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

year through the factory at Niagara Falls in which Shredded Wheat is made — Dealers Believe in Preparedness for an army that inspects every detail in the manufacture of the cleanest, purest and best of all cereal foods. These crisp, brown, delicious little loaves of baked whole wheat have everything in them the human body needs. Try them for breakfast with hot milk or cream. Made at Niagara Falls, N.Y.



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.

A Hundred Thousand SOCIETY NIGHT AT the army that passes every AUTOMOBILE SHOW

> the Big Event of the Week at the Exposition.

FLOWERS TO ADORN BOOTHS

It is beginning to be asked whether he gowns and their wearers will be the real show this evening at the Auliterium when the Automobile show will e transformed into "society night. the machines will stand about as small Sunday Schools in against the array in the boxes at a horse

paredness, fitting up their exhibits with floral decorations and all manner of atractive adornment to compete with pectators in putting forth an attractive

The receiving committee on Thursday vening will be:

Messra.— M. G. Colpetzer,
Messra.— C. A. Potter,
J. T. Stewart, 2d; Robert Eurns,
Willard Buffer,
Will Burns,
Lawrence Hrinker,
Allan Tukey,
M. G. Colpetzer,
C. A. Potter,
H. Robert Connell,
T. S. Kennely,
John Madden,
Samuel Burns

Wrong Man Thanked for Bunch of Flowers

of flowers sent her was the predicament herself the other day. The matron in Ralph H. Houseman led them. question had been sitting out a certain. The convention opened Monday even-lance with a certain man with such lng. Some 200 have attended since the regularity that other members of a danc- opening. taken notice.

Along with a number of men and addressed the convention.

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. They are all in perfect condition

-Dainty crepe de chine, lace, tub silk | -Extra Quality Crepe de Chine and

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. These are seconds of high quality hose—an unusually lucky purchase—and the best of it is

that they come from a mighty particular maker and but for slight imperfections, not marring their wearing

and you will be greatly pleased with your bargain.

and lingerie blouses, values to \$3,00;

\$1.00

qualities, would sell for double the price.

Also a Sale of

HANDKERCHIEFS

A Big Assortment of Women's Plain and Fancy Embroldered Cor-ner Handkerchiefs, in white and

colors; initials in colors and colored

rolled hems with initials. Men's

Handkerchiefs, plain white and col-

ored initials and Blue and Red

Bandanas. Special Thursday, each,

5c

day received a handsome bouquet of flowers, the attached card bearing no same, only the number of the dance she ad been sitting out with the aforesaid man. Her first thought of course was that her tete-a-tete partner of the dance was the denor, and so at the next dancing party she showered profuse thanks upon the resuspecting man in he case, who was placed in the embarsesing position of having to deny just as emphatically that he had not been

dosor of the bouquet The matron has learned that another sember of the club and a loker sent

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 prosident, and Miss Emma Lundquist, secretary-treasurer. The following were made civision superintendents: Mrs. C. H. Hinkhouse, elementary; R. S. Fowler, secondary; E. B. Cook, adult. Department superintendents were elected as follows: Mrs. C. L. Shook, home: George T. Lindley, visitation; W. H. Borcherding, temthe Rev. J. A. Maxwell, paster.

uperintendent talked during the convention and forty children gave demon n which a popular Omaha matron found stration of junior department work. Mrs. The convention opened Monday even-

Margaret Ellen Brown of Lincoln, state

taken notice.

In club, which meets every week, had Rev. W. D. Pfifer of Denver, Mrs. J. taken notice.

F. Boeye of Lincoln, and I. R. Lines,

day in February, too, and the other Heiress Opens Millinery Shop; Will Teach Psychology of Hats



MAS JOHN ALEXANDER ROSERS.

Charles H. Bond, and Miss Nellie Orblouse shop for women in Boston.

Miss Ormond and Mrs. Rogers both studied art as a preliminary to their Mrs. Rogers is a patroness and director. pusiness venture, Mrs. Rogers having

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

Grow With Growing Omaha

We Have

Demand and Receive the Best Always

If you want satisfactory Cleaning and Dyeing, see that your Cleaner has knowledge and experience.

We've been studying the business for over eighteen years and learning right along. Give us a trial.

"Good Cleaners and Dyers,"

Phone Doug. 963. Branch Office, 2016 Farnam St.

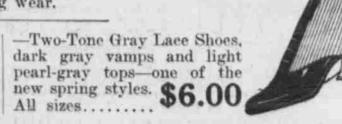
N. B. Consult us about Cleaning your rugs and home furnishings.

