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

GROWING WITH GROWING OMAHA

BRANDEIS STORES

THE NEW HOME OF HART SCHAFFNER & MARX CLOTHING

Every Day Is Economy Day

In Omaha's Greatest Retail Establishment

EVERY STATEMENT we make in regard to merchandise and prices is conservative.

While scarcity is quoted in many quarters, this store, because of its wonderful foresight, and the fact that we are always ready to buy for cash, offers to its vast clientele

COMPLETE STOCKS

of the best that the market affords at the smallest prices anywhere.

Agreeable surprises are every day occurrences here.

Let This Art Embroidery Store Suggest Dainty Summer Work

THERE ARE A HOST of suggestions here—we have one of the most complete Art Needlework Stores in the middle west, and this is not only from our own standpoint, but the judgment of many women who have traveled the greater part of the country—AND KNOW.

PERI-LUSTA CROCHET COTTON
In White, Ecru and Colors.

Sizes 3 and 5, ball.....6c | Sizes 30, 40 and 50, ball....10c
Sizes 10 and 20, ball.....8c | Sizes 60, 70 and 80, ball...12c

Stamped Pillow Cases, on best quality tubing, with large scallops for the new crocheted edges. Special Tuesday, pair....50c

Stamped Nightgowns, on extra quality nainsook; all made, ready to embroider, in new neat designs. Regular 59c values.35c

Stamped and Tinted Centers, Scarfs and Pillows, all to match, in new designs for cross-stitch and French embroidery, including the Blue Bird design. Each.....25c

Card Table Sets, on fine damask, in table cover with four napkins stamped to match. $1.00 values. Tuesday, set.....35c

Wire Frames for Lamp Shades, in any new shapes.
22 and 24-inch frames.....75c | 18-inch frames.....50c
10, 12 and 14-inch frames..25c
Candlestick frames.....19c

500 New Sample Trimmed Hats

$1.95 Each

In the Basement Millinery Store

HERE IS A CHANCE THAT YOU SHOULD not let go by. There are so many different styles that no matter what your particular fancy may be, no matter what combination or colors you may have in mind—YOU WILL BE ABLE TO FIND THE HAT YOU SEEK HERE.

They are Sample Hats and made in a manner you would expect if you were paying much more for them. Any one of the 500 will be yours on Tuesday for $1.95.

The illustrations show just two of the smart styles—all are extremely stylish.

Trimmed with flowers, ribbons, fancy feathers, etc. Plenty of Sailors and all good shapes. Hats that would sell regularly at $3.98—these are samples.

Basement. Millinery Department. **$1.95 Each** Basement Millinery Department.

A Great Big Sale of Notions

Every Sewing Need Is Here---Special Prices

RIGHT AT THE TIME of the year when most every woman is thinking of enlarging her wardrobe, comes this sale of Notions. A most opportune occasion for you to share in.

SOLD ON THE MAIN FLOOR

Wooden Coat Hangers, special, 3 for.....5c
Darning Cotton, Tuesday, 4 spools for.....5c
Wash Edging, large 10c bolts, for.....5c
Machine Thread, some Coat's, per spool.....2c
Good English Twilled Tape, per bolt.....1c
Gold-Eyed Needles, 3 pkgs., for.....5c
Betsy Ross Crochet Cotton, per ball.....6c
Sanitary Aprons, each..15c
Hair Nets, special, each..1c
Good Shell Hairpins, box.5c
Best Velvet Grip Hose Supporters, pair.....12c
Soft Face Chamois, each.4c
San-Silk, all colors, per spool.....3½c
Pearl Buttons, special, per card.....1c
Sewing Machine Needles, 1 Needle Threader free with each tube, at.....8c
Good Safety Pins, three cards for.....5c
O. N. T. Crochet Twist, No. 5, ball.....7½c
Burson Stocking Feet, special, pair.....5c
12-Yard Bolts of Bias Tape, bolt.....5c
Steel Crochet Hooks, sizes 2 to 14, each.....4c
Girls' and Ladies' Combs and Barretes, worth to 25c, on sale 3 for 25c; each....10c
M. & K. and Dorcas Knitting Cotton, ball.....3c
Middy Laces, all colors, pure wash silk.....5c
Sanitary Napkins, special, a dozen.....19c
West Electric Hair Curlers, 5 on card for.....19c
Good Dressing Pins, 2 papers for.....5c
Best Rust-Proof Dress Clasps, 2 cards for.....5c
Men's Collar Bands, sizes 12 to 18, each.....2c
Good 10c Tatting Shuttles, each.....2½c
One Big Lot of Rubber Dressing Combs, some worth to 59c, on sale, each.....10c
Sew-On Hose Supporters, at, pair.....6c

