

South Side Social Gossip

Mr. H. Reed of Ogalalla has been called to this city by the illness and death of his uncle, George F. Copper. Mrs. Armada Parsley Pettigo is in the South Omaha hospital with a broken collar bone, result of street car accident. Mrs. James Parsley is confined to her home with pneumonia. Mrs. Mary Price of Douglas, Wyo., formerly a resident of South Omaha, is visiting old friends. Mr. H. Wilbur, father of Mrs. R. Whittington, is seriously ill. Dr. Leo De Lanney of Belgrade, Neb., has been called here by the illness of Dr. E. L. De Lanney. Mrs. C. E. Briggs and children, accompanied by Mrs. C. P. Esken, motored up from Shenandoah to spend a couple of days at the home of Mrs. P. A. Barrett. Mrs. L. Strawhecher is reported slightly improved at the Methodist hospital. Mrs. Merlin Finlay and children expect to go to their home in Valley this week after spending some time at the home of Mrs. Viola Randal. Mrs. H. Richardson of Plattsmouth spent Thursday with Mrs. Mary Price of Douglas, Wyo., who is visiting here. Mrs. E. L. Gustafson is very much improved after her long illness. John Schultz of Sioux Falls, S. D., spent last Sunday with his parents in this city. On Thursday the Orpheum theater gave a benefit program for the Young Women's Christian association summer camp fund. On Thursday Mrs. Virgil Smith entertained the Kensington club in honor of Mrs. Walter Madden's birthday. A birthday cake with sixteen candles was used as a centerpiece on the luncheon table. Those present were Mesdames Dawson, Madden, Cummins, E. Howe, Noc, Curtis, Bratton, F. Howe. Miss Claire Mason entertained the children of the Garfield kindergarten at an Easter egg hunt on Friday afternoon. St. Martin's Boys' club met at the rectory on Thursday evening for their regular meeting. The King's Daughters were entertained at the Wheeler church on Thursday. Mesdames Parsley and Green were the hostesses. Mrs. L. C. Banner will entertain members of the Woman's Christian Temperance union at a tea at her home, 4012 South Twenty-sixth street, Thursday afternoon. The marriage of Miss Kate Roberts and Charles M. Risely took place on Saturday, March 24, at the home of the officiating pastor, Robert L. Wheeler. Mr. and Mrs. John L. Roberts were the attendants. Mrs. Risely is the only daughter of Mr. and Mrs. E. H. Roberts, well known South Side residents, and is a graduate of the South High school. She taught for some time in the city schools. Mr. and Mrs. Risely will make their home in South Omaha. On Wednesday occurred the marriage of Miss Ruby Baly and Mr. Joseph Beisendorfer, Dr. R. L. Wheeler performing the ceremony. Miss Dorothy Baly and Oscar Beisendorfer were the only attendants. Mr. and Mrs. Beisendorfer will make their home in Omaha.

APRIL BRIDE WHO WILL BE MUCH FETED.



ARRANGED BY SPECIAL PHOTO DOROTHEA SCHRIVER

ing a banquet table spread in the dining room. Toasts by Odd Fellows and Rebekahs were given during the dinner hour. Mrs. B. B. Combs was hostess for the Tri-City Birthday club last Wednesday. Mr. F. L. Boner returns home today from an extended stay in Paducah, Ky., where the family expect to go in the near future. Mr. and Mrs. Harry Knudsen entertained at dinner on Sunday. Covers were laid for six guests. The Presbyterian Ladies' Aid society will meet at the church Wednesday afternoon to elect officers. Mrs. E. Barr left last week for her home in Newport after a visit at the Joseph Mason home. Mr. and Mrs. C. R. Kennedy of Laramie, Wyo., spent a few days last week with the latter's mother, Mrs. William Butler. Mrs. R. C. Lawson has returned from a four months' stay in Rochester, with the Mayo Bros. Mrs. J. G. Phillips left on Saturday for an extended stay with her relatives in Indianapolis, Ind. The marriage of Miss Effie McGuire and Mr. Fred Larsen has been announced to take place April 17. Mr. J. Neilsen of Omaha will address the Humane society at the city hall next Wednesday. Mr. and Mrs. J. Probst entertained at dinner last Sunday in honor of Mr. Probst's birthday. Mr. Wallace Merman, Mr. and Mrs. Walter Snell and Miss Helen Jorgensen represented the Christian Endeavor at Fremont last week. Mrs. K. Lilienstolpe entertained at lunch last Sunday for six guests. Miss Ada Stiger was tendered a surprise dinner Thursday by a number of friends and in the evening by the Loyal Daughters' club. Mrs. E. Deane left on Thursday to visit her sister in Meckling, S. D. Mrs. A. Minnis will be hostess for the Methodist Ladies' Aid society next Wednesday. Mrs. Hall was hostess for the Good Times club at her home last Thursday. A daughter was born to Mr. and Mrs. Henry Fox last week. Mrs. Fox was formerly Miss Toby Steinberg. Miss Hazel Kahler, who will be a June bride, was given a towel shower at her home Thursday evening. About twelve guests were present. Thomas Thompson of Benson and Miss Anna Meyers of Omaha were married last week. Invitations are out for the wedding of Miss Cora Jones and Bradford Hiles of Lincoln, which takes place on April 11. Mrs. F. L. Bumpus entertained for the Methodist church choir on Tuesday evening at her home. The color scheme in decoration was pink and white. An elaborate luncheon was served to the guests, who were: Mr. and Mrs. E. L. Dickonsen, Mr. and Mrs. E. J. Whistler, Mrs. W. Burford, Mr. and Mrs. L. J. Musk, Mr. and Mrs. C. Moulthrop, Rev. and Mrs. J. Calvert, Mrs. Sunnyland, Mrs. W. E. Yarton, Misses Mildred Tittel and Edith Calvert, Messrs. Earl Davey, W. Wooster and Fred Davey, Mrs. S. R. Butler and Mrs. P. A. Legge.

