

# Society

By MELLIFICIA. Thursday, May 7, 1914.

IT IS no longer, "Parlez-vous Francais?" or "Sprechen Sie Deutsch?" that really gives one the entree to cultivated circles. Also, we formerly had to know a sonata from a valse and be able to speak intelligently of the compositions of Beethoven and Chopin. Now all these things have changed. Instead, one must know a "mashie" from a "putter" or "cleek," or know a monoplane from a biplane, and last, but not least, one must be able to talk "motor" intelligently. It is absolutely essential to know a Ford from a Packard, or Pierce Arrow, etc. You should know a spark plug from a carbureter, and which is preferable, four or six cylinders.

A well known society woman recently purchased her first car, and it was not running very smoothly, so she asked the chauffeur what was the trouble.

"Why, one cylinder is missing," he said.

"Well, you go right back to the garage and get it; I certainly paid enough for this car so that there shouldn't be anything missing," she replied.

**Martig-Reptowsky Wedding.**

The wedding of Miss Lena Reptowsky and Mr. John Martig took place at 7 o'clock Wednesday evening, at the home of the bride's parents, 2847 Evans street. Rev. Father Moriarty of St. Bernard's church performed the ceremony. The attendants were Miss Lucy Martig, sister of the groom, who was bridesmaid, and five of the young couple. After the ceremony a reception was held for about twenty guests. The rooms were decorated in a color scheme of pink and white, with an improvised altar of palms in the parlor, where the ceremony took place.

Mr. and Mrs. Martig have gone to their new home on North Fifty-seventh avenue, Glen park, in Benson.

**Entertains Card Club.**

Mrs. D. Howard Hawk entertained the 50 Luncheon club at her new home Wednesday afternoon. Pink and white were used in the decorations. Prizes were won by Mesdames Thomas Cahill, C. M. Homan and Harry Huston. Guests of the club were Mesdames A. J. Downey, Elizabeth Fay, F. H. Downey and V. M. Homan. The membership of the club includes:

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| Mesdames—<br>Thomas Cahill,<br>W. B. Fordyce,<br>J. J. Shielock,<br>C. E. Parsons,<br>Lee Lowry,<br>D. R. Kratochvil,<br>B. H. Hawk. | Mesdames—<br>W. P. Sink,<br>James Greaves,<br>Harry Huston,<br>Ivan Longworth,<br>Henry Kreymborg,<br>D. H. Hawk. |
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**Pressures Past.**

Mrs. Clarence Lively of South Omaha entertained informally at her home Monday evening in honor of Mrs. Albert Beath of Chicago, formerly Miss Lillian Rosbeck of South Omaha. Miss Lena Kellogg entertains this evening in honor of Mrs. Beath.

**Delta Delta Delta.**

The meeting of the Delta Delta Delta sorority, which was to have taken place Saturday, has been postponed one week and will be held Saturday May 16, at the home of Mrs. C. F. Kunod, Fifty-second and Chicago.

**Auction Bridge.**

Mrs. O. L. Hart entertained at an auction bridge party this afternoon in honor of her daughter, Mrs. Lester Moran. Pink roses and lilacs were used in the decorations. Seven tables were placed for the game.

**Celebrates Birthday.**

Mr. William Nelson was honor guest at a birthday party given last evening at the home of his aunt, Mrs. W. J. Outh-

Mr. and Mrs. Louis McCullough and Mr. William Sheehan, Jordan, S. D.; Mr. Joe Conway and Mr. James Conway, Pender; Mr. Arthur McCourt, Chicago; Mr. and Mrs. James O'Connell, Homos, S. D.; Mr. Mortimer Hayden, Brisbane, S. D.; Mr. Eliza McNamara, McCook, Minn.; and Mr. and Mrs. John Shield, Chicago.

**Dancing and Motoring.**

Mr. M. Rosenthal, 2613 Dewey avenue, entertained informally at his home Tuesday evening at a tango and turkey trot, followed by an automobile party for a number of young people, including:

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| Misses—<br>Loetta Frankenberg, Marie Goodnall, Esther Goodnall, Ann Maurer, Marie McCoy. | Misses—<br>Lester Heyn, William Shorter, George Hill, Mr. Rosenthal, Charles Frankenberg. |
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**Castle-Rowen Wedding.**

Miss Helen G. Rowen of Omaha went to Holdrege last week and was married to Mr. W. W. Castle April 23, leaving the next morning for their farm in Wallace, Neb., where they spent the week-end, coming back to Omaha to remain till the last of June, when they will make their home on the farm.

