

Benson Society

Benson Correspondent—Call Walnut 5370.

Benson Woman's Club. Miss Marguerite Liljenstolpe will entertain the members of the Benson Woman's club and their friends at a musical program Thursday, January 25, at 2:30 in the Burgess-Nash auditorium.

Benson Harmony Club. Mr. and Mrs. N. H. Tyson entertained Monday evening at their home in Dundee complimentary to the members of the Benson Harmony club.

Affairs for Mrs. Welch. Mrs. J. W. Welch, who with her daughter, Gertrude Irene, will leave Friday night, January 26, for Los Angeles, is being entertained at a number of social affairs.

Bon Voyage Reception. Mr. and Mrs. B. M. Barnsdollar entertained at a "bon voyage" reception complimentary to Mrs. Barnsdollar's son, Mr. George Clark, and Mrs. Clark, before their departure for San Francisco.

Birthdays. Mrs. B. C. Ranz entertained at a birthday surprise at her home Wednesday complimentary to her sister, Mrs. I. G. Watson.

Personal. Mrs. R. J. Skankey is ill at her home on Sixty-fifth street.

B. S. Chapter, P. E. O. Mrs. Roy A. Ralph will be hostess Monday, January 22, to the members of the B. S. chapter of the P. E. O. sisterhood.

M. E. Foreign Mission Society. Mrs. H. Davey, 3107 North Fifty-eighth street, will be hostess Wednesday, January 24, to the members of the Methodist Foreign Mission society.

Reception to Pastor. Members of the Benson Baptist church entertained at a reception complimentary to their pastor, Rev. G. R. Sharp, and Mrs. Sharp Friday evening, January 19.

Sacred Concert. The Methodist choir, under the direction of George Saltzger, will give the first of a series of sacred concerts Sunday evening, January 21.

Pupils in Recital. Miss Olga Sorenson, pianist, and Miss Louise Cuyler, violinist, presented the following pupils in recital Friday afternoon at the home of Miss Sorenson.

Rebekah Kensington. Miss Cleta Keller will be hostess Friday, January 26, to the members of the Rebekah Kensington.

Father and Son Banquet. The Ladies' aid of the Methodist church served the annual Father and Son banquet Friday evening in the church parlors.

Camp Fire Girls. At a special meeting of the Guardians' association held Saturday at the Y. M. C. A. it was decided to celebrate the 11th Camp Fire birthday on March 24th.

Y. W. C. A. Sunday—The Y. W. C. A. building will be open from 10 a. m. to 8 p. m. There will be a concert in the auditorium at 8 o'clock.

Monday—The Y. W. C. A. club supper at 6:30 p. m. The Y. W. C. A. club will meet at 7:30 p. m.

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Let's Go Shopping with Polly

We do not ask a life of eternal springtime. It is enough that peach trees Bloom delicately lovely once each year; Enough that green goes creeping over fields; And passionate fluid surges Through the limbs of trees.

Over foolish things. That once our eyes were bright and eager At sight of things that may some day Seem to us less beautiful.



Followers of Fashions New

ARISING THERMOMETER is in part responsible for the flurried search on the part of the feminine public for all that's new and lovely in spring-time apparel.



Beauty Artists Cunningly Find the Latent Beauty of Everywoman.

THERE'S a subtle magic in the way the authorities on beauty culture, Mr. Franks and Mr. Roberts, of the three beauty shops, the Salon de Beauté, Hotel Fontenelle, the Black and White Room, Burgess-Nash, and the Blackstone Hotel Beauty Shop, bring out the latent loveliness of their patrons.

Fashion Brings a Dazzling Array of Beauty in Witching Spring Models

SPRING reigns supreme in the amethyst fastnesses of the La Boachin Shop, Fontenelle hotel, Eighteenth and Douglas. Here one will find every new fable of spring fashion represented in models of unusual beauty priced surprisingly low.

Originality Plus in New Song Hits.

SPRINGING into the instant popularity achieved by its predecessor, the latest stunner song, "You Tell Her, I S-T-U-T," is exceedingly amusing.

Well-Known Tailor Offers Reduced Prices Due to the Tearing Down of Business Block.

L. KNETT, ladies tailor, 2nd floor, 15th and Howard, is offering his entire stock at reduced prices, also the tailoring service needed to convert them into the stylish models of the season 1923.

Soft Water Shampoo an Unusual Pleasure.

LEBRON'S Beauty Shop, 510 Electric building, Fifteenth and Farnam, At 4029, provides a feature unique in beauty shops, a soft water shampoo which, once experienced, converts the patron to a continuance of the delightful experience.

High-Throated Colonial Effects Promise Greatest Vogue in Spring Footwear.

At the Shoe Market, 320 South 16th, one will find Fashion's favored foot-drap models for wear with the new front-drap suits.