New Spring Shoes -- Thoroughbreds Dandruff Soon

-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.

less Pumps for Gaiter Wear, high French heels, hand-turned soles. A pair of white high 8-button Gaiters. Thursday, com- \$3.95

-Women's Patent Leather Strap- | -Two-Tone Gray Lace Shoes, dark gray vamps and light pearl-gray tops-one of the



Dressy Georgette Crepe Blouses. Val-

ues to \$8.98. On sale at

Lot 1 -Women's Pure Thread Silk Hosiery, silk to

broidered 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 qual-

ity, pair.....

the knee, in black and white, with fancy em-

Fine Curtain Materials Worth 25c to 60c, 15c

-Hundreds of yards of Fine Etamines, Serims, Voiles, Marquisettes and other Curtain Materials, plain and fancy, with and without borders. Values from 25e to 60e. yard Main Pieer. 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. -You can see the 14 miles of land that has resisted the attacks of 200,000 men and warships for over a year. Lectures hourly from 10:00 a. m. to 5:00 p. m.

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.

Mrs. John Alexander Rogers, formerly Miss Mildred Bond, daughter of Mrs. nond have just opened a society hat and

been a pupil at the Julian Art academy

As Omaha has grown we have found it necessary to extend our service until today our autos pass your door, no matter in what part of the city you live, at least once each day,

The Pantorium

South Side, 4708 S. 24th St.

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 It doesn't do much good to try to brush or wash it out. The only sure way to get rid of dandruff is to dissolve it, then you destroy it entirely. To do this, get about four ounces of ordinary liquid arvon; apply it at night when retiring; use enough to moleten the scalp and rub it in gently with the finger tips.

By morning, most if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it.

You will find, too, that all itching and digging of the scalp will stop, and your hair will look and feel a hundred times better. You can get liquid arvon at any drug store. It is inexpensive and four ounces is all you will need, no matter how much dandruff you have. This simple remody never fails.-Advertise-

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 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 Gentlewomen." Miss Ormond assists.

the opening, which was for friends to the opening, which was for friends to the opening to the public and the new hat psychology promulgated by Mrs. Rogers and Miss romond. applied.

In explaining Mrs. Rogers said:

"Don't mistake us. We have the most serious intentions. Miss Ormond and I is deasy about hats and also ideas about the sort of persons that should wear certain sorts of hats. We wish to carry out our ideasso we have started a shop.

"The best hats come from Paris because that."

In the public and the new hat psychology and and individuality most in the process of the proce

"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

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

CITY PLANNING TO BUY FOUR MORE AUTOMOBILES

The city will buy four more roadster automobiles. Two will be used by the building inspection department, one by the slaughter house inspector and the fourth by the superintendent of garbage

Yes, Swissco Will Grow Your Hair

LARGE TRIAL BOTTLE FREE



ASLEEP AT THE SWITCH! Why Wear Yourself Out Pixing Up Old Switches, When You Can Have a Beau-Ed Take nothing but "Swissoo."

FREE BOTTLE COUPON Good for one flo bottle Swissen only at Shorman & Mc onnell Drug Co.'s 4 Shores, when name and address is properly filled in on dotted lines below.

Those nutride Omales will get a free buile by sending fo in anamps direct in Swissen Halt Treatment Co., ESRI P. O. Square, Cincinnati, Ohio, in help cover expense of packing, postage, etc.

This Offer Is Good for 10 Days Only.

PIANOS A. Hospe Co.

Big Sale Now On

ROTARIANS TO GIVE **BIG DINNER-DANGE**

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

DIRECTORS IN RECEIVING LINE

By MELLIFICIA-February 23. The biggest affair today is the birthday celebration for Rotary, nine years Over 200 guests will be present at the dinner-dance in the large ball room of the Fontenelle. This is the second celebration in Omaha to be commemorated by a dinner-dance. The popularity of the first one last year was so marked that the club seems now decided upon

this plan in future.

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 club 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 odward of Council Bluffs.

Receiving for the club will oe: Dr. ard Mrs. E. C. Henry,
Messrs, and Mesdames—
Parley G. Moorhead, D. A. Johnson,
C. D. Brown,
Tom S. Kelly,
W. H. Clarke,
W. H. Clarke,

Le Mars Club Dance.

