

# Society

By MELLIFICIA. Tuesday, July 14, 1914.

**T**HE new dances are changing too quickly for some of the club members, so the Happy Hollow club entertainment committee announces that at each dinner dance night there will be three or four just plain old-fashioned two-steps and waltzes, so that everyone may dance, especially the older members of the club who do not care to keep up with all of the new dances.

According to the New York papers, dancing is still popular in the east, and they are constantly changing.

A glance in hotel ballrooms at Asbury Park, N. J., is evidence of the waning popularity of the tango here. The half-and-half, which is a variation of the tango steps, is replacing the former craze in nearly all of the smart hotels, though the tango is still the popular dance in the Boardwalk casino. The West End hotel has added a tango matinee as an attraction, while in the New Monterey an after-breakfast dancette is a feature. The Coleman house tango tea is still popular. Wednesday nights are given over to informal dances.

Watch Hill, R. I., is a favorite summer resort with a large colony of Omaha people, including Mr. and Mrs. F. H. Davis and the Misses Elizabeth and Mena Davis. Dancing will be the favorite pastime there this summer. The Seaside tea room, one of the innovations at the New Watch Hill house this season, was opened to the guests of the hotel and to the cottagers last Saturday. It was the first real social event of the present season. Mr. Hamilton and Miss Jackson of Briarcliff, N. Y., gave a series of exhibitions of dancing. This afternoon Miss Margaret Hawkesworth and her dancing partner, Basil Durant of New York, took part in the dancette.

### Girls Try Military Camp Life.

Camp Laf.O'Lot was pitched at Child's Point, and a delightful day spent there. The girls were assigned to different ranks and duties as follows: Major general, Ruth Hutton; camp physician, Captain Grace Grogan; camp photographer, Lieutenants Martha Meyer and Edna Ohlendorf; official fireman, Corporal Lydia Halgard; camp leader, Major Katie Krigger; camp orderly, Sergeant Amanda Ohlendorf; camp chief, Corporal Hazel Hutton; camp water boy, Private Katie Hayes; bugle corps, Private Josie Hayes; guard of the arsenal, Sergeant Nell Kenvin; camp attendant, Captain Katherine McGovern; outside picket, Colonel Jessie Pennington. The main amusement of the day was the initiation of the members.

### Seymour Lake Country Club.

C. A. Mangum has had his cottage at Seymour Lake club remodeled and improved and moved his family out yesterday. The illness of their little daughter has delayed their plans for some time.

Major James C. Dahlman has just completed a unique cottage, which takes the place of the temporary structure which he has occupied with his family for the last two summers. The new cottage is equipped with a spacious fireplace and many of the unusual features. It will be in readiness for occupancy this week.

The office employees of the Omaha Electric Light and Power company will enjoy a field day at Seymour club next Saturday.

Mrs. John Douglas will be hostess at a large luncheon party Thursday.

### At Happy Hollow.

Mr. Paul Shirley will entertain at one of the larger dinner parties at Happy Hollow this evening. Covers will be placed for:

- Misses—Alice Coak, Naomi Towle, Claire Daugherty, Messrs—Daniel McCarthy of Chicago, Charles McCarthy of Minneapolis, Douglas Peters, Dining with Mr. and Mrs. M. Shirley this evening will be: Dr. and Mrs. H. L. Arnold, Dr. and Mrs. E. A. McDermott, Mr. and Mrs. George Shultz.

The Tuesday Bridge club had luncheon together today at Happy Hollow. Covers were placed for eight.

Mrs. Joseph Polcar entertained eight guests, Miss Henrietta Ross nine guests, and Mrs. Sweeney twenty-eight guests at luncheon today.

This evening Robert Dempster will have twelve guests; Senator Norris Brown, four; W. C. Bullard, nine; W. E. Chambers, four.

Prof. Chambers and six assistants will give an exhibition of the newest dances this evening at the club.

Thursday Mrs. Eera Millard will entertain twenty-six guests at luncheon at Happy Hollow.

### Attend Party in Lincoln.

Mrs. Olive Watson of Lincoln entertained a dozen children Saturday afternoon for her daughter, Latta. The out-of-town guests were Bettie and Wynne Fairfield of Omaha, who are visiting their aunt, Mrs. A. W. Field, Susan White of Easterville, Ia., who is the guest of her aunt, Mrs. Lew Marshall, and Martha Wilcox of Clarinda, Ia., who is visiting Mrs. W. W. Richardson.

### In and Out of the Bee Hive.

The Misses Welby of Fremont spent the week end as the guests of Mr. and Mrs. J. B. Haynes.

Mrs. W. H. Hood left today to visit at her former home in Kansas City.

Mrs. A. L. Casey is entertaining her sister, Miss Mildred De Courcy, of St. Louis.

