

# SOCIETY AND WOMAN'S PAGE

## Today's Social Gaieties

Mrs. Gwyer takes informal bridge luncheon for eight guests.

Mrs. E. A. Pegau will give a bridge luncheon at her home Wednesday.

Mr. and Mrs. Harvey Milliken will entertain informally at dinner at their home Wednesday evening.

C. T. Kounitz will give a dinner at his home for Mrs. Godfrey Folterhoff of Pasadena, the guest of Mrs. W. A. Redick.

Wednesday evening Mrs. W. B. Tetz and Mrs. Byron Hart will give a dinner at the Hart home for Mr. and Mrs. Gail Hammill of Hammill, S. D., the guests of Mr. and Mrs. Tetz.

## Miss Pugsley Lead in Doane Play

Miss Elizabeth Pugsley, daughter of Mr. and Mrs. Ralph Pugsley and a senior at Doane college, will tour the state with the Doane players during the spring recess as the lead in "Adam and Eve," the comedy they are presenting with great success this season.

Miss Pugsley is a graduate of Omaha high school. She was one of the members of the girls' football team at Doane last fall and has been active in other collegiate activities.

## Faculty Women's Club Reading

At Conklin hall on the campus, the Women's Faculty club of the University of Nebraska, College of Medicine, will meet this afternoon with the book committee in charge.

Mrs. Harry Doody will give a book review and Harriet Clark Helgren will sing a group of these songs.

Book reading is an innovation in the club this year. Two groups of 16 each, 32 books in all are being read by club members. The selection is not limited to fiction. Classics poetry and such books as "Mind in the Making" are included.

## Legion Auxiliary

Tuesday will be a busy day for members of the American Legion auxiliary. A meeting will be held at 2 in the afternoon at the home of Mrs. J. M. Tallafiero, 3114 Poppleton avenue, when layettes will be made.

Mrs. L. Crosby and Mrs. John Kilpatrick will serve refreshments.

At 12 o'clock, the executive committee will meet at the Burgess-Nash tea room for luncheon, when plans will be discussed for the April 1 meeting.

Tuesday night, a dance for the executive men from Bellevue will be given at Roseland. Members of the American Legion and the auxiliary are planning to attend.

## Buffet Supper for Former Omahans

Mrs. A. V. Shotwell and Mrs. W. C. Lambert will give a buffet supper Sunday night at the home of Mrs. Lambert, honoring Eunice Ennor Holland of Suffolk, Va., and Mrs. Anton Mrs. Lot, sisters, are guests of their parents, Dr. and Mrs. T. H. Ennor. They were formerly teachers in the Omaha schools, Mrs. Holland was supervisor of music.

## The Vogue of All Things Chinese

The popularity of mah jong, the Chinese game which now engrosses society, has ushered in a number of other Chinese modes, fabrics and ideas. Jade green and mandarin red, two of China's best loved colors, are everywhere seen, in dress and in interior decoration. Chinese fabrics, and embroideries vie with Spanish shawls in popular favor.

## Omaha Chapter Hadassah Holds 12th Anniversary

The Omaha chapter Hadassah will hold the twelfth anniversary of the organization of the national chapter, at an open meeting this afternoon at the Jewish community center. Mrs. Max Fromkin and Mrs. A. Roman in charge.

## Dinners for Miss Curtis

Mrs. A. L. Reed will entertain Miss Lynn Curtis of New York, guest of Mrs. W. E. Martin, at dinner on Saturday night. Mrs. Earl Gannett will have a dinner of 12 covers Friday night at her home for Miss Curtis.

## Golden Wedding Dinner

Mr. and Mrs. James W. Shannon, will give a family dinner party on Wednesday evening in honor of their golden wedding anniversary. Mr. and Mrs. Shannon have made their home in Omaha for 25 years of their married life.

## Dinner for Dr. Mercer

W. Farnam Smith gave a stag dinner Monday night at the Omaha club, followed by an Orpheum party, honoring Dr. Nelson Mercer of London.