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

ent were:

Misses
A. Johnston.
Kathro Lusk,
Charlotte Tompkins,
Florence Nash,
Nita Rits.
Watt,
Happy Kuwitsky of F. Dennisson, Happy Kuwitsky of Nebraska City, Ann Vedegren, Ardes Carter, Ethel Foyle, L. Eby,

Anh Vedegren,
Sexton,
Marie Nygaard,
Margaret Gross,
Opal Crumbliss,
Irene Downey,
Rose Whalen,
Jackquetta Heisler,
Anette Bradshaw,
Buth Gentleman,
Dora M. Schroeder,
Clare Napper,
Elizabeth Wright,
Bernice Whitney,
Isabel Smalley,
Eleanor Gallagher,
Kelly,
Bessie Phelan,
Nora Pailing,
Opal Leibee,
Margaret Morrison,
Hazel Carmello,
Margret Casey, L. Eby,
Helen Hutchinson,
Esther Rylen,
Mary Morrison,
Marie O'Brien,
Helen O'Brien,
Jane Manley,
Catherine Range,
Ruth Grant,
Hazel Pardue, Hazel Pardue, May Reynolds, Nona Martin, Gladys Nuse, Maria Hencl, Helen Burke, Marget Casey.

Marget Casey.

Helen Sinclair.

Grace Jones,

Marie Watts.

Marie Moriidge,

Ethel Watt.

Elleen Edwards,

Esther Connolly,

Gladys Jones,

Grace Tucker.

Sylvia Hover. Catherine Carew, Gladys Fowler, Helen Morris, Merita Mathrine, Helen Beisel, Edith Murray, Fern Pools. of Lincoln.
Measra.—
Emar Berg.
W. V. Van Renszelae
Pat Garlow.
C. King.
R. Yocum,
Henry Carlson,
C. W. Britt,
S. M. Palling,
B. W. Eigin,
W. B. Stallard.

M. K. Moore, L. F. Braun.

Sullivan, G. Weissenhorn, W. Hoffman. oe Hurons,

Dick Hatch,
George Cleveland,
Jesse Crowe,
Harry Cummings,
C. Nelson,
E. W. Marr,
Ted Israel,
W. A. Nelson,
Walter Oehrle,
Bill H. Jones,
B. J. McCarthy,
P. J. Collins,
F. C. Baird,

W. B. Stallard,
Harvey Moore,
Pete Watson,
George Hemple,
T. J. Mester,
J. T. Horlick,
Bob Bander,
C. W. Kinsiey,
Hy Rolback,
Henry Blunbeck,
Harry Wood,
Walter Johnson,
Ray Hayward,
George March,
Harry Thompson,
Hayden Ahmanso,
Cy Flannigan,
John Morris,
J. L. Nygaard,
Frank Dineen,
E. A. Zipfel,
Earl Aselin,
Bill Bohan,
C. C. Beisel,
A. J. Jackson,
John Stewart,
Harry Collins,
A. R. Mahoney,
Jay Collins,
Adrian Lund,
Bob Heath,
Jack McCarthy,
Vine Schmittroth
Charles P. Raley, On the Calendar. The Chancel guild of All Saints' church

will entertain at a card party March 2. The Columbian club will give a Washington birthday party at Lyceum hall Thursday evening. The Aleph Pro club will give a dancing party at Chambers' academy, Sunday

Guest May Stay Longer. There is a whisper that Mrs. Mere-dith Nicholson's friends may be able to



HOTEL LOYAL 16th and Capitol, OMANA. - - WEBRASNA. 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

weather can be easily made at trifling expense by simply diasolving a teaspoonul of canthrox in a cup of hot water. Pour slowly on scalp and massage briskly. This creates a soothing, cooling lather that dissolves and removes al; dandruff, excess oil and dirt. Rinsing leaves th: scalp spotlessly clean, soft and pliant, while the hair takes on a glossy richness of natural color, also a fluffiness which makes it seem very much heavier than it is. After a canthrox shampoo arranging the hair is a pleasure .- Ad-

leave for her home in Indianapolis se early as next Sunday. The calendar of next week hangs upon the decision. Mrs. Nicholson's sister, Mrs. J. T. Stewart, 2d. entertains a few friends at luncheon this afternoon at the Fontenelle in

Shriners Give Dance.

Tangler temple of the stystic Shrine entertained at a Washington's birthday dance at the beautiful Scottish Rite cathedral. Several hundred guests attended and favors suggestive of the day were distributed. Refreshments were served by members of the Scottish Rite Weman's club. The committee in charge of

the affair included: Measra— Charles L. Shook, J. T. Dyeart, Saul Levy, John H. Stine, Henry C. Forster, John Mellen, Zoro D. Clark Messrs.— Earl R. Styles, W. S. Rowe, Morton L. Degen, I. R. Van Uyl, Burt E. Wilcox, Arthur G. Boyer, Alva M. Smith.

Martha Washington Kensington. Mrs. J. B. Adams was hostess this afternoon at her home at the annual kensington of the literary department of the Woman's club. Forty guests were The receiving committee and many of the members of the department were dressed in Martha Washington costumes. Mrs. Robert W. Adams Burke. Assisting the hostess were: Mesdames— Edward Syfert, C. L. Huppel, C. H. Sherwood. C. J. Lord. C. H. Mullin.

