

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...

SOCIETY NIGHT AT AUTOMOBILE SHOW

Dealers Believe in Preparedness for the Big Event of the Week at the Exposition.

FLOWERS TO ADORN BOOTHS

It is beginning to be asked whether the goods and their wearers will be the real show this evening at the Auditorium when the Automobile show will be transformed into "society night."

The machines will stand about as small chance as the horses on the tannery against the army in the boxes at a horse show.

The dealers are in a great state of preparedness, fitting up their exhibits with floral decorations and all manner of attractive adornment to compete with spectators in putting forth an attractive show.

The receiving committee on Thursday evening will be: Messrs. M. G. Colpitzer, C. A. Potter, J. Stewart, M. Willard Butler, Will Burns, Lawrence Brinker, Alan Tukey, M. G. Colpitzer, Robert Burns, Robert Connel, T. S. Kennedy, John Madden, Samuel Burns.

Along with a number of men and women, the matron celebrates her birthday in February, too, and the other day received a handsome bouquet of flowers...

women, the matron celebrates her birthday in February, too, and the other day received a handsome bouquet of flowers, the attached card bearing no name, only the number of the dance she had been sitting out with the aforesaid man.

Sunday Schools in Convention Elect Officers for Year

The Douglas County Sunday School association convention Tuesday elected J. L. Duff of South Omaha as president, Willard Chambers of Omaha vice president, and Miss Emma Lundquist, secretary-treasurer.

Margaret Ellen Brown of Lincoln, state superintendent talked during the convention and forty children gave demonstration of junior department work. Mrs. Ralph H. Houseman led them.

Heiress Opens Millinery Shop; Will Teach Psychology of Hats



Mrs. JOHN ALEXANDER ROGERS. Photo by GARD.

Mrs. John Alexander Rogers, formerly Miss Mildred Bond, daughter of Mrs. Charles H. Bond, and Miss Nellie Ormond have just opened a society hat and blouse shop for women in Boston.

Mrs. Ormond and Mrs. Rogers both studied art as a preliminary to their business venture, Mrs. Rogers having been a pupil at the Julian Art academy in Paris.

They announce that they will: Urge customers to avoid garish colors and unharmonious effects.

Please patrons, but be sure hats purchased suit buyer's style of beauty.

Educate customers who have wrong ideas about colors and styles in millinery.

Ten per cent of all the hat shop earns will be given to three charities of which Mrs. Rogers is a patroness and director.

From having taken part in numerous society affairs during recent years both before and since her marriage Mrs. Rogers now presides daily in the millinery shop, on the door of which is lettered: "Mary Greenway. Hats and Blouses for Gentlemen." Miss Ormond assists.

At the opening, which was for friends only, tea was served, while the supply of hats was shown.

Later the hat shop was thrown open to the public and the new hat psychology as promulgated by Mrs. Rogers and Miss Ormond, applied.

In explaining Mrs. Rogers said: "Don't mistake us. We have the most serious intentions. Miss Ormond and I have studied art. We have artistic ideas about hats and also ideas about the sort of persons that should wear certain sorts of hats. We wish to carry out our ideas—we have started a shop."

"The best hats come from Paris because they have developed individually most there."

"We disprove of garishness; we shall educate those patrons who need educating. Every hat must be effective and in keeping with the style of beauty of the wearer."

"Ideals come first and profits second," declares Mrs. Rogers.

Grow With Growing Omaha We Have and We Will All due to satisfied customers who Demand and Receive the Best Always

The Pantorium "Good Cleaners and Dyers." 1513-1517 Jones St. Phone Doug. 963. Branch Office, 2016 Farnam St. South Side, 4708 S. 24th St.

Dandruff Soon Ruins the Hair Girls—if you want plenty of thick, beautiful, glossy, silky hair, do by all means get rid of dandruff, for it will starve your hair and ruin it if you don't.

CITY PLANNING TO BUY FOUR MORE AUTOMOBILES The city will buy four more roadster automobiles. Two will be used by the building inspection department...

Yes, Swisco Will Grow Your Hair LARGE TRIAL BOTTLE FREE At Sherman & McConnell's 4 Stores.

ASLEEP AT THE SWITCH! Why Wear Yourself Out Fixing Up Old Switches, When You Can Have a Beautiful Head of Hair All Your Own?

FREE BOTTLE COUPON Good for one 2c bottle Swisco only at Sherman & McConnell Drug Co.'s 4 stores...

ROTARIANS TO GIVE BIG DINNER-DANCE

Birthday of Rotary Was Celebrated Last Night by Members at the Fontenelle.

DIRECTORS IN RECEIVING LINE

By MELLIFLUCIA—February 23. The biggest affair today is the birthday celebration for Rotary, nine years old. Over 200 guests will be present at the dinner-dance in the large ball room of the Fontenelle.

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A Rotary celebration is now something of an international affair, considering that there are 200 clubs in the United States, the Dominion of Canada and Great Britain, and the birthday of Rotary the event of the year.

The Omaha club expects the officers of the Council Bluffs Rotary.

The receiving committee this evening will be composed of the directors and their wives. Among the out-of-town guests will be Mr. and Mrs. Carlton Vothard of Council Bluffs.

Receiving for the club will be: Dr. and Mrs. E. C. Henry; Messrs. and Mesdames—C. D. Brown, H. A. Johnson, Tom S. Kelly, W. H. Clarke, Harry S. Veiler.

