has developed here in the last three years. Shrewd business men strongly advised against trying to build up a big business in this location. But the advise went unheeded. The business was bought. The new principles and methods were planted, and in these three short years has grown this store of service. But what is back of and under it all? What caused the new life and the marvelous growth? A NEW IDEA, and the courage, originality, initiative, genius and aggressiveness to develop it. And what is the "idea"? Doing each thing a little better than it had ever been done before. Never being satisfied with what has been accomplished—always seeking better merchandise. Always living up to our promises. Making good for any mistakes, with our thanks to the customers that brought our shortcomings to our attention. Never permitting any customer to keep any merchandise that was not perfectly satisfactory. Giving back the money, or allowing the credit whenever asked. Lending every helpful service that a store can give to all customers and visitors. Providing entertainment and diversion of most interesting and refined character. Always looking for a way to serve you better and make this store come more closely to your individual idea of what your store should be. We'll be glad to have you tell us how we can make it better. In the meantime, THE BEST WE KNOW is at your service.

Prospective.....1917 CHRISTMAS has slipped down over the horizon. The New Year of Nineteen-Seventeen is dawning, and, as we turn over the fresh page and write down our New Year's resolutions, a word about them may not be amiss. We hope to make 1917 the greatest year in the history of the store. We hope to make the store's service and usefulness bigger, broader and better than ever before. We have great plans for the New Year, and we know a discriminating public is going to carry them through—because the plans we have in mind are all along the line of still better service and greater usefulness. They are worthy of your help. To meet the requirements of our growing business it has become necessary to increase our facilities. This we plan to accomplish by erecting a six-story and basement structure where the Boyd's Theatre now stands, to conform as nearly as possible to our present store. With this greater store will come added conveniences for your comfort and an even stronger determination to serve you better than in the past. It is our one aim to give to the buying public of this community the most complete store of its character—one of which you, as well as ourselves, can be justly proud. A store of the people and for the people, in inception, in development, in name, in public service and civic influence. We believe in giving you the very best we have—to render a service that will help you as well as reflect credit on us. That is why we are building—this master organization for the foundation—an institution of good things assembled here from the best markets of every corner of the earth—necessities and luxuries that make for you a better welfare and a brighter life. It will be our constant aim to be of "The Greatest Service to the Greatest Number"—in reality a store for everybody. And we implore the New Year, Nineteen-Seventeen, to grant prosperity and continued peace to Our Country.



Keeping Abreast With the Times. THE progress of photography, particularly since the introduction of later-day motion pictures, is so marvelous that it seems like a fairy tale. Enormous corporations have sprung up whose sole business and purpose is to advance photography. Millions are spent each year in research work. To keep abreast with this means an endless task, and the present-day photographer must be something more than an artist—he must by a student, a chemist and have at his finger tips facts concerning a dozen separate and distinct professions. We attribute our phenomenal success and growth during the past season to "keeping abreast with the times." We have introduced a multitude of new ideas to Omaha and the people like them. When you are considering photographs please allow us to explain what advanced photography is. It obligates you in no sense and if you do not like our work you will, at least, have seen the latest ideas in photography. You will know what advanced photography is. Rinehart-Steffens Superior Photographs Wead Bldg., Opposite Court House, Omaha.