Wedding Announcement. Mr. Bernard McNulty and Miss Virginia Bryan were married this morning at St. Peter's church, Rev. Father Mc-Carthy performing the ceremony. The Twenty-fourth street and St. Mary's ave-

Miss Bryan was formerly employed at Beaton's drug store, and is the second young lady from that place to be married within a month.

Miss Jessie Millard gave a luncheon at

Mesdames— Charles Offutt. E. W. Dixon. Joseph Barker, A. L. Reed. Halleck Rose, W. H. Garratt,

Osgood Eastman,
O. C. Redick,
Jean Marle Guis-lain,
John L. Kennedy,
J. E. Summers.

For Mrs. Learned. Affairs for Mrs. James H. Learned of Boston, guest of her sister, Mrs. Wilson Low, will continue until the beginning of Lent. Mrs. Learned expects to visit for a month in Omaha and her friends are planning something to fill in the time. Today's affair in honor of the Boston guest was a small informal home luncheon, followed by two tables at bridge. Mrs. Francis A. Brogan was the hostess.

Past Hospitalities. Miss Mary Coll entertained her matince dancing classes at a dancante this

Miss Laura Goetz entertained at an informal musicale yesterday afterneon at her home. Twelve guests were present. Miss Marie Flannigan entertained a dancing at her home Monday evening.

Those present were: Miases—
G. McDermett,
Irene Hughes,
Marie Flannigan,
Messrs.—
Raymond Hughes,
William Purcell,
Earl Gangner,

Social Gossip. Miss Mary Wilson of Nebraska City

was a visitor in Omaha Tuesday, the guest of her aunt, Mrs. T. A. Doud. Miss Helen Burling, the popular guest of her sister, Mrs. Stephen Davies, leaves Thursday morning for her home in Des Moines.

Rajah Club Dance. The Rajah club will give a dance at Turpin's hall, Monday, February 28.

Personal Mention.

Mrs. W. F. Heller will leave Monday to make her home near Salem, Mo. Mrs. Heller is going to a farm to join her two sons, Wilson and Benton, Mr.

Heller will join them later. Mr. Edward Syfert has been very ill at his home for the past three weeks. Mrs. Will E. Haynes and daughter, Janet Barbara, who have been spending the past six weeks with Mrs. Haynes' parents. Mr. and Mrs. G. B. Dake, will leave for North Platte Sunday, where they will be joined by Mr. Haynes, and motor to their home at Flats.

Washingtons Give Annual Birthday Party to Patron

Mr. and Mrs. C. B. Washington gave their annual Washington birthday party Saturday evening at their home 2235 Farnam street. The rooms were profusely decorated with red, white and blue light flags and red roses. The music Tor dancing was furnished by Miss Gladys Fowler and Mrs. Hughes. The prizes for cards were won by Mesdames Tholl, Mulvihiil and Pierce and Messrs. Chapman, Jennings and Evans. Those present were; Messrs, and Mesdames-F. Parsons, T. R. Tholl,

F. Parsons.
Ransom.
H. R. Evans.
B. C. Jennings,
J. Welch.
F. Potter.
Revnolds.
Mesdames—
Mary Mitchell.
M. Mahan.
B. Cowie.
A. Miller.
Miross— T. E. Thou, Pierre, Nason, John Daly, Ganz, Chapman, Putnam, Mesdames— A. Stuhrk, G. A. Davis, Mary Mulvibill, Misses-

M. Madul.
B. Cowie.
A. Miller.
Mirses—Ontherine Shields.
Kathryn Nolan.
Nancy H. Milchell.
Mary Fifer.
May Beadle.
Marie Ruland.
Mary McCabe.
Nell Derr.
Ann Washington.
Dorothy Fleigner.
Carol Cornell.
Helen Cornell.
Helen Cornell.
Messrs—Dr. C. Anders.
Dr. Rubicheck.
Dr. Rubicheck.
Dr. B. J. Woeds.
Dr. S. G. Reid.
Horace Lindsey.
Lloyd Smith.
Theodore Schmidt.
Walde Eyre.
Harry T. Jeffrey.
Will Ags. Misses—Lavine Thompson, Lavine Thompson, Bertha Newman, Mary Taylor, M. Collins, Margaret Cowis, N. McKiroy, Margaret Hoffman, Winifred Potte, E. Hooker, J. O'Brien, Mary Daly, Myrtle Lane, Messrs,—Gene McCabe, Arnold Bestee, William Byrne,

Will Ags.
James Pray.
Chester Bowers.
Adolph Kubleheek,
John Barnes.
Emmet Dorotby,
Dan Butler,

Jim Clennon, Ed Waters, Jack Lorimer, William Streas, H. Jamison, Kansas City.