SINGLE COPY FIVE



There May Be Little In a Name, but Appearance Sells the Liberty Bonds

will tell you. In the lobby of one of enterprise. New York's large hotels sat a mousey looking little person trying to do her bit by selling all of these important mortgages on the United States that she could, but business was not brisk. This was very evident to even the most casual observer. When suddenly her "relief" came, a very business-like looking lady, but in such a different way! Her suit was dark blue and tailored, oh, so severely tailored, but so smart. And her hat! When I try to tell you about her hat words fail me. Can you think of crushed raspberries? That was just the shade of her chie little toque with a "stickuppy" feather on one side. And I wish you could have seen the rush for Liberty bonds. As soon as the raspberry hatted person took charge almost every man within range became | burn at Annapolis, Md. fired with a patriotism that he had never felt before. The kaiser's chances of winning the war were greatly diminished by leaps of \$50, \$100 and so on up.
"Clothes do not make the man."

How often have we heard the time worn adage, and a very true one it is, too. But, when it comes to a woman's clothes you have a different proposition, whether she be engaged in serving her country or attending to her own affairs.

You may think the illustration applies only to New York of the very large cities, but to prove a point I will use an instance in our own town. When I happened into a department store yesterday morning just as the whistles were blowing for the opening of the three days' drive I met a charming young girl seating herself in a little booth by the door. She was in brown from the tips of her bronze shoes to the top of her smart little brown hat with its tiny pink rosebud trimming. Her suit was a lovely, "woodsy" shade particularly becoming because of her brilliant coloring. I thought to myself "business will be

By MELLIFICIA. that the women had done wonderfully well in the stores selling their Liberty a combination, you will say. How had gotten away without a pledge. I bonds and that hardly a single man could the serious business of selling am very sure, dear reader, that that Liberty bonds and a woman's clothes little word "appearance" played a very have any connection? Listen and I important part in the success of the

Personals

Miss Evelyn Hubbard returned Wednesday to Rochester, N. Y., after an extended visit with her uncle and aunt, Mr. and Mrs. James Ludlow, at the Colonial.

Mr. and Mrs. Joseph Ringwalt of New York are now making a trip to the Pacific coast. Their infant son remained here with Mr. and Mrs. John

Mrs. Paul Burleigh and son, Paul, r., left Sunday to visit Lieutenant Commander and Mrs. Paul Black,

Mrs. W. R. Bucholz will give up her house for the winter and remove shortly to Philadelphia to be with her son, Fritz, who is now employed in the government shipyards building there under Mr. John Towle.\

Mrs. M. E. Hupe, Mrs. M. E. Brosinske and son, Robert, of Spokane are the house guests of Mr. and Mrs. O. D. Fawcett.

Miss Euthemia Tollman, who has been the guest of her cousin, Mrs. Dan Gaines, and Mr. Gaines, for the past three months, left Saturday evening for her home in Brooklyn, N. Y.

Mrs. J. J. Monnell, who has been living in Council Bluffs, is now at the Blackstone for the winter.

Mrs. W. R. McKeen is expected back from the east tomorrow.

Mrs. John W. Towle expects to leave for Philadelphia November 10 to join Mr. Towle, who has taken a louse at Ardmore, a suburb of Philadelphia, for the winter.

Social Calendar

Bridge and afternoon tea for War Relief fund, Mrs. J. M. Metcalf,

hostess. Benefit dance and card party at Prettiest Mile club by Dundee Woman's Patriotic club. Luncheon for Mrs. Warren Rogers given by Mrs. Henry Wyman.

Wednesday-, Dinner-dance at Prettiest Mile

Wedding of Miss Cornelia Spain and Mr. Daniel Greene Cary of Omaha, at Murfreeshoro, Tenn. Luncheon for Trinity Parish Aid, Mrs. Henry W. Yates, hostess. La Zalle club dance at Keep's acad-

Dundee Catholic Women's circle card party and entertainment Metropolitan club house. Thursday-

Cinosam Dancing club at Scottish Rite cathedral. Original Cooking club, Mrs. Moshier Colpetzer, hostess.

Friday-Friday night Dancing club, Metropolitan hall. Amateur Musical club, Miss Eu-

genia Whitmore, hostess.

Theater party at the Boyd for
Mrs. M. E. Hupe and Mrs. M. E. Brosinske, Mrs. O. D. Fawcett, hostess.

Saturday-Children's matinee dance and evening card, party, Prettiest Mile

Luncheon at the Omaha club, Miss Blanche Deuel, hostess. Luncheon at Omaha club, Miss Blanche Deuel, hostess. ' Dinner-dance at Country club given by Mr. and Mrs. W. A.

about 10 days.

day evening for New York to be gone

Mrs. P. McCaffrey and young son, week at Excelsior Springs. Charles, left Saturday for southern California to spend the winter.

Mrs. E. H. Howland left Sunday for New York to join her daughter, Miss Marjorie. They will spend the next month in New York, Philadelphia and Atlantic City, Miss Howland has been visiting Mr. and Mrs. Sidney Smith in Hartford, Conn.