## L'Alliance Francaise

L'Alliance Francaise will meet Friday evening at 8 at the home of Mrs. W. C. Lambert, 1915 South Thirty-sixth street, when the Vicomtesse de Toqueville will speak on the "Influence of Women in French History."

## Today's Club Calendar

Omaha Woman's Club, music department, chorus at Y. W. C. A. at 10 a. m. Wednesdays.

West Omaha Mother's Club, Wednesday at 3 p. m. with Mrs. W. W. Carmichael, 1544 California street.

Dundee Woman's Club, Wednesday at 3 p. m. at the home of Mrs. Clyde Brewer, 118 South Fifty-third street. Mrs. Willie J. Redfield, music chairman, will have charge of music program.

Members' Club, Wednesday, for 1 p. m. luncheon with Mrs. L. T. Hoffmann, 2410 Farnham boulevard. Mrs. R. F. Starr will be assisting hostess. Roll call, quotation from favorite author. Address by Rev. J. E. Wagner. Recreation led by Mrs. J. H. Craddock.

Omaha Woman's Club, luncheon at 1 p. m. at the Brandeis restaurant, followed by a musical program by members of the music department. Reservations may be made with Mrs. J. M. Lewis, Harney 194, or on club plate. The public is invited to luncheon and program, or to the program alone, which is free.

## Assists University Club Committee



Mrs. Virgil Haggart

The social scribe often wonders at granting a member of an entertainment committee, an attractive

## Personals

Mrs. E. W. Dixon leaves today for New York City.

Joe Baldrige has returned from several weeks' visit to Florida.

Mr. and Mrs. C. E. Brink gave a radio party Monday evening at their home. There were 10 guests.

Amos Field returned today from New Orleans, where he has been for the past three months.

Mrs. D. T. Quigley has returned from North Platte, where she has been for the past two weeks.

Mr. and Mrs. Donald Mitchell announce the birth of a son at the Lord Lister hospital on March 22.

Week-end guests at the Pi Beta Phi chapter house in Lincoln were Isabel Pearsall, Louise Ortmann, Betty Condon, Helen Stoltenberg and Mrs. A. Schaffer.

Mr. and Mrs. George Taylor's children from Great Barrington, Mass., will arrive in Omaha this week. Their mother will follow a week later. The family will be at the Backstone.

## Window Shopping

Breakfast sets for the woman who lies in bed late or because of indisposition has had her breakfast served in her room come in all colors. The trays which stand on short legs match the china in coloring.

Variations of the cloche and turban seen at luncheon, include a bright red velvet with a trailing cog feather and a tightly draped blue cloth with the drapes held in place by white ornaments which match the tiny white brim.

A gold lace fan carried with a period frock of Spanish genre was of medium size, with a softly drooping fringe of heavier lace floating from the outside. Another fan, this one larger, was of curled ostrich in white, the ends tinting to a deep rose.

## Tracks Quite a Help

"Did you ever stop to think what a nice thing a track is for a train? It saves the train a whole lot of thought and worry. All it has to do is to stay on the track and keep going."

The mother of a 12-year-old boy was discussing the matter the other day because she had discovered that the track on which the youngster was traveling was heading for the ditch.

"We can't get along without tracks," she explained. "They make life simpler. If it weren't for tracks we'd have to spend all our time picking out the road like a motorist crossing Main street without a traffic policeman or like an explorer picking a trail through the virgin forest."

"Now that son's track seems to be leading off into the swamps at the roadside instead of along the straight highway I will have to stop and travel with him every step of the way until we get another stop organized," she mother explained, as she told why she was taking the boy out of school and rearranging his whole plan of life.

"You see," she explained, "without the help of a regular old established plan, without a program that works, it means constant thought and care until we get a new way devised."

"Perhaps it will be a different school, perhaps it will be so many hours at home with me, or it may be a little work for a while to teach him some valuable lessons; but whatever it is it means constant thought."

"You really don't know how thankful a street car ought to be for the rails it runs on," she added.

But most of us hate the tracks which we travel on because we think them monotonous. We call them rutted and get to imagining that they are so deep we can't even look over the top.