One Big Lot of Novelty Braids, Feather Edge and Turtle Braids, all imported. These braids are all slightly soiled. Some worth to 25c, on sale Tuesday, bolt.....7½c
Wooden Button Molds, all shapes and sizes, 2 doz. for 5c
100-Yard Spools Sewing Silk, each.....3½c
Large pieces Elastic, each..2c
Best Mercerized Rick Rack, bolt.....5c

Dress Forms

Full-Dress Forms, with wire skirts. Each form collapses and can be put away in small box when not in use. One box free with every form. Sizes 32 to 44. These are the best forms made and can be adjusted to any height. Regular $5.00 forms, on sale Tuesday for only..... $2.49

Black Jersey Covered Bust Forms, all sizes—32 to 42. Regular $1.50 values; sale price..... 49c

All our Regular 8-Sectional Forms that can be adjusted at neck and bust, length, width at waistline and hips; also to any height. Our regular $12.50 forms. On sale for one day only..... $5.49

Taffy Day Tuesday

Fresh, delicious, full-cream Angel Food Taffy, all flavors. Regular 19c quality, per pound—

10c

New English Walking Shoes
Stylish Footwear for Girls

English Walking Shoes, for high school girls; tan calf or black calf, with white rubber soles and heels. This is a sample of the shoes we are selling in the Basement Shoe Department. All sizes, pair..... $2.98

About 500 Pairs of Women's High Shoes, odds and ends, but practically all sizes in one style or another. Not a pair worth less than $2.00. You can buy them here for..... 97c

500 Pairs of Women's Oxfords and Pumps, odds and ends, but practically all sizes. Worth three times what we are asking for them. Tuesday, pair..... 50c

Girls' Shoes, sizes up to 2; dull leather, button style. Worth $1.50. Will be marked..... 98c

Basement Shoe Department.

Get into business via the "Business Chances"

OMAHA AND KANSAS CITY BEING GOOD

But Minneapolis, Claiming Social Pre-Eminence, Does About as It Pleases.

DOES IT PAY TO BE GOOD?

By MELLIFICIA—March 27, 1916.

For some reason or another, I was possessed with the curiosity this morning to see what our commercial rival, Kansas City, was doing, or was not doing, during Lent.

Their calendar, I must admit, looks very highbrow and proper—lectures, musical affairs and an occasional tea or luncheon.

On the contrary, Minneapolis, which claims social pre-eminence in the middle west—and has got away with it in the east—is very active, one thing following another and no sack cloth and ashes about the season whatever.

It all brings back the old quandary—does it pay to be good?

Here are Omaha and Kansas City, not recognized at Newport, conducting themselves with the strictest Lenten decorum; on the other hand, Minneapolis, entered in the very Almanak de Gotha of smartness, doing just about as it pleases.

For Former Omahan.

Mrs. Frances Ford of Chicago, formerly of Omaha, was entertained this afternoon at the Fontenelle at luncheon by the Omaha Woman's Press club. The table was decorated with yellow spring flowers and the hostesses of the occasion were the officers of the club, Mrs. Harriet MacMurphy, honorary president; Miss Faith Lee Hoel, president; Miss Ella Fleishman, vice president, and Miss Elizabeth Kern, secretary and treasurer. The guests of the club were:

Mesdames—	Mesdames—
Frances Ford of Chicago,	Draper Smith,
Edward M. Syfert,	Ida M. Hanchett,
D. F. McCune of Chicago,	H. B. Whitehouse,
	Paul Wickham,
	John J. Mahoney,

Les Amies Club Notes.

Mrs. H. M. Barr was hostess at her home Saturday afternoon to Les Amies Whist club. Prizes were won by Mrs. Barr and Mrs. J. M. Gerhard. The club will meet next Saturday afternoon, April 8, with Miss May Rasmussen.

Personal Mention.