**Dinner Party.**

Mr. and Mrs. Mosher Colpeter will entertain at dinner this evening, after which they will go to the Auditorium to see Mr. and Mrs. Castle.

**Personal Mention.**

Miss Rose Prather, arrived last evening from Minneapolis, called here by illness of her sister, Mrs. Laura Kirkland.

**Constipation Poisons You.**

Dr. King's New Life Pills regulate your bowels, prevent constipation and stimulate the liver to healthy action. Sec. All druggists.—Advertisement.

**BOUQUET ACCEPTABLE WITH EXCEPTION OF WHITE TULIP**

School teachers have been greatly embarrassed of late because their small pupils have been giving them "swiped" flowers. The amateur florists and the lawn owners protested to school principals and the teachers read a lecture to the little tots. In one school the teacher said:

"You must not bring me flowers not your own. It is wrong for you to give me stolen flowers and it is wrong for me to accept them. You must remember this."

Next day a little boy shuffled up to the desk with a nice bunch of posies and a white tulip, bound in a pretty bouquet, which he presented to the teacher. The teacher asked him if it was all right for her to accept them, remembering what she had said the day before.

"The boy was silent for a little while and then he said:

"Maybe you'd better not take the white tulip."

## KNIGHTS IN FOURTH DEGREE

Class of 175 Candidates to be Initiated on May 14.

**BANQUET TO END CEREMONY**

T. J. Mahoney to Be the Principal Speaker—Bishops Tiben and Duffy Are Also to Make Short Talks.

A class of 175 candidates from all parts of Nebraska and South Dakota is to take the fourth degree in the Knights of Columbus in Omaha May 14, when a big exhumation and a banquet are the program. The banquet is to be held at the Commercial club dining room. E. W. Simeral of Omaha is master of the fourth degree for this district, which included Nebraska and South Dakota. Those who will exemplify the degree are E. W. Simeral, John Rush, Judge Corcoran of York, John Benowitz, Paul Martin, Robert Bushman, Father P. A. Flanagan, Prof. C. F. Crowley, L. J. Dougherty of Davenport, Ia.

Emmett H. McCreary has charge of the music and is assisted by Harry Burkle, Tom Swift, Clint Miller and T. J. McShane.

T. J. Mahoney is to deliver the principal address of the evening at the banquet. Bishop Duffy of Kearney and Bishop Tiben of Lincoln are to deliver addresses also. Many prominent men from out in the state are to take the degree on this occasion.

**GERMAN PRODUCTION MEETS WITH MUCH LOCAL APPROVAL**

"Ein Dunkler Punkt," or "An Obscure Point," was presented by the German Theater company of Chicago at the American theater Wednesday night before a large and appreciative audience. The production was brought to Omaha by the German-American Alliance, and the same company will play a return engagement Sunday night, when "Eine Geschiedene Frau" ("A Certain Woman") will be staged.

The performance were given a hearty reception and there is every chance that they will return to Omaha next season. The plays are light comedy and are given in the German language.

**DEAF INSTITUTE STUDENTS SPEND AFTERNOON IN PARK**

Ninety students at the Nebraska Deaf Institute were given an outing at the Fontenelle playgrounds Wednesday afternoon. Miss Mildred Sturdevant looked after fifty girls, while Miss M. E. Witmer presided over forty boys. The youngsters had a rollicking time and played various games and were given a hearty luncheon at the end of the program.

## Advent to New York of Arthur Brandeis; His Activities There

The election of Arthur D. Brandeis as vice president and member of the governing board of the mercantile firm of Stern Bros. in New York City is reported in the New York Times of Tuesday, together with this interview with reference to the new departure:

"The new board of managers," said Mr. Brandeis, "is composed of Louis Stern, his sons, Melville A. Stern and Irving C. Stern; Mr. Cogleman and myself. The functions will be administrative, each member taking charge of certain features of the business, and all five acting as a unit in matters affecting the general policy of the store."

"I was elected a member of the firm of Stern Bros. on the understanding that I was to take an active part in the management. For this reason, I made a flying trip to Omaha and closed up my business there, so that I could locate permanently in New York. I have turned the management of J. L. Brandeis & Sons over to a man whom I trained for the work. My three theaters are leased, so I do not have to think about them."

"My coming to New York has been called another 'western invasion' but it is hardly that, I do intend, however, to inject as much as possible of the western spirit of 'push and get the business' into Stern Bros. as we have in our store in Omaha, which has been built up from nothing until it is the leading store of that section."

