

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

A Hundred Thousand Strong—that's the size of the army that passes every year through the factory at Niagara Falls in which Shredded Wheat is made...



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They are the strongest, sturdiest, safest matches in the world. They light almost anywhere. These are real safety matches.

They don't sputter. The heads don't fall off. The sticks are unusually strong.

They are non-poisonous and conform in every respect with the new Federal law.

So. All grocers. Ask them by name. The Diamond Match Company



Rheumatism! As soon as an attack of Rheumatism begins, apply Sloan's Liniment. Don't waste any time and suffer agony unnecessarily...

Sloan's Liniment KILLS PAIN Price 25c, 50c, \$1.00

PLANS FOR DANCE ARE DEAD SECRET

Mr. and Mrs. Hoxie Clark to Be Hosts at the Fontenelle This Evening.

THREE CLUBS AS GUESTS

By MELLIPICIA—January 24. The interest today all centers about the Hoxie Clark's dance this evening at the Fontenelle.

- Messrs. and Mesdames—Walter Page, J. E. Summers, M. J. Harton, Fred, Joseph H. Badger, Joseph Barker, Harry Tukey, C. M. Wilhelm, Frank W. Johnson, C. Keller, Frank Hamilton, Daniel Baum, Jr., George H. Price, Edgar H. Scott, William H. Mickens, Ward Burgess, Henry Wynant, Herbert Wheeler, Harry L. Cummings, Arthur Guilo, James L. Paxton, O. C. Redick, David Baum, C. H. Gates, John W. Josie, W. A. Fraser, Ludovic F. Crofoot, M. C. Peters, Harry Burkey, M. C. Peters, John A. Scoville, Gould Dietz, W. H. Hudson, William S. Shifton, J. C. Cook, H. Sprague, A. V. Kusler, Francis A. Brogan, E. W. Hamilton, Warren Rogers, E. W. Olson, John L. Kennedy, C. C. Allison, John A. Hull, J. C. Forest, Charles Kountze, Charles T. Stewart, Samuel Burns, Thomas Davis, Gen Wharton, Fred Hamilton.

- Messrs. and Mesdames—Glen W. Barton, T. F. Kennedy, Louis Nash, Mesdames—Mabel Ogden, F. P. Kirkendall, Warren Rogers, C. C. Barton, Misses—Elizabeth Davis, Gladys Peters, Louise Dinning, Stella Thummel, Frances Hochstetler, Alice Jacobi, Annie Gifford, Isabel Vinsonhale, Mildred Butler, Messrs.—Lawrence Brinker, Ware Hall, Cuthbert Potter, Reed Peters, Bobbitt Burns, Ben Gallagher, Charles W. Hull, Ben Gallagher, Robert Connell, Edward W. Hart, William Butler, Charles Saunders, Randall Brown, W. Farnam Smith.

Palm Beach Frock of Net and Satin



Breathing the freshness of spring is a Palm Beach frock of cream lace, black net and green satin.

A return to simple tonic lines is indicated in a southern model which has a foundation skirt of pale pink silk, draped with white voile. This voile overdress is bordered with a deep self tuck, which gives a sense of substantiality to the fragile fabric.

Garten and Miss Frances Sheldon.—Lincoln Sunday Star. Mrs. A. P. Tukey of Omaha and her daughter, Mrs. H. E. Byram, of Chicago, left for Omaha Saturday after a short visit with Mrs. L. C. Burr.

Diners Preceding the Dance. Mrs. Luther Kountze is hostess at her home this evening to the host and hostess of the event of the week, the dance at the Fontenelle given by the Hoxie Clarks.

Another of the home dinners of the evening will be given by Mr. and Mrs. Walter Page, who will have ten guests, including Mrs. William Sears Poppleton. Pink tulle will be used profusely in decoration.

Farewell to Miss Summitt. Miss Mary Brumbaugh gave a farewell party Saturday night in honor of Miss Naomi Summitt, who leaves this week for Lincoln, where she will attend the state university.

Bridal Shower. A miscellaneous shower was given Saturday evening at the home of Mrs. Leonard Brown for Miss Mary McCauley, a bride of this week.

Today's Events. The Bible class met this afternoon under the leadership of Mrs. A. F. Jones at her home. The Monday Drama class met with Miss Kate McHugh this morning.

American Countess Soon Returns as Nurse to Front



COUNTESS DE PIERREFEU

Countess de Pierrefeu, who is in her girlhood days as Miss Tudor of Boston, is about to return to France to resume her hospital nursing, which was so patriotically interrupted when her husband fell last spring while doing ambulance work for France.

Club Affair. Mrs. Anderson entertained the Manhattan club of the Young Women's Christian association Friday evening.

Club Gives Card Party. The South Side Progressive club will entertain at its hall, Tuesday evening. The hostesses will be: Miss Kate Connell, Mesdames—M. Cahill, Joseph Diesterhaus, A. Zimiser, Joseph Daugherty.

CLUB WOMEN MOURN FOR MRS. NELSON

Honorary Pallbearers at Funeral Are Women with Whom She Associated.

FLORAL TRIBUTES ARE MANY

Funeral services for Mrs. N. H. Nelson, president of the Omaha Woman's club, who died Friday after a brief illness, were held at Cole-McKay's undertaking parlors at 2:30 o'clock Monday.