Some people, it is true, do get into that kind of rut, down so deep that you can't see the hub of the wheel. Then the going must be pretty tiresome.

But a track needn't be a deep rut. A track lies a top the roadway and has long shining rails that go some where. And the traveler who uses them usually gets there a good deal more easily and more quickly than if he has to pick his way through a getting tired of the grind, as we call it, is human enough, wanting to ditch it all and wander at will a romancer's dream; but the grind or the day's routine, if you want to call it that, is in reality a kind friend which makes the going easier and which makes the getting there more certain.

Throwing up this job only means starting another. Even the woman who says housekeeping is a dead-end and an apartment hotel looks like freedom and leisure and a kind of paradise would soon find herself as distraught as ever at the job of picking her way through the traffic of things to do, and the way might lead to nowhere in particular.

## Woman's Daily Editorial

By FLORENCE DAVIES.

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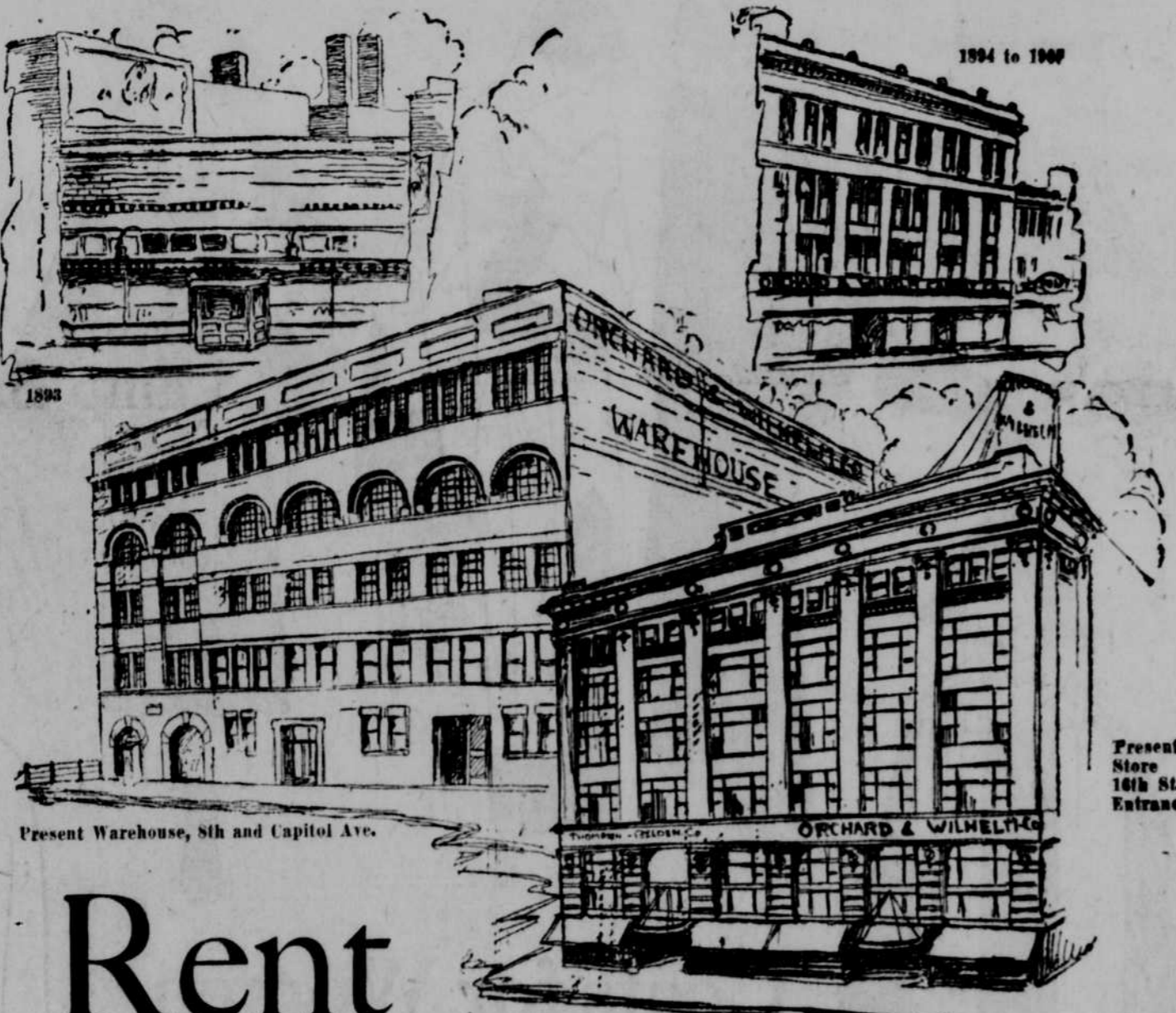
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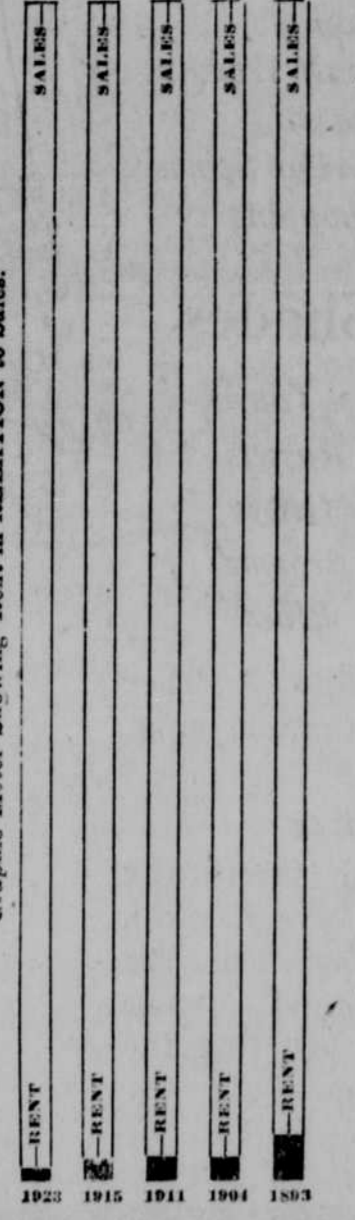
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# Rent