Mr. Arthur Keeline has returned from his ranch in Montana, and after spending the week here will return west for the rest of the summer.

Mrs. I. H. Crawford and children left Monday for their home at Genoa Colo., after a week's visit at the home of Mr. and Mrs. George W. Lancaster.

Mr. and Mrs. R. C. Stowe with their daughter, Miss Marian Howe, and son, Robert Howe, will leave August 1 for Colorado to spend the remainder of the summer.

Mr. Robert Dempster has returned from Montreal, where he met his nephew, Robert Martin Dempster, of Huntly, Scotland, who accompanied him home for a visit. Miss Molly Corby leaves today with Mrs. A. B. Alpin and children for Denver and Colorado Springs for the summer. Later they will go to Kansas City and St. Joseph for a visit.

Mr. and Mrs. Carl A. Pedersen and little son, of Oberst Neb., made a motor trip to Omaha in their car and will visit for a few days with the latter's parents, Mr. and Mrs. J. H. Kritebrink.

Mr. Nathan Merriam returned Sunday after spending a few weeks at the English seaside resort, Torquay. Mrs. Merriam and Miss Mildred Merriam will remain abroad a few weeks longer.

Miss Helen Prall left Monday for Lodge Grass Mont., where she will camp for two weeks with Mrs. Willis Spear, her cousin. Miss Prall will spend some time in Clearmont, Wyo., before her return home.

Mr. and Mrs. H. C. Riewe returned to

## OMAHA GATEWAY TO WEST

Such is Title to Article on This City in Chicago Paper.

### TELLS OF STATE'S RESOURCES

Gives Series of Pictures of Nebraska Along with Statistical Records of Possibilities of the State.

"Omaha, the Gateway to the West," with seven big illustrations is featured in a big display occupying a full page in the Saturday Blade, published in Chicago. The feature occurs in the issue of June 11. The Blade sent a staff man to gather the material. The material and photographs were furnished him

largely by the publicity bureau of Omaha. The Omaha Bee's great photograph showing a panorama of the business section of the city occupies the top of the page. A large photograph of a section of the stock yards is another feature. A picture of the Missouri river bridge is nicely reproduced. Mayor James C. Dahlman's picture occupies the center of the page. Other business and residence property is featured also.

"Omaha has prosperity in greater measure than ever before," runs the article. "On every side there are the evidences of it. In the great freight yards with their jam of wheat cars telling the story of Nebraska's record-breaking wheat crop; in the packing industry at South Omaha furnishing a living for 40,000 residents of the city and its suburbs; in the manufacturing and jobbing houses, everywhere the workers of Omaha can be found. And the story

is told again in the happiness and contentment of the people."

### Mighty Inland Empire.

The immense inland empire lying between the Mississippi river and the Rockies, between Canada on the north and Mexico and the Gulf on the south, is the most productive area of its size on the face of the globe. Here, for instance, is grown more than seven-tenths of the foodstuffs exported by the nation. Here is four-fifths of the meat production. Since the time the first railroad was put through Omaha, because of its important position, has been known as the "Gateway to the West." The development of the inland empire is reflected in the wonderful growth of the city which lies at its door. Through Omaha the products of the rich territory find their natural outlet to the markets of the world and back in the same way come the necessities which the empire buys. It can thus be seen what the full development of the fertile soil, with improved methods of cultivation, means to the "Gate City."

See real estate columns for bargains.

## BRANDEIS STORES

### Wednesday Comes a Sale of Fine

#### Sun Bleached Jap Panamas

Worth \$3 and \$3.50 at

**\$1.79**

There are twenty dozen of these hats for women who come Wednesday, and we expect to be sold out before the day is over, as they are doubtless the best Panama values we have offered. And it seems that every woman must have a Panama this season.

They are all good new shapes and are excellent qualities such as have heretofore been sold at \$3, \$3.50 and even more. Truly exceptional at.....\$1.79

### Sale of Women's Wash Dresses Worth \$5 and \$6

A big special selection of attractive summer dresses for Wednesday's selling. They are dainty embroidered voiles, stripe tissues and stripe voiles, and show the very latest styles ideas in girle effects, Russian tunics and blouses. All are worth \$5 and \$6. Choice on second floor, at.....**\$2.98**

### Wednesday--a Sale

#### of Washable Skirts

Worth to \$1.50 for

**49c**

These are all right-up-to-the-minute styles, carefully tailored of good reps, pique, cordaline and linen in white and colors. Some have pearl button trimmings, many are trimmed with folds and straps. All are worth up to \$1.50. Choice Wednesday on second floor.....49c

### Wednesday Is Ice Cream Day 49c and 69c RIBBONS, at

In the Pompeian Room

Our Usual High Grade Cream  
Quart Bricks.....20c | Pint Bricks.....10c

Ribbons up to 8 inches wide for sashes, girdles and millinery—plain, moire and satin in all colors. Also fancy yardage and warp print ribbons. 49c and 69c qualities, yard.....**29c**

### 500 Pairs of Women's Pumps and

Oxfords Worth Up to \$3, at

**\$1.69**

These are odds and ends of stock, but are excellent bargains for people who can be fitted. A big variety, but not all sizes in each lot. They are patent and dull leathers in many styles, all worth up to \$3, on sale in Basement Wednesday, at.....