Mr. Bert C. Fowler, who has been very ill for several weeks, is now Burns spent the past week in Chicago. able to be at his office.

dicitis two weeks ago and operated for the past two years, have reupon at the Methodist hospital, is re-turned to Omaha and taken an covering nicely.

Mrs. William E. Martin is expected home today from Moline and French Lick Springs Thursday for Davenport, where she has been ar- ten days. ranging for Mrs. Merrill's course of

Mrs. Mary E. Van Gieson and Mrs. C. E. Johannes are in Minneapolis at the Leamington for a few weeks. Mrs. Johannes will go east from there to Washington and New York.

Miss Helen Pearce, who is in New York, attended the concert by Miss Frances Nash at Aeolian hall Tues-Miss Pearce is expected home soon, but will return after the holidays to New York to take up her study of the piano.

Mrs. C. M. Wilhelm went to Chicago Monday on business connected Boston to visit their son, Morton, with the Red Cross civilian relief work, of which she is chairman here. She stopped with her son and his wife, Mr. and Mrs. Frank Wilhelm. while in Chicago, and is expected

back today. Mr. and Mrs. Martin Saxe and daughter, Miss Prairie Paxton, left Friday to return to New York by way of Cleveland, where they will stop of Cleveland, where they will stop for a week with Mrs. Saxe's mother, John R. Ringwalt. Mrs. Short.

Mrs. George H. Bligh is now in St. Louis, where she expects to visit for a couple of weeks.

Mr. J. A. Carvers and Mr. J. L. Paxton have been spending the past

Miss Ella Reynolds has returned rom Los Angeles, where she accompanied her niece, Miss Katherine Lineburg, who entered the Westlake School for Girls in that city.

Mr. and Mrs. Gottlieb Storz and Miss Elsie Storz will-be home from Excelsior Springs the end of the week. Mrs. W. A. Redick and Mrs. Will

brisk at that store, I am/sure."

What should confront me in the morning paper but the announcement and Mrs. James, M. Prime left Satur-taken with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time and Mrs. Lou Marshall, Clarke with an acute attack of appen-time acute acute attack of appen-time acute acute

apartment at the Coronado.

Mr. and Mrs. W. J. Foye went to

Farms November 1 and will be at the Colonial for the winter. Miss Helen Rinehart returned Tues-

Mr. and Mrs. A. J. Love will close

their summer home at Loveland

day from several weeks in the east.

Mrs. C. Will Hamilton and Miss they were at Atlantic City part of the time and in Washington with Mr. and Mrs. D. C. Stapleton.

Mrs. Louis Bradford, who has been

the guest of Mrs. Frank Colpetzer.

Mrs. William McCormick of Salt Lake City is the guest of her sister, Mrs. Ben Gallagher.

arrived Thursday night to make her home here in the future with her brother, Mr. H. K. Burket.

Mrs. Sarah Rich of Williamsport, Pa., has arrived to spend the winter with her son and his wife, Dr. and Mrs. Charles O'Neill Rich. Miss Celma Meikle, formerly of

Omaha, but now of Chicago, is at the Fontenelle.

W. E. Clarke, formerly of this Mrs. Arthur P. Guiou, Colonel F. A. daughter, Mrs. Bert C. Fowler.

Miss Florence Hutton is a belle of Hastings, Neb., who often visits here, sometimes as the guest of Mrs. M. H. Bexten. She is the daughter of Mr. and Mrs. C. B. Hutton. The mayor of Hastings named her to represent the town as maid of honor to this year's queen of Ak-Sar-Ben. Miss Hutton attended the Girls' Collegiate school in Los Angeles last year and expects to go to an eastern finishing school this year. She is active in Red Cross

Mrs. Estelle Stimpson of New York is the house guest of Mrs. Joseph Maul Metcalf, who visited Mrs. Stimpson when she lived in Paris before the war. Mrs. Stimpson came west for the first time for the Ak-Sar-Ben ball and expresses herself as delighted with Nebraska, and especially Omaha. The New York guest is being extensively entertained.

Dinner For Mr. Taft A Beautiful Affair-Palimpsest Club Host

It was one of the most beautiful affairs the Palimpsest club ever gave that John Lee Webster, president of the club, planned Friday evening in honor of ex-President Taft. The ball room of the Fontenelle, where the tables were arranged, was brilliant with lights and flowers. At one end was the guest of honors table on a platform slightly raised. Behind it was a background of palms and three tall baskets of yellow chrysanthemums, and the table itself was garlanded with smilax and decked with Killarney roses. The other tables, seating eight at each, had a mound of pink roses and yellow pom-pom chrysanthemums in the center, from which rose a yellow shaded candle in a brass candlestick. Colonial bouquets of Ward roses and

marked the men's, Scated at the table with Mr. Tait and Mr. Webster were Senator and Marion Hamilton arrived home Miss Jessie Millard and Mr. G. W. Thursday night from the east, where Wattles. The other guests were: they were at Atlantic City part of Judge and Mrs. W. A. Redick, Mr. and Mrs. John Redick, Mr. and Mrs. O. C. Redick, Mr. and Mrs. A. L. Mr. and Mrs. W. E. Rhoades are in Richards, Mr. and Mrs. J. ds Forest Richards, Mr. and Mrs. Victor Rosewater, Mr. and Mrs. Halleck F. Rose,