In Buying Office Appointments One Has to Consider Efficiency and Quality Impression.

THERE is much to be said in favor of the up-to-date office equipment on display at the W. R. Dailey Stationery Store, 213 South 15th St. When one has a visitor in the office, the impression achieved by a neat appearing desk, efficiency spelled in its every appointment, is often invaluable.

New York Mecca of Style-Seeking Buyers.

M HAT SHOP, Eighteenth and Douglas, is now in New York for a personal selection of hats for which she has built up a clientele of fastidious purchasers.

POLLY SHOPS WITH PLEASURE FOR THE EARLY SPRING WARDROBES

Much that is beautiful is now on display in the Omaha stores and specialty shops—let Polly be your shopping eyes—it will be her very great pleasure.

Fashion Notes for Men--- Polly's Newest Pattern

THE TREND IN ENGLISH CAPS. Manufacturers of high-grade English caps state that the demand this season is entirely for greys and browns in fine, neat weaves.

THE COMING STYLE IN SUITS

What is the coming style in suits for the young men in your town? In a chart made showing the suits worn by 500 vaudeville actors: In the one button suits the button is lower than last year; there is an increased popularity of the double-breasted suits and the tendency is towards ventless coats.

DROPPING THE BELT

The better dressed New Yorker is dropping all signs of a belt on the overcoat, and is returning to the coat with the formfitting back.

THE GROWING DEMAND FOR WING COLLARS

It is worthy of note that of 500 men checked, it was the best dressed men of this lot who were wearing the bold wing collar. The majority of these were worn with the full broad bow tie.

RADICAL TODAY—CONSERVATIVE TOMORROW

It all depends on the point of view just what is radical, what is conservative. The shawl-collared dinner coat is due for a revival.

ALL PATENT LEATHER GAITER BOOT USED FOR EVENING DRESS

Quite the ultra note needed to complete the black dress clothes is a pair of all-patent leather gaiter boots.

Omaha Is Proud to Speak of Her Beautiful Hotel, "The Fontenelle."

IT IS with pleasure that the Omaha I. A. B. speaks of the Hotel Fontenelle. Very beautiful indeed, are the decorations of each and every part of the hostelry dining rooms, in which patrons may enjoy the best of the world's music while partaking of food prepared by a noted cuisine.

"Peacock Beauty Shop" Name Chosen for Newly Owned Haunt of Beauty Secrets

MISS EMMA JENSEN has chosen "Peacock Beauty Shop" as a name suitable for her new beauty shop at 219 Scottsbluff Bldg., AT. 1290.

Start the New Year With "Gifts That Last"

WHEN you buy a diamond truly supreme among "Gifts That Last." Its brilliancy and perfection of cutting combine for permanent beauty, no conditions of weather, no hazardous perils of fortune can dim the luster so delightful to its owner.

With the First Sunday Days of Spring Come Dress Models of Taffeta.

THERE'S suggestion of youthful freshness most desirable in the models of taffeta—bouffant tunics, quaintly draped collars, dainty "bib and tucker" effects of lace mesh trims, metal-ribbed neckties, the gleam of silver in each hemstitched ed full so fully outstanding on round "aprons" which are very apt to tie themselves in the front instead of following tradition, with generous bow at the back of waistline.

Announcing Change in Shop Ownership.

MISS RUTH MCGUIRE of the McGuire & McCoy Dress Shop, Paxton block, Sixteenth and Farnam, has just recently bought out Mrs. McCoy's interest in the business and the firm hereafter will be known as McGuire's Dress Shop.

Well-Known Tailor Offers Reduced Prices Due to the Tearing Down of Business Block.

L. KNETT, ladies tailor, 2nd floor, 15th and Howard, is offering his entire stock at reduced prices, also the tailoring service needed to convert them into the stylish models of the season 1923.

No Lovelier Rose Garden Ever Grew Than the Pomegranate Shop, Main Floor, Hotel Morris, Eighteenth and Dodge, this week.

Orders made up of crepe paper in two shades of American Beauty, but cup favors for a party. Mrs. Rowan, artistic person who presides over this unique shop is introducing American Beauty as a decorative substitute for red this year.

Well-Known Corset Specialist Buys Shop and Opens Shop Number Two for Same Company

HATTIE PUTNAM, well-known specialist, has bought the Barclay's Corset Shop, 16th floor City National Bank Bldg., and has opened a Barclay Shop, Number Two on the 5th floor of the Karbach Block, 15th and Douglas, News!

"Just One Mass of Pleats" Would Aply Describe Many Dress Models of the New Season

FINE knife pleats made beautiful in the dress "in the making" at the Ideal Button & Pleating company, 3rd floor Brown Block, 16th and Douglas, this week. By way of diversion there were unexpected slashes in the sleeves of this daintily tinted crepe frock, with uneven lengths of pleated paneling at the sides, front and back.

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