Many Floral Tributes. Floral tributes to the departed president were many and beautiful. The past presidents of the Woman's club, who served as honorary pallbearers, the Woman's club, the directory and the different departments, the Eastern Star order all sent handsome floral designs.

Dinner Party. Mr. and Mrs. G. W. Shields entertain at dinner, followed by bridge this evening. The table will have a center piece of Killarney roses. Those present will be: Messrs. and Mesdames—Chester Hunter, Harry D. Cameron, John Battin.

FINE ARTS SOCIETY TO HAVE EXHIBITION SOON

The Omaha Society of Fine Arts will hold an exhibition of paintings by foreign and American artists, including a loan exhibit of old masters, at the Hotel Fontenelle for ten days, beginning February 2. The exhibit will be open to the public every day from 10 o'clock in the morning until the same hour at night, with a small admission fee.

Chiffon Gowns and Dress Accessories

Some of the white chiffon collars are in demand, showing with cuffs that extend nearly to the elbows. They are hemstitched, but not embroidered. A black chiffon gown merely tucked and hemstitched, with collar and cuffs of white chiffon, is one of the best combinations of the season.

There is a new evening frock which shows a combination of yellow taffeta and gray chiffon. It has been a long time since fashion put gray and yellow together, and nearly all of these dance combinations owe their popularity to their introduction in dance gowns of tulle.

Although tulle is the word commonly used, the fabric in these gowns is really white silk net. It has really a strong mesh, perisheba, though, as it looks, and it renders good service if enough of it is used in one gown. There must be layers upon layers of it, and the favorite way of darning it is to put a plique edge on each layer.

The expensive part of these silk net gowns is that one cannot be sparing of material. If they have not the effect of floating clouds, they lose their point. One of the most effective of these frocks has all its layers cut in points, those below the knees being weighted by silver roses; flesh-colored chiffon is substituted for satin as an underlay.

There is another smart evening gown of white net which is slightly trimmed with fur and touched off with a jeweled bodice. There is a strong rivalry in evening gowns between the bodice of jeweled net or bullion lace which goes straight under the arms and the rather prim little bodice that matches the skirt and goes over the shoulders. The latter is especially well carried out in frocks of pink and blue taffeta.

Items of Interest

Life's mysteries: Why politicians let themselves be photographed with cigars in their mouths. Farmers own half the automobiles in the United States, but our block owns nine-tenths of the phonographs. The blossom of the pawpaw is suggested as the Missouri state flower. No, we don't know what a pawpaw is, either. Some investigator has discovered that alcohol will make plants intoxicated. Imagine a fluted potato blinking all its eyes or a pickled onion pulling a oyster plant that got lit up by an oyster cocktail? We omit all reference to the number of stewed prunes.

BRANDS STORES Sale of Mussed Muslinwear —An echo of our great January Sale of Muslin Underwear. There is always a number of garments more or less mussed and soiled from handling after a sale of this kind, and, of course, we cannot let them remain on our counters in that condition—it is quicker and easier to place a nominal price on them and clear them out. A tubbing will restore all their freshness and daintiness.

Gowns, Skirts & Combinations —Garments that are mussed and soiled; beautifully trimmed with lace and embroidery. Values up to \$2.00—

57c 37c

Some Special Values in Domestic Cottons —27-Inch Plain White and Fancy Quoting Flannel, neat pink and blue stripes and fancy effects. Regular price 7c, special, yard— 5c —36-In. Bleached Longcloth, No. 600, Fine Sea Island tissue finish; lengths to 20 yards, 15c value, special, yard— 8c —The Genuine Appleweeb Dress Gingham, in all the wanted plaids and checks and regulation nurse stripes, 10c value, yard— 8 1/2c —27-Inch Fancy Cotton Foulards and Comforter Covering, mostly light colors. Values to 8c. Sale price Tuesday, yard— 5 1/2c —Remnants of 36-Inch Fine Bleached Cambric, Muslin and Longcloth, 1 1/2 yds. to 16 Printed Silkline, yards, an extra special value for Tuesday, yard— 4c —36-Inch Curtain Sorin, Fancy Art Ticking, Cretonnes and Fancy Linings, etc., lengths to 15 yards. On big sales square Tuesday, yard— 5c

SCARLET FEVER

To The Mothers of Omaha—The prevalence of SCARLET FEVER in Omaha is far greater than the general public realizes. We are not saying this to scare you, but to warn you for your own good and for the protection of those dear little children you love. Milk is one of the worst carriers of disease, and you ought to know that the bottles you get your milk in have been thoroughly scalded and sterilized; that the bottles have not been in a home where there is scarlet fever.

We Court Investigation We invite you to come personally to our plant at 26th and Leavenworth and let us show you how we protect our customers. Has your dairyman given you an invitation like this. And finally, permit us to repeat that only Pasterized Milk can be guaranteed to be free from disease germs. ASK YOUR DOCTOR—HE KNOWS Alamito The "MILK WHITE" Dairy, Douglas 409.

When your child's permanent teeth are forming—that's the time to begin the use of Dr. Lyon's PERFECT Tooth Powder Prepared by a Doctor of Dental Surgery Send 2c stamp today for a generous trial package of either Dr. Lyon's Perfect Tooth Powder or Dental Cream. I. W. Lyon & Sons, Inc., 577 W. 27th St., N. Y. City