Mr. and Mrs. Emmett Tinley, Mr. in California for the past year and a and Mrs. A. C. Wakeley, Mr. and Mrs. half, arrived Tuesday in Omaha and is C. M. Wilhelm, Mr. and Mrs. George S. Wright, Mr. and Mrs. Henry F. Her daughter-in-law, Mrs. Robert Wyman, Dr. and Mrs. C. C. Allison, Bradford, and little son, have been Mr. and Mrs. Howard Baldrige, Mr. here two weeks with Mr. and Mrs. Joseph Barker, Mr. and Mrs. Milton L. Barlow, Mr. and Mrs. C. C. Belden, Mrs. Charles S. Lobingier, Mr. and Mrs. F. A. Brogan, Mr. and Mrs. Ward Burgess, Miss-Elizabeth Davis, Mr. and Mrs. E. Buckingham, Mr. and Mrs. Clara R. West, who has been Mrs. T. C. Byrne, Mr. and Mrs. Ranmaking her home in Los Angeles dall K. Brown, Mr. and Mrs. Clement and Portland for a number of years, Chase, Mr. and Mrs. J. E. Congdon, Mr. J. C. Cowin, Mrs. Ella J. Squires, Mr. and Mrs. L. F. Crofoot, Dr. Le-Roy Crummer, Mrs. W. S. Poppleton. Mr. and Mrs. Frederick H. Davis,

Mr. and Mrs. G. W. Holdrege, Rev. Mr. and Mrs. Robert Leavins, Charles W. Hull.

Mr. and Mrs. W. D. Hosford, Dr. and Mrs. Robert R. Hollister, Mr. and Mrs. Walter W. Head, Mr. and Mrs. Mrs. Walter W. Head, Mr. and Mrs. Frank W. Judson, Mr. and Mrs. John L. Kennedy, Mr. and Mrs. C. T. Kountze, Mr. and Mrs. George H. Kelley, Mr. and Mrs. C. W. Lyman, Mr. and Mrs. C. F. McGrew, Mr. and Mrs. John A. McShane, Mr. and Mrs. W. H. McCord, Mr. and Mrs. E. M. Morsman, jr.; Mr. and Mrs. W. T. Page, Mr. and Mrs. C. H. Pickens, Mrs. Ben Galiagher, Mrs. McCormick of Salt Lake City, Mr. George B. of Salt Lake City, Mr. George B. Prinz and Mrs. Luther Kountze,

Mrs. Metcalf to Give Bridge and Tea for Belgian Relief Fund

To carry on the surgical dressings work of the Belgian war relief in the maiden-hair ferns marked all of the Baird building \$1,000 each month is women's places, while boutonnieres necessary to purchase materials and pay for their expressage to Europe. Mrs. Joseph M. Metcalf is opening her Mrs. G. M. Hitchcock, Mrs. George Prinz, ex-Senator and Mrs. Norris admission will be \$1, in order to aise home for a large bridge party and funds for this work. At a simflar entertainment in Chicago last week \$5 was the fee. For those who do not play cards Mrs. Metcalf has set aside her large drawing room for knitting, the women to remain for tea. Mrs. Metcalf announces, too, that tables will be arranged for those who come alone.

Among those who have made reservations for tables of four are:

Arthur M. Pinto, W. F. Allen, Orville Holmes.

Emma B. Turner, Halleck F. Rose, James Chadwick, John Flack, Gernard McDermott, Hen Gellagher, Harry S. Clarke, Charles W. Martin,

Dinner for Major Hannay. Major Hannay of Fort Omaha was the guest of honor Tuesday evening at a dinner given by Mr. and Mrs. Luther Kountze at their home,

Covers were laid for Mr. and Mrs. Max Fleischman, Miss Lynn Curtis and Major Hannay.

Betrothal Announced.

Mrs. Imma Kirschbraun announces the engagement of her daughter, Mr. and Mrs. Mr. and Mrs. Lena, to Mrs. N. Nichols of this Luther Drake, Mr. and Mrs. J. E. of Mr. and Mrs. N. Nichols of the Davidson, Mr. and Mrs. Gould Dietz, city. No date has been, set for the wedding.

W. A. Fraser, Mr. and Mrs. J. D. Among the Visitors. Foster, Mr. and Mrs. C. C. George, Mrs. Samuel Schu

Mrs. Samuel Schultz of Altoona. Mr. and Mrs. W. F. Gurley, Mr. and Pa., arrived Wednesday to visit her