

What is Going On in Society Circles

(Continued from Page Two)

tion. Mr. Breckenridge is studying law at Harvard.

Christmas Dance at Fontenelle. The most brilliant affair of Christmas night was the dancing party given at the Hotel Fontenelle last evening by Mr. and Mrs. G. J. Ingwersen and Mr. and Mrs. N. B. Updike for their daughters, Miss Helen Ingwersen and Miss Hazel Updike.

In the receiving line were the two younger guests and their parents. Miss Ingwersen was a beautiful debutante in white tulle over white satin, attractively fastened with silver lace.

Miss Updike was equally lovely in an attractive pink taffeta gown made short and bouffant. The skirt was box pleated and had a ruffle of silk net around the bottom.

Christmas decorations prevailed, quantities of holly and poinsettias being used. For favors red candy baskets filled with candies, cunning little hats trimmed with flowers and for the men, imitation silk hats were distributed.

Invitations Recalled. Mr. and Mrs. William Tracy Burns have recalled the invitations issued to a dinner to be given Monday evening.

At Omaha Club. Fifteen couples participated in the subscription dance last evening at the Omaha club, preceded by a buffet supper.

Orpheum Theater Party. Mrs. Victor Coffman, chaperoned a party of little folk to the Orpheum on Thursday afternoon, little Miss Harriet Rosewater being the hostess.

Christmas Dinner. Mr. and Mrs. E. W. Dixon entertained Christmas day at dinner at their home. Those present were: Messrs. and Mesdames—E. H. Sprague, E. M. Fairfield, Luther Drake, Charles Watson Hill, Stockton Holt, Charles Saunders, E. W. Dixon, Miss Daisy Dean, Mrs. Victor Coffman.

Engagement Announced. The engagement of Miss Margaret McCaffrey, daughter of Hugh McCaffrey, to Ed Callahan was announced Christmas day.

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Informal Tea. Mrs. W. F. Shelton has asked a few of the younger set in to tea Sunday afternoon between the hours of 4 and 5:30, complimentary to Miss Isabel Vinson-haler.

Stork Special. A daughter, Virginia Templeton, was born Tuesday morning to Mr. and Mrs. Harold Fritchett. The baby is a grand-

Bride of Week and One of Her Attendants



Miss Treva Gail Bartness

Mr. Oscar Weston of East Orange, N. J., were the out-of-town guests at the dance.

Social Gossip.

Mrs. Thomas D. Crane, who went east two weeks ago expecting to pass the winter in New York, was recalled by the serious illness of her mother, Mrs. C. N. Baird of Lincoln, who was suffering with pneumonia.

Mr. and Mrs. Charles Brown and little son arrived Thursday from Roanoke, Va., to spend the holidays with his mother, Mrs. J. J. Brown.

Colonel Julius Penn, formerly stationed at Fort Omaha, will be in Omaha tomorrow and next day on his way to take station at Madison Barracks, N. Y.

Mr. and Mrs. W. J. Connell went to Lincoln Friday to be with their daughter, Mrs. Isaac Miller Raymond, Jr., for Christmas, Mr. and Mrs. Connell return home tomorrow.



MISS AVILDA MOORE ROOSTER PHOTO

daughter of Mr. George L. Hammer and niece of Mrs. John L. Kennedy.

Hear Opera in Chicago.

Mrs. J. M. Metcalf and Miss Mary Munchford leave this evening for Chicago to enjoy a week of grand opera.

Mr. Dana Van Dusen returned Tuesday from Chicago, where he attended the grand opera.

at Sherry's with a party of friends from Boston, and on the Sunday following they go to Boston for a visit. Upon their return Mr. and Mrs. Bradford will be home only a short time, as they plan to go to California January 25 for six weeks, part of that time to be spent with

Mr. Bradford's parents in Los Angeles, but most of it at Coronado Beach, where they were last winter. Mr. and Mrs. E. D. Marr and Miss Mildred Marr of Kansas City are here for two weeks, the guests of Mr. and Mrs. Lewis P. Loring and Mr. and Mrs.

Charles U. Henrickson, Mrs. Marr's sister, Mrs. Galphier, and daughter, Marjorie, of Alameda, Cal., are also here for Christmas on their way home from Kansas City. Mrs. J. M. Metcalf plans to go to California the latter part of February for

two months and will be accompanied by Mrs. Charles Eddy of New York, who is at present in Arkansas with her sister, Miss Stella Robinson, daughter of Mr. and Mrs. H. H. Robinson, left Friday. (Continued on Page Eight—Col. Five)

Berg's advertisement for a pre-inventory sale. Includes sections for 'Starting Monday our Annual Pre-Inventory Sale', 'Suits-Coats-Dresses-Waists-Skirts-Furs', 'Women's and Misses' Stylish New Fall Suits', 'Fashionable Dresses', 'Choice of Any Fur Set', 'Coats! Coats!! and Still More Coats!!!', 'Silk Kimonos', 'Silk Petticoats', and 'Big Sale Table Lingerie Waists'.

Orkin Brothers advertisement for a year-end clearance sale. Features the headline 'The Store Beautiful Orkin Brothers The Store Beautiful' and 'ANNOUNCING OUR FIRST GREAT YEAR-END CLEARANCE of Our Entire Exclusive New Stock of Suits, Coats, Dresses, Furs, Etc.' It lists various suit and fur clearance prices and ends with 'Our Entire Stock of Beautiful Dresses Offered at Clearance Sale Prices ORKIN BROTHERS—16th and Farnam Streets, U. S. Bank Building'.

Figuring Apartment Investment Returns advertisement. Includes the headline 'Figuring Apartment Investment Returns' and text explaining the benefits of apartment investment, such as interest on total investment at 6%, sinking fund, and reserve for depreciation. It also lists management and maintenance costs.

Persistence is the cardinal virtue in advertising advertisement. Features the headline 'Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really successful.'