Mrs. Isaac Humphrey of Rapid City, S. D., is the guest of Miss Mary Scott and Miss Agnes Scott at the Colonial.

Mr. J. W. Greene, who has been seriously ill with grippe, is recovering.

Returned from California.

Mrs. George H. Laier and children and Mrs. M. R. Murphy and Miss Helen Murphy returned home from Long Beach, Cal., this morning.

On the Calendar.

Mrs. Daniel Webster Ferguson of Chicago, house guest of Mrs. Frank W. Bacon and Miss Lucile Bacon, will be entertained at two home bridge-luncheons this week. Mrs. Arthur Pinto will be hostess Thursday afternoon and Mrs. Howard H. Baldrige hostess Friday afternoon in Mrs. Ferguson's honor.

Opera Loses Extra Night to Drys, Who Hold Auditorium

The following wire was received from the New York office of the Boston Opera company-Pavlowa Ballet organization by Local Manager Pryor:

"Delighted with advance sale and apparent interest. Think we have probably underestimated Omaha. Rent Auditorium for Saturday night, April 15. Will give gala performance, including first act from 'Pagliaci,' second act from 'Carmen' and ballet from fourth act, Gluck's 'Orpheum,' making really sensational program. Duplicate half page in papers next Sunday. Arrange everything accordingly. Regards. MA.. KABINOFF."

Mr. Pryor rushed over to Manager Franke of the Auditorium and finds that he has not only rented the Auditorium for Saturday night for some sort of a "dry" meeting, but that the promoters of this meeting have already paid down $25 and received their receipt. So Omaha will have to be content with the short season.

BIDS ON NEW CHURCH TO BE RECEIVED TUESDAY

Bids are to go in Tuesday for the contract of building the new St. Peter's church at Thirty-second and Pacific streets. John Latenser is the architect. Bids were asked for several weeks ago.

Have Your Eyes Examined and Glasses Fitted by Our Experts.
WE MAKE YOU SEE
GLOBE OPTICAL CO.
N.E CORNER · FARNAM AT 16TH
Phone Douglas 2441.
Omaha's Moderate Priced Optical Store.

New Hats for Spring Wear

By LA RACONTEUSE.

An unusual turban in brown chip straw, the shape somewhat resembling a mushroom. Gros-grain ribbon matching the color of the straw is arranged on the crown crosswise, terminating in front, back and side in an odd series of loops. The oddly shaped brim follows the line of the crown, flaring slightly at the top. A cluster of berries in a combing tone of brown is set on the brim, affording suitable trimming.

Sport hats in sailor shapes shown with attractive combination trimming in the form of printed cotton and straw. An unusually smart model is illustrated, the brim of navy satin being faced with novelty hemp straw. The crown is wide and rather deep, covered with openwork printed toweling. A band of white gros-grain ribbon is arranged around the crown, looping on the left side.

TINY TOT IS LEFT ON THE DOORSTEP

Social Gathering is Startled by the Cry of Infant, Which is Taken to An Institute.

AND NOW IT WANTS NEW HOME

"Land O' love, the dear little thing was shivering with the cold when we took it in and the milk in its bottle was cold. Poor little dear!"

So spoke Mrs. J. H. Fullerton, 119 North Twentieth street, relating the exciting event of Sunday evening with all of woman's enthusiasm where such events are concerned.

The event in this instance was a baby, an unidentified baby girl, about seven weeks old, abandoned by its parents to the cold sympathies of the world without so much as a note asking pity.

The Fullertons had company. They heard a sound outside in the vestibule. They thought it was a dog and Mr. Fullerton went to investigate. He opened the door. Then he called to his wife.

She came. She saw. She exclaimed. She picked up the baby quickly and cuddled it in her arms. And the guests, the feminine contingent of the guests, insisted on holding the baby. And then the practical masculine part of the company bethought themselves of calling up the police.

Soon came heavy steps on the porch and in came the large bulks of two detectives, who treated the great event with calmness and stolidity and eventually bore the small mite away to the Child Saving institute, where it is now.

"It had brown eyes and dark hair and was very pretty," said Mrs. Fullerton. "Oh, we were so excited we didn't know what we were doing. And it seemed as if the policemen took it away almost before we had found it.

"After it had gone I just thought we might have kept it over night anyway. I couldn't sleep for thinking of it. I'm going out to the institute today and see it and find out if there was a note pinned on it anywhere and whether it is a boy or a girl."

