Society Notes

Society Hears McCormack Sing.

Lukewarm interest seemed the attitude of society people toward the McCormack concert when approached McCormack concert when approached on the subject yesterday morning. You'd have guessed that everyone of them much preferred to stay in their good warm homes or pursue some other pleasures. But if you had seen them last evening, listening and applauding vigorously as the great Irish tenor sang his clear, seemingly simple songs you would have changed your opinion completely.

They were everywhere, sprinkled among the music lovers in the balcony, sented among the late comers on the stage and in their usual seats on the arena and in their usual seats on the arena and in the boxes. Women in opera coats and evening dress emerged from every part of the house when McCormack bowed his last bow and finally refused to respond to any

and finally refused to respond to any

further applause.

One of the most interesting sights

One of the most the party of six in the audience was the party of six young girls from Brownell Hall whom Miss Grace Smith entertained in the

young girls from Brownell Hall whom Miss Grace Smith entertained in the Arthur Crittenden Smith box because of the absence of her mother in New York. In one of the front seats was a little school girl in blue. She was serious as could be and listened attentively through the entire concert. The other girls in pink and white frocks were more blushing and inclined to notice the presence of other persons, but the little girl in blue sat modestly and sedately through it all. The arrangement of the boxes had been completely changed so that they were much more in evidence. The front boxes were next to the stage and the others sloped obliquely to the sides of the Auditorium. This brought the left exit just back of the second box. There, after the performance, the Kountzes and the Nicholsons, the Burgesses and the Nashes, the DeForrest Richards and others were seen moving out to their motor cars. For the box-holders the arrangement had some decided disadvantages.

Birthday Surprise.

Miss Dorothy Schuenemann, daughter of Mr. and Mrs. R. F. Schuenemann, was surprised by a number of her Hanscom park friends and playmates yesterday evening, the occasion being her tenth birthday.

Past Pestivities.

Mr. and Mrs. Henry J. Beal entertained at a dinner-dance last evening in honor of Miss Lillian Holmes of Winnipes, Canada, and Mr. and Mrs. Harry Marshall of Idaho Falls, Idaho, former Omaha residents. Over fitty guests attended.

The Gabi Girls surprised Miss Margaret Hoye Monday evening in honor of her birthday. The party was in the form of a stag and the decorations were carried out in the club colors, pink and white.

L'Allliance Française Guest.

RE-ELECTED HEAD OF THE SOUTH SIDE CLUB.



Mrs. F. I. Farrell was re-elected president of the South Omaha Woman's club at the annual meeting Tuesday. Mrs. R. P. Falkner is the new vice president; Mrs. F. M. Oaks, recording secretary; Mrs. Bruce McCulloch, corresponding secretary, and Mrs. W. A. Berger, treasurer, Co-operation with the Social Settlement, recently moved to the South Side from the Bohemian quarter on south Thirteenth street, and re-establishment of the soup kitchen at West Side school next month were discussed at yesterday's meeting.

seven guests will be present. After luncheon the party will go to the matinee at the Brandeis.

The Misses Daphne and Gladys Peters have issued invitations for an afternoon tea on January 31, complimentary to Miss Regina Connell, a debutante of this season. About 100 of the younger set comprise the guest list.

Notes of Visitors.

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Mrs. Edward Vestal of Knoxville. Tenm, is the guest of her parents. Mr. and Mrs. R. L. Frantz.

Miss Virginia Lewis of Springfield. Ill., who has been the guest of Miss Loa Howard the last week, will be joined by her mother, Mrs. John Lewis, this evening, when they will leave for California to spend the winter. Miss Howard and Miss Lewis spent the week-end in Lincoln at the Kappa Alpha Theta house.

Miss Mary Booraem arrives tomorrow from Denver for a few days', visit with Miss Marguerite Marshall. Miss Booraem and Miss Marshall were room mates at boarding school in Denver.

Mrs. C. B. Thompson of Ankany

Denver.

Mrs. C. B. Thompson of Auburn,
Neb., arrives tomorrow for a weekend visit with her sister, Mrs. Guy
M. Park, and also to attend the

Fore-Runner of Spring Styles



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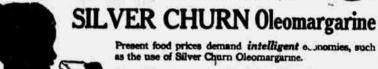
AMERICAN PLAN, \$4.00 PER GAY UP

FRED E. JONES, PROP FRED E. JONES, PROPRIETOR

Mandambe Marker Makes Makes Mr. C. Wartin. De Pauw Reunion. De Pauw Reunion. De Pauw Reunion. De Pauw Reunion. E w. Nash. They meet the freekatas guests of class of the first of Coday. Miss Margoriet Marrhall was heart at the footnealle, when the party in cluded Dr. and Mrs. Groze and Mrs. Miss Margoriet Marrhall was heart at the footnealle, when the party in cluded Dr. and Mrs. Groze and Mrs. Miss Margoriet Marrhall was heart at the footnealle, when the party in cluded Dr. and Mrs. Groze and Mrs. Miss Margoriet Marrhall was heart at the footnealle, when the party in cluded Dr. and Mrs. Groze and Mrs. Miss Margoriet Marrhall was heart at the footnealle, when the party in cluded Dr. and Mrs. Groze and Mrs. Miss Margoriet Marrhall was heart at the footnealle, when the party in cluded Dr. and Mrs. Groze, whold with the footneal was a footnealle with the footneal at an informal afternation at class for a mindranged women acted as abstitutes for men women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal women acted as abstitutes for men the footneal was a footneal women acted as abstitutes for men the footneal was a footneal women acted as a margorial women acted as a beaution of a footneal women acted as a beaution of a footneal women acted as *Trmours*

HAT GIVE

OLEOMARGARINE



The milk and cream used in making Silver Churn must be posteurized and the fats must have the approval of

The purity of Silver Chem Oleomargarine is thus protected by law; its superior excellence is guaranteed by the Oval Label, the distinguishing sign that merks the best of the entire Armour production.