### Sale of Boys' Wash Suits

Regularly Worth \$2 to \$3, **\$1.25**

Manhattan or Cadet Makes

This sale includes several hundred suits in the Oliver Twist, Balkan and Middy styles, either short or long sleeves, with Balkan or Russian blouses. Linens, reps, madras, crepes in all the new shades. Ages 2 to 10 years.

Every mother of a small boy will want to take advantage of this sale Wednesday.

Boys' Section—Second Floor—Old Store

### Timely Reductions on Good Bath Towels

#### 15c Bath Towels 10c

These are plain hemmed bath towels; also a few fringed. Good heavy weight, double thread. Size 18x36. Regularly worth 15c. Sale price, each.....**10c**

#### 20c Bath Towels 17c

Heavy double ply twisted yarn in bleached or unbleached. Plain white or colored borders. Hemmed. Towels that always sell for 20c. July sale price, each.....**17c**

#### 29c Bath Towels 23c

Extra heavy, fluffy bath towels in plain white or with colored borders. Size 22x42 inch size. A very desirable towel which usually sells for 29c, at.....**23c**



#### 35c Bath Towels 29c

These large, fluffy snow-white bath towels are made from extra quality yarns. Size 22x45 inches. Regular 35c towels, in this sale, at.....**29c**

#### Towels Worth 50c to 60c at 39c

Very fine quality Turkish bath towels, in plain white or with fancy colored borders. Very large sizes and desirable quality. Worth 50c and 60c, at.....**39c**

#### Bath Sheets Worth \$1.50 at 60c

Fine, soft snowflake bath sheets. Size 64x72 inches. Always sold at \$1.50. Special in our July sale at, each.....**60c**

### Warm Weather Bath Specialties Much Reduced

- Bath Caps Tight fitting. All rubber. \$1.00 value.....**59c**
- Bath Brush Durable hand. Extra good 50c value.....**21c**
- Bath Spray Rapid flow tubing. Very serviceable. All summer bath necessities. Regularly \$1 value.....**39c**
- Toilet Water 1 1/2 toilet water, 50c bottles, on sale at.....**39c**
- Bath Powder Boraxo bath powder, 35c size, special.....**18c**
- Be cap Tallow's Borated Talcum.....**9c**
- Mosquito Puffs keeps them away.....**16c**
- Witch hazel, pint bottle at.....**15c**
- Verbena bath soap, round cake, at.....**6c**

**IT'S THE RIGHT SUMMER DRINK DELIGHTFUL COOL-COMFORT IN EVERY DROP OF LUXUS**

**THE BEER YOU LIKE**

*Krug Brewing Co. Omaha, Neb.*

**LUXUS MERCANTILE CO. DISTRIBUTORS**

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The "FOR SALE" column of The Bee Want Ads is one of the most valuable in the service it renders to our readers.

Just as bargains are found in the display ads of big stores, so does the "FOR SALE" column carry similar offerings from small merchants and private owners.

Bargains in household and office furniture, musical instruments, typewriters, machinery, and dozens of other useful articles may be found every day in this column.

It will pay you to keep posted. Watch the "FOR SALE" column for bargains.

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**THE OMAHA BEE**  
Everybody Reads Bee Want Ads.

## DIRECTORY

**AUTOMOBILES, TRUCKS, TIRES and ACCESSORIES**

**GASOLINE CARS**

**BUICK**—Nebraska Buick Auto Company  
Lee Huff, Mgr. 1912-14-16 Farnam Street.

**MAXWELL**—Maxwell Motor Sales Corporation.  
205-207 State Bank Building.

**OVERLAND**—Van Brunt Automobile Company,  
2010 Farnam St., Omaha. 18-20-22 4th St., Council Bluffs.

**POPE-HARTFORD**—Van Brunt Automobile Company,  
2010 Farnam St., Omaha. 18-20-22 4th St., Council Bluffs.

**STUDEBAKER**—E. R. Wilson Auto Company,  
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### Fashion Hint

**BY LA RACONTEUSE.**

A somber-hued cape for afternoon wear can be easily converted into a gay satin evening wrap by turning it inside out, as illustrated by this picture.

This cape is made of two materials, the dark one a Violace crepe satin, to be worn for afternoon, the light satin side to be turned out for evening.