Le Mars Club Dance

The Le Mars club entertained at an informal dancing party at Turpin's academy Monday, February 21. Those present were:

- Messes—A. Johnston, Kathro Luk, Charlotte Tompkins, Florence Nash, Nita Rita, Watt, Happy Kuwityky of Nebraska City, Ann Vedetard, Sexton, Marie Nygaard, Margaret Gross, Opal Crumblin, Irene Downey, Ruth Whalen, Jackquitta Heister, Anette Bradshaw, Ruth Gentelman, Dora M. Schroeder, Clare Napper, Elizabeth Wright, Beauregard, Isabel Smalley, Eleanor Gallagher, Kelly, Bessie Phelan, Nora Palling, Edna Lebeck, Margaret Morrison, Hazel Carmello, Margaret Casey, Helen Sinclair, Grace Jones, Marie Watta, Marie Mortledge, Ethel Wait, Eileen Edwards, Esther Connolly, Gladys Jones, Grace Tucker, Mandy Peterson, Bessie Dyer, Agnes McCroskey, Elsie Trautman, Messrs.—Al Maher, C. J. Martino, Tom H. Roberts, R. Hamann, E. C. Parks, Oscar Schiffr, W. J. Kowaki, Jack Suchart, C. Greaves, Ben English, Ted Pain, E. Johnson, E. B. Swanson, Al Ruth, Clyde Shropshire, Bob Patten, Howard C. Gibson, M. K. Moore, L. F. Braun, George Carter, A. W. Jarvis, V. J. Ragan, J. G. Welka, Charles Lovejoy, F. H. Helntas, J. C. Nielsen, C. Weber, S. Sullivan, P. G. Wassenhorn, L. W. Hoffman, Dick Hatch, George Cleveland, Jesse Crowe, Harry Cummings, C. Nelson, E. W. Marr, Ed Israel, Walter Nelson, Walter Gehrie, Bill H. Jones, E. J. McCarthy, P. J. Collins, C. R. Baird.

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include her to change her mind and not leave for her home in Indianapolis as early as next Sunday. The calendar of next week hangs upon the decision.

Shriners Give Dance. Tanager temple of the atyctic Shrine entertained at a Washington birthday dance at the beautiful Swedish cathedral.

Messes—Charles Shook, Earl H. Styles, W. S. Rowe, Morton L. Degen, T. B. Van Slyke, Henry C. Forster, Hurl E. Wilcox, John Mellen, Arthur G. Boyer, Zoro P. Clark, Alva M. Smith, Frank C. Patton.

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For Women Specially The Bee's exclusive features relating to household topics, current fashions, social entertaining and the personal problems of the eternal feminine are unexcelled. Read Our Woman's Pages.

BRANDEIS STORES

Sale of Slightly Soiled Blouses

All new models for spring and summer that have become slightly soiled from handling at our tables. The quickest and most satisfactory way for us is to cut off one-third to two-thirds of the original prices and let you do the cleaning.



—Dainty crepe de chine, lace, tub silk and lingerie blouses, values to \$3.00; on sale at \$1.00 —Extra Quality Crepe de Chine and Dressy Georgette Crepe Blouses. Values to \$8.98. On sale at \$5.00

One of Our Famous Sales of Silk Hose

Thursday In Our Great Enlarged Basement —Good silks and good dyes are so hard to get that a sale like this, with much less than usual prices, is a decided attraction.

Also a Sale of HANDKERCHIEFS —A Big Assortment of Women's Plain and Fancy Embroidered Corner Handkerchiefs, in white and colors; initials in colors and colored rolled hems with initials.

Lot 1 —Women's Pure Thread Silk Hosiery, silk to the knee, in black and white, with fancy embroidered clocks and dots; some plain black and whites. Seconds of 75c quality; special, pair. . . . 35c Lot 2 —Women's Pure Thread Silk Boot Hosiery, in all shades. Seconds of 50c quality, pair. . . . 25c

New Spring Shoes — Thoroughbreds

Gaiters are slated for much popularity this spring, and here is a Pump especially made for this purpose. We also show a new and beautiful shoe for early spring wear.

—Women's Patent Leather Strapless Pumps for Gaiter Wear, high French heels, hand-turned soles. A pair of white high 8-button Gaiters. Thursday, complete \$3.95 —Two-Tone Gray Lace Shoes, dark gray vamp and light pearl-gray tops—one of the new spring styles. \$6.00 All sizes.

Fine Curtain Materials Worth 25c to 60c, 15c Free Exhibition Working Model of Dardanelles

The eyes of the world were recently turned to this section of the map. You can see here vividly portrayed the forts in operation, the battleships, wireless telegraphy—you can see the Black Sea, the Mediterranean Sea, the Sea of Marmora, all in real water.

Chocolate Day Thursday—Pompeian Room —Delicious "Pompeian Bitter Sweets," fresh from our Candy Kitchen. Pure, rich flavor, creamy chocolate with crushed fruit and nut centers. Our great big attraction for Thursday. At other times we sell it for 40c a lb. 25c

PANOS A. Hospe Co. 1513 Douglas. Big Sale Now On

HOTEL LOYAL 16th and Capitol, OMAHA, NEBRASKA. State Trade Specially Invited Rooms, \$1.00 and \$1.50 With Bath, \$1.50 and Up Cafe the Very Best Popular Prices STOP AT THE LOYAL

TODAY'S AID TO BEAUTY An especially fine shampoo for this weather can be easily made at trifling expense by simply dissolving a teaspoonful of castor oil in a cup of hot water.