ARMOUR & COMPANY

To Hold a Husband a wife—beauty, or amiability, or domesticity, or flattery—and marries it, and when the wife fails to deliver the goods she does so at the risk of losing her customer.

Wives affect to believe there is some great mystery about keeping their husbands in love with them. It is simplicity itself. They have only to go on as they began.

Every woman knows how she attracted her husband. She remembers her star play. To continue to win, she has only to keep making the same play.

play.

If her husband fell in love with her

laugh at his jokes.

If she attracted her husband by her similarity of taste, let her eat her olives to the end of the meal without

making faces.

If she charmed him by her amiability, let her keep peace no matter what

The Business of

Being a Boy is a

strenuous employment.

Sturdy boys and girls are

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and healthy gums. For

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READ BEE WANT-ADS

with preserved fruit.

By DOROTHY DIX.

The most interesting and unsolva-ble riddle in the universe and the one that every woman spends her life trying to guess is this: Why does love last so short a time with mad.

Why does love last so snort a time with man?

Why is a man, who is madly, frantically, romantically in love when he gets married so very often indifferent and neglectful of his wife by the time he has been married five years?

Why should a man who is breaking his heart to get heart a woman he

his heart to get near a woman be ready in so short a time to break his neck to get away from her? Why should so brief a time change

If her husband fell in love with her because of her good looks, let her count the time well spent that she devoted to dressmakers and complexion specialists, and hair dressers, and let her beware of breaking the spell she has laid upon him by appearing before him untidy and unkempt.

If she caught her husband by being a gifted listener, let her lend him her ears more willingly after marriage than before it. No man ever wearied of a wife who hung with bated breath on his utterances, and never failed to laugh at his jokes. a lover from a seething volcano to a clam on ice? Of course, many guesses may be

a made at this conundrum. One is that a man's fancy is proverbially fickle, and that he soon tires of any possession once it is safely his. Another guess is that the bird in the bush is always more desirable than the bird in the hand.

A third guess is that married life is A third guess is that married life is a stern reality and not a romantic dream, and that it is more full of bills than thrills. A fourth guess is that men, at least American men, are not lovers by temperament. Their supply of sentiment is soon exhausted, and the real interest in their lives is not woman, but business.

woman, but business.

Perhaps, however, the real answer to the riddle is that only too often as soon as a woman marries she abandons all the arts and artifices by which she beguiled a man to the altar, and the man's waning affection is the direct result of his disappointment in finding out that he has not gotten the kind of wife that he thought he was getting.

The service of the real answer to the provocation.

If she ruled him into matrimony by flattery, let her keep peace no matter what the provocation.

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If she ruled him into matrimony by flattery, let her keep peace no matter what the provocation.

If she ruled him into matrimony by flattery, let her keep the incense of the provocation.

Thus, by being changless herself, shall she solve the problem of why men change after marriage. For what the provocation.

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The provocation.

the kind of wife that he thought he was getting.

Generally speaking, when a woman starts out to capture a husband, she works along these lines:

(a) She makes herself as attractive as she can to the masculine eye by means of waving her hair, wearing beautiful clothes, and using every other aid to good looks.

(b) She adopts an ingratiating attitude toward the man. She listens with rapt attention to him when he speaks. She asks his opinion on every subject. She goes into convulsions of laughter at his stories.

at his stories.
(c) She affects similar tastes to his. (c) She affects similar tastes to his. She pretends to adore music if he runs the phonograph; to worship poetry if he likes to read aloud; she makes believe she is a fan if he likes base ball; she fibs about having cooked the dinner, if he is fond of his stomach; she will walk miles in shoes that hurt her if he has a passion for golf.

his stomach; she will walk miles in shoes that hurt her if he has a passion for golf.

(d) She exhibits continually before him a living picture of perfect amiability. Nothing on earth could rile her enough to make her lose her temper in his presence, and she would bite her tongue off before she would say the things she is dying to say.

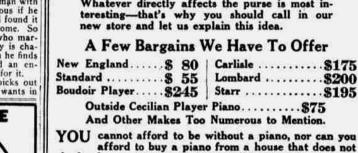
(e) She never grows weary in the good work of praising. Day and night she sings sagas in his honor and tells him how handsome, how wise, and witty, and noble, and brave, and strong he is.

Whereupon the man marries her, and it would seem that the most elementary common sense would teach that man's wife to go on fishing with the same bait with which she landed her catch, instead of which the fair fisherwoman generally cuts her line, with the result that husband frequently flops back into the stream and swims away.

Nor is this any marvel. A man with a sweet tooth would be furious if he bought a box of bonbons and found it to be lemons when he got it home. So in a similar manner a man who marries a woman for one quality is cha-

in a similar manner a man who mar-ries a woman for one quality is cha-grined and disappointed when he finds out that she has substituted an entirely different characteristic for it

It comes to this-a man picks out the particular charm that he wants in



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