Dundee Society Notes

Mr. and Mrs. R. C. Peters and children returned from southern California. The annual meeting and dinner of the congregation of the Dundee Presbyterian church will be held Wednesday evening, April 4. Mr. and Mrs. Jack Palmer and small son of Sioux City are the guests of Mrs. A. H. Palmer. Mrs. Mary Crosby is at present visiting her daughter, Mrs. Young, in Guide Rock, Neb. Mr. and Mrs. Norman Dow, and baby of Sioux City are the guests of Mr. and Mrs. J. M. Dow. Miss Mary Johnston and Miss Velista Presson returned Monday from Fremont, where they spent several days, attending the annual state Christian Endeavor convention. Mrs. A. L. Blair has gone to Salt Lake City for a two months' visit. Her mother, Mrs. Wilson, is staying during the time with Mrs. Hathaway. Mrs. J. L. Burr and children of Kansas City, who were called here by the death of Mrs. Burr's father, Mr. R. S. Parker, returned to her home, accompanied by Mrs. Parker. Miss Beatrice Walton came home from Peru Normal school for the Easter vacation. A boy was born last week to Mr. and Mrs. H. K. Mansfield, 5010 Nicholas street. Mrs. M. V. Robins and her mother left during the week for Battle Creek, Mich. William Rush entertained a few of his friends at his home last Friday evening. Mrs. D. L. Johnston's Bible class met Thursday morning with Mrs. Hutchinson. It will meet this week with Mrs. W. G. Willard, 4918 Chicago street. Mr. and Mrs. Carl Swanland of Newman Grove, are returning to Omaha to live. Mrs. Swanland was formerly Miss Wilma Howard, daughter of Mr. and Mrs. W. B. Howard. Mr. and Mrs. Hedlund, who are on their wedding trip, will be at home after May 1, at 807 North Forty-ninth avenue. Mr. and Mrs. Austin Dodds returned Wednesday from their winter's sojourn in Texas. Mrs. Woodruff, mother of Mrs. Hubbard, has arrived to visit her daughter. Miss Margaret Ashford of Sioux City, is the guest of Miss Alice Dual. Beatrice Walton came home from Peru Wednesday for a short visit. In honor of Beatrice Walton, Mrs. A. C. Crossman entertained her Sunday school class of young women at her home Friday evening. Mrs. Charles O'Neill Rich returned Tuesday from Clarkson hospital, where she underwent a slight operation.

Florence Social Items

Mr. and Mrs. C. E. Wall and Mr. and Mrs. T. E. Price spent Sunday in Blair, Neb. Mrs. L. Drexel returned the first of the week from a visit at their farm. Arrangements are under way for a birthday celebration in honor of