"Although figures cannot be stated, I am willing to admit that I am heavily interested financially in Stern Bros., and this is perfectly natural, since Irving C. Stern is my son-in-law, and I intend making my home in this city. There will be no radical changes in the management of the store. I have not brought one man from the west with me. We intend going

## NEW CAFETERIA OPENS ON SOUTH FIFTEENTH

A. T. Stearns, who has just opened the New Popular Cafeteria, at 215 South Fifteenth street, has been in this line of work in Omaha for over two years. He has been connected with the management of five different places in Omaha. Previous to that time he operated similar places in the New England states and in San Francisco.

In the new place he has just established at 215 South Fifteenth street, he uses not only the cafeteria plan, but the short order plan also, and short order bills of fare are on the tables twenty-four hours a day. There are twenty tables of the small, neat variety, with the spotless white glass tops. He has engaged the services of Edward Larock, expert chef, who was formerly chef for the Woodmen of the World Cafeteria, and who has been head chef for eighteen places in Chicago. With the cafeteria plan Mr. Stearns says he can serve customers three times as fast as the ordinary restaurant.

The Perseus and Judicious Use of Newspaper Advertising is the Road to Business Success.

**Mrs. A. Huster**

**Exclusive Millinery**



will place on sale Friday and Saturday, May 8th and 9th all **Trimmed Hats** (no duplicates) at **One-Half Price**

A new arrival of Choice Designs in Mid-Summer Styles will be displayed in our show room at popular prices.

**HOTEL LOYAL BLDG., 221 N. 16th St.**



Your bath tub, sink, and all other fixtures are quickly cleaned with **GOLD DUST**. It cleans and makes everything sanitary.

5c and larger packages

THE N. K. FAIRBANK COMPANY  
CHICAGO

"Let the **GOLD DUST TWINS** do your work"



**Bake Cake Tomorrow BUT BE SURE TO USE**

**SWANS DOWN** PREPARED **CAKE FLOUR** (NOT SELF-RISING)

You housewives who take pride in the cake you bake will find that Swans Down Cake Flour makes the lightest and most delicious cake you ever ate. It is used by expert cake makers and discriminating housekeepers who realize that it is necessary to use a cake flour for making cakes.

Fancy cake making in the home is easy and possible for you if you have the right kind of flour—the kind you can telephone your grocer for today—Swans Down Cake Flour. The oldest and best on the market. The result of 59 years' experience as flour makers. It is endorsed by leading teachers and writers on domestic science.

Swans Down Prepared Cake Flour comes in small packages, fresh, clean and sanitary. It will keep as well in summer as in winter.

Swans Down Cake Flour for a good sized cake costs but 2c more. Also best for pies and puddings.

**Sold by Good Grocers Everywhere**

Phone now for a package. Valuable coupon in each package.

**IGLEHEART BROS., Dept. O. Evansville, Ind.**

Surprise your family with breakfast muffins made from Swans Down Pure Wheat Graham Flour. **BEST EVER.**

**Cake Secrets** Igleheart Brothers

Phone Your Grocer For Package

**NOTE.**—Flour intended for bread making is high in gluten. This is an excellent quality in bread flour where nutrition is of first importance, but quite out of place in cake flour. Gluten is a tough, rubbery substance against which the expanding gas bubbles that give lightness to the cake dough are powerless to act. It also gives the cake when baked a yellowish or grayish color. In short, with a flour strong in gluten it is impossible to obtain a light, fluffy cake with the creamy white color that is the ideal in cake making.

Cake is an adjunct to a meal. It takes its nutritious quality from the eggs, milk and sugar used. If it is light and fluffy, as it is when made of Swans Down Prepared Cake Flour, it is digestible, nourishing, and highly pleasing to the taste.

Write for Above Cake Recipe Book It's FREE.



**Order of Your Grocer**

**Sixty-Six Per Cent.**

According to the last report of the Bureau of Labor Statistics the retail prices of the "principal articles of food" in forty industrial cities advanced sixty-six per cent. in fourteen years. The price of

**Shredded Wheat**

in all that time has remained the same, and it is just as satisfying, strengthening and sustaining as it was fourteen years ago—a complete, perfect food, supplying more real, body-building nutriment than meat or eggs, costing much less and much more easily digested. Your grocer sells it.

Always heat the Biscuit in oven to restore crispness. Two Shredded Wheat Biscuits with hot milk or cream will supply all the energy needed for a half day's work. Deliciously nourishing when eaten in combination with baked apples, stewed prunes, sliced bananas or canned or preserved fruits. Try toasted Triscuit, the Shredded Wheat wafer, for luncheon with butter, cheese or marmalade.

Made only by The Shredded Wheat Company, Niagara Falls, N. Y.