—what do YOU know about it?



THE PUBLIC is frequently asked to believe that the rent of a store or building in a back street is cheap and lowers the cost of selling goods. The modern business man on the other hand considers this LOOSE thinking and VERY misleading, because he knows beyond a doubt that the whole question of rent is one of RELATIONSHIP TO SALES. A merchant might have a very low rent, indeed, but if it amounted to 10 per cent of the business he did, it would be a very high rent.

Any reasonable person is then forced to disregard the back street claim, and, as far as that goes, the front street claim, too, and ask about that really vital thing—"relationship."

The meter in the corner of this advertisement shows the rent account of Orchard & Wilhelm Company for 1923 in relation to business transacted, together with the situation for other years in the firm's history. Today our rent is cheaper than ever before because our volume of sales is greater—this is the only relationship worth considering.

In a furniture store a low percentage for rent is obviously unusually important on account of the great space required, and it is generally a thing that takes a period of years to attain.

It is only right that Omaha people should know whether the store in which they have placed so much confidence is operated economically and the tendency of those operating costs. Both factors can be read in the graphic meter.

For thirty-one years Orchard & Wilhelm Co. have sold Home Furnishings of every worth-while kind—for cottages or mansions.

## Orchard & Wilhelm Co.

This Advertisement Is One of a Series Devoted to Interesting Things About Our Business (Copyright Applied For)

The Store of  
**Thomas Kilpatrick Co**  
Established in 1870

A Special Purchase  
**Fine Silk Frocks**  
ON SALE WEDNESDAY

DAYLONG FROCKS, including those for street, dinner and semi-dressy wear. The styles are charmingly new and sufficiently varied to please the most fastidious.

Included from regular stocks, frocks much higher in price, silks, will cords and fancy wools.