Women Listen to Reason.

You who suffer, why do you hesitate to try what has removed the sufferings of others? That good old fashioned remedy, made from roots and herbs—Lydia E. Pinkham's Vegetable Compound—has stood the test. It has no rival in overcoming the ailments peculiar to your sex. Why should it not do for you what it has done for others? Give it a chance.—Advertisement.

The Dansant
WEDNESDAY AFTERNOON
In the Palm Room from four to six. Music by Christman's Orchestra.
Service a la carte. No admittance charge.
"BUILT FOR YOU TO ENJOY."
HOTEL FONTENELLE
A. BURBANK, Managing Director.

Brownell Hall Downtown Studio
518 McCague Building, 15th and Dodge Sts., Omaha, Nebraska.
Piano—Emily Weeks Deomgoole, Sophie Nostitz-Naimska.
Violin—Luella Anderson.
Pupils may enter at any time. Telephone, Red 4496.
For terms, address, Brownell Hall, Omaha.

Dr. J. S. Goetz and Mrs. Louise Strauss Joined in Wedlock

Dr. James S. Goetz and Mrs. Louise Strauss were married at 4 yesterday afternoon at the home of Mrs. Strauss' father, Mr. Albert Heller. The ceremony was performed by Rabbi Frederick Cohn, only members of the immediate family being present.

Plans for a larger wedding were completely abandoned on account of the severe accident to Mrs. Strauss' small son, Morris, last week. The little fellow's leg was amputated as a result of being hurt by a transfer wagon.

Work of Evangelists Praised by Dr. Carr

"There is not a church in this country that stands for the principles of Christianity, economically," declared Rev. Edward Ellis Carr of Chicago in an address before the ministers of Omaha at noon at the Young Men's Christian association.

Rev. Carr, who is editor of the Christian Socialist and general secretary of the Christian Socialist Fellowship of America, spoke on the "Economic Basis of Spirituality."

Rev. Mr. Carr gave a scathing denunciation of what he characterized as the "unmerciful methods of our modern Christian business life.

The work being done by evangelists was praised by Mr. Carr. He asserted that the collective methods of modern business life should be resorted to, instead of the individual methods, in saving souls.

AUTO CLUB FINDS OUT THAT SPRING IS HERE

Spring is here, and the worries, trials and tribulations of attendants at the Omaha Automobile club are doubling, tripling and quadrupling as motorists seek information as to condition in the great out-of-doors.

At the Hotel Fontenelle, down town headquarters of the club, the assistant secretary and his stenographer are compelled to turn down scores of calls for information each day from nonmembers.

Over 500 calls have been turned down this month from automobilists who are not members of the club.

THIRTEEN NEW CASES OF SCARLET FEVER IN TWO DAYS

The following cases of scarlet fever were reported in the last forty-eight hours:

Howard Anderson, 1914 South Twentieth street.
Paul and Lois Edmund, 3021 Franklin street.
Frank Barrett, 4308 Grant street.
Lerona Dodd, 207 North Twenty-fourth street.
Gilbert Swanson, 421 North Thirty-first street.
Laretta Sipe, Shelby court, No 2.
Kate Southmayd, 519 South Twenty-sixth street.
Paul Palmquist, 2328 North Fifty-ninth avenue.
—— Mack, 406 North Sixteenth street.
—— Evans, 1506 North Twentieth street.
—— Burke, hospital.
Kenneth Madsen, 913 North Nineteenth street.
Bernard Saunders, Twenty-first and Chicago streets.

NEW ASSISANT COUNTY PHYSICIANS APPOINTED

Drs. Charles Sheets and A. A. Ryder have been appointed to replace Drs. F. D. Ryder and R. E. Roche as assistants to County Physician Lee Van Camp.

SPORTS CLOTHES FOR WOMEN FOLK

Spring Opening Displays Reveal High Colors, Plaids and Stripes in Women's Apparel.

AND HATS TO SUIT THE TASTE

High colors, checks, plaids, stripes in many sizes—any and all things striking, pronounced and assertive in their style and coloring are distinctly the proper mode in spring fashions, according to the season's opening displays at both the Burgess-Nash and Thompson-Belden's stores today.