Materials are flat crepe, satin, georgette, fancy crepe, all-over lace combinations, a few white crepe de chine and prints.

Colors, navy, brown, gray, ashes of roses, white, black and sand.

Sizes 16 to 46; also Stouts, sizes 42 1/2 to 44 1/2  
Sale Price—  
**\$29.00**

Women's and Misses' Section—Second Floor

**Cloth and Silk Frocks**  
Many much higher priced models included in this grouping

Twill cords, soft flannels in plaids and hair-line effects. Crepe de chine and crepe satin. Colors, navy, tan, brown, gray and combinations.  
Sale Price ..... **\$19.00**

Women's and Misses' Section—Second Floor

Introducing "Enchanta"  
One of the new Silk Gems from the House of Mallinson.

LIGHT in weight, sumptuous in texture, novel in construction, Enchanta makes an irresistible appeal to every fashion whim. To see it is to covet possession.

Now available in the season's favored shades.

Lavine Green    Cowboy Brown  
Navy Blue        Platinum Gray    Black

A Little Irish Incident  
In Our Lace Section

IRISH PICOT so much in demand is offered at, yard.....10c  
IRISH EDGES and Insertings, from 1 to 2 in. wide, at, yard.....59c  
WEDNESDAY ONLY

Very Special—  
**Glove Silk Underwear**  
—Step-in Panties

An unusual value in step-ins. Colors, flesh, orchid and peach. Comfortable to wear, easy to launder. A number we sell regularly at \$3.50. Wednesday... **\$2.29**

**Women's Hosiery**  
Don't Be Stampeded by Prices

Fifty-four years in the Hosiery business has taught us much.

No stocking gets into our stock without testing.

We carry liberally stockings that fitly bear a high price.

There's a Reason for the Price  
Out Sizes Featured  
Wednesday

CHIFFONS—Featherweight. Light as a feather. An appealing value for the larger woman. Comes in black and shoe colors. Outsizes. **\$3.50**

SERVICE HOSE—We named them after a thorough trial. They are light in weight but extremely good for long service. Silk with lisle top and sole. Black and colors. Outsizes. The pair..... **\$2.50**

Sport Hose \$1.50  
Regular Sizes

A duo-tone silk and lisle number for early sports wear. A shipment of new colors just received.

Black and White    Red and White  
Green and Silver    Blue and Silver  
Orchid and White    Brown and Tan    Blue and Tan

The Most Exciting Place in Our Store

is the Third Floor Instruction Section where scores of women are learning the art of applying

Gess-o  
Plaque Making and Frame Decorating in Antique Tones.

Very interesting and the product is tremendously attractive.

Instruction hours extended, 9 A. M. to 5 P. M. All this week.

**GRIPPE WEAKNESS**  
Is Age Controlled by Glands?

It is a fact that those who are careful to keep nourished and the resistance normal, are best able to avoid or prevent the prostrating effects of grippe or similar infection.

**SCOTT'S EMULSION**  
a name familiar on the lips of tens of thousands, is used today and every day to help nourish and strengthen. If Scott's Emulsion is now helping tens of thousands realize freedom from grippe, coughs, colds—why not let it do as much for you?

Dr. Serge Voronoff of France, famous physician and surgeon, who has devoted years to research and experimentation with glandular treatment, says: "A man is worth only as much as his glands."  
Dr. Arnold Lorand says in his book, "Old Age Deferred," in speaking of the glands: "We must insist upon the reinforcement of their functions if changed by age or disease by means of extracts obtained from the similar organs of healthy animals."  
The new scientific formula—Glandogen—embodies this method. Glandogen is a highly concentrated gland compound in convenient, compact tablet form which combines the important extracts of the vital glands of healthy young animals with other efficacious ingredients. Hundreds of been-eyed men and women are today taking Glandogen.  
Glandogen can be obtained at Sherman & McConnell's drug stores, 14th and Douglas, 16th and Harney, 17th and Farnam, 24th and Farnam.

Scott & Bowne, Bloomfield, N. J.    32-134