Banked with the most artistic setting, the Burgess-Nash company is showing the handsomest line of evening gowns and smart afternoon frocks seen for a long while. The evening models are extremely bouffant, the skirt made with panniers, hair cloth frames and fartingales to give the full effect, while the bodice, in contrast, features variations of the basque in most instances. Taffeta afternoon frocks in dashing colors and stripes and checks or, carried out in two vividly contrasting shades are a feature of the display.

Drop Shoulder Sleeve.

Gold and silver trimming and the same sort of beads, especially on blouses continues very good while a new sleeve which is attracting attention is the old leg o' mutton sleeve which is introduced in connection with the drop shoulder sleeve.

Japanese embroidered taffeta suits, silk and serge combinations and the new checked velour suits are being shown. The Norfolk jacket and the plain skirt is most popular for street wear though the dressier suits are shown with fuller jackets and skirts and heavily trimmed.

While Georgette crepe blouses lead in popularity, handkerchief linens are returning to favor and fine voiles are predicted to be the next direction in which milady's fashions in blouses point. Frills, jabot effects, flat collars and cuffs of contrasting materials, white waists, wash satins and blouses trimmed in crystal beads, Venice lace and drawnwork all vie with each other in popularity. All blouses, however, are built on conservative lines to fit all figures.

Season for Sports Clothes.

That this is to be the greatest season for sports clothes is the prediction of Thompson-Belden company, judging by their showing of smart, good-looking novelties in this line. Silk Jersey or stockinette sports suits, fashioned in exactly the same style as the ordinary suit and the most serviceable concoction of Dame Fashion for traveling as well, are some of the distinctly new things being shown. These suits are shown in very high colors, cerise, greens and blues and are extremely smart.

The wool velours, also in high colors, taffeta suits in dressier modes, unlined heavier silk suits, and serge suits, embroidered in silver or handwork, are also being shown. Taffeta promises to be the leading material for separate skirts. Fur, too, will be worn this summer, as it was last suffer, only more so. All the light wraps are edged with marabou or are otherwise touched here and there with fur.

Dainty Blouses.

A new material for blouses, "will-o'-the-wisp," is being shown in blouses at Thompson-Belden's. It is best described as a silk marquisette and is extremely dainty.

In millinery, the brimless hat has been pronounced passe, and the small hat with the brim and high trimming is the most popular model on display. Black hats trimmed with high colors, horse-hair braid hats, the Gage sailor and the Chin-Chin shape are seen in a multitude of designs. For later in the season, leghorns will be introduced and elongated shapes promise to be worn, in contrast to the small, round shapes being sold now.

Accompanying the vogue for white or light shoes, white hats or those in pastel shades will be worn extensively this season. In dress accessories, shoes, hosiery, lace scarfs, feather fans, gloves, handkerchiefs and parasols, new and striking things are being introduced constantly.

Bird Houses Are Being Placed In the Public Parks

Nearly 400 bird houses which were exhibited in the city council chamber last week have been sent to the public parks by City Commissioner Hummel for installation by park caretakers. Each house was designated as to park preference, the choice invariably being the park near the home of the boy who made the house. These schools boys intend to watch the occupancy of their bird houses from time to time.

AVERILL HARRIMAN AND JUDGE LOVETT HERE SUNDAY

Judge Lovett, chairman of the executive committee of the Harriman roads, was in the city a short time Sunday evening, enroute home to New York from the Pacific coast. He was accompanied by W. Averill Harriman, the party traveling on a special train.

Some three months ago Judge Lovett went to the coast for a rest and to build up, his health having become slightly impaired by strenuous work. He returns east, asserting that his health is better than it has been in years.

The judge was in Omaha a couple of hours and during the time, was the guest of President Mohler, making an extended trip about town in the latter's automobile. He refused to talk business, asserting that he had tried to forget everything connected with business and would not discuss railroad, or other propositions until after reaching New York.

ART EXHIBIT IS TO OPEN IN OMAHA WEDNESDAY

With the unpacking and arranging for display of the 200 paintings by northwestern artists which will form the art exhibit at the Omaha public library Omahans will have the opportunity to view some of the best recent works of local and Nebraska artists.

The canvases have arrived from the capital city of Minnesota, where they were on display at the St. Paul institute. The exhibit in Omaha, which will be in charge of the Fine Arts society, opens Wednesday.