Verma Janssen at the home of her parents. Verma will have reached her ninth birthday anniversary on election day, April 3. near Gretna, Neb., which is now known as the Drexel weather station of the United States government. Mesdames A. B. Anderson, Butter, Gabrielson, Golding, James Johnson, Rivett and Weber were guests at a Kensington given by Fontenelle chapter, Order of Eastern Star, in Omaha on Thursday evening. Mrs. T. J. Parker, James Breneman, Milton Nelson, Estel Cole and Douglas Myers spent Sunday at Blair visiting friends and relatives. The annual congregational meeting and supper of the Florence Presbyterian church will be held at the church on Wednesday evening. Mrs. Harriet Kenyon, assisted by the Misses Olmsted, will entertain the members of the Missionary and Aid societies of the Presbyterian church at her home on Thursday afternoon. Mrs. Frank Schopp entertained Saturday afternoon in honor of her son, Jack's, birthday. Master Jack was 4 years old and with his young friends enjoyed the afternoon to the fullest. Juvenile games were played by the young folks and a dainty luncheon served. The decorations were yellow and white. The Rev. R. F. Cardy of Flandreau, S. D., a former pastor here, was the guest of Rev. J. B. Butter Monday. The members of the Social Ten circle were entertained by Mrs. R. H. Olmsted on Thursday afternoon. Mrs. Frank Brown was hostess to the G. O. P. circle of the Florence Presbyterian church at her home on Wednesday afternoon. The orchestra of the South Side High school gave a concert, under the direction of F. R. Vosack, at the House of Hope Wednesday. Most of the selections were songs of forty or fifty years ago. Mr. Albert Tibke, who has been the guest of Mr. and Mrs. Frank Tietz, visited relatives at Coffman Tuesday. He will return to his home at Elgin, S. D., the first of the week. Miss Eve Hender, daughter of Mr. and Mrs. Fred Hender, and Mr. Robert Powell of Fort Calhoun were married by the Rev. James Butter at his home on Wednesday evening. They were attended by McKinley A. David of Blair and Miss Clara Williams of Florence. A large reception was held at the home of the bride's parents after the ceremony. The young people will make their home at Fort Calhoun. The eighth grade of the Florence school, which has a membership of

FILMS

Developed Free When Prints are Ordered. Prints, 3c, 4c and 5c Each 24-Hour Service GUARANTEED WORK The continuous growth of our business during the past five years has been so great that we had to move into larger quarters—quarters that are ten times larger than our original floor space. Our new location is now the largest and best equipped Shop in Omaha devoted exclusively to the needs of the Amateur Photographer. It is our aim to continue and improve if possible the excellent service that has caused our rapid growth. (Mail Orders Filled) The Parisian, therefore, is to close out its business. The word went forth from managers' lips to "Cut, cut," to "lower the prices," so as to sell every article of wearing apparel in the house at one-fourth, one-third and one-half off. This, of course, applied only to new spring goods, for The Parisian hasn't a half dozen pieces of the past season's stock remaining. Now, then, if you want to secure a bargain that will dwell in your mind for years to come, be here Monday morning, for some of the greatest values of the sale will be offered then. "Tis true gigantic inroads have been made on this stock and thousands of garments have already been sold, but there still remains a very creditable showing of Suits, Dresses, Coats, Skirts, Petticoats, etc., for The Parisian stock in the first place was tremendously large—quite the largest of its kind in Omaha. Several shipments have arrived within the past few days, goods upon which the New York makers would not accept countermands, and these garments, coming as they do at the last moment, just after The Parisian received orders to "get out," must be disposed of just as quickly and as earnestly as the regular stock, and at the same reductions. Remember, 318-320 South Sixteenth street, the location of The Parisian Cloak Co., is at present the most vital trading spot for Omaha women, who desire all that is good and stylish in wearables at really trifling prices. And, bear in mind, absolutely without a grain of disbelief, "The Wreckers are Coming."

It is our aim to continue and improve if possible the excellent service that has caused our rapid growth.

The Photo Craft Shop (Formerly 416 Bee Bldg.) Moved to 1408 Farnam St. Second Floor.



Beautiful Cut Glass Pattern Pitcher—6 Glasses and Mirror Plateau Regular Price, \$13.75. Special This Week—\$7.75 As there are only a limited number of sets we ask you to come early. BRODEGAARD BROS. CO. 16th and Douglas Sts.

thirty pupils, has elected the following officers: Waldron Golding, president; Luranna Lewis, vice president; Lyell Royster, secretary; Stanley Hansen, treasurer, and Henry Roth, sergeant-at-arms. The colors selected were old rose and green. Mrs. W. B. Parks left Wednesday for Lincoln.

What is Going On In Society Circles

(Continued from Page Two) St. Paul today to arrange for a series of lectures to be given there by Mrs. Anthony Merrill. Mrs. E. H. Sprague has been in the hospital for two or three days having her tonsils removed. She expects to be able to move from the Blackstone to their summer home at Benson early this week. Elmer Redick returned Wednesday from two weeks in New York. Miss Katherine Newbranch is one of six girls who will give an esthetic Egyptian ballet dance in the Kosmet Klub play, "The Diplomat," which will be given in Lincoln, April 13. Miss Regina Tauchen, who has been ill at Ford's hospital, will probably be able to return home for Easter. Mr. Robert Morsman returned Thursday and Mr. Edgar Morsman, jr., will probably return today from California, where they were called

Like Submarines Prices "Go Down"

Parisian Cloak Co.'s Gigantic Closing-Out Sale Shows With War Preparations the Mind of the Public. VALUES ASTOUND WOMEN News of Genuineness of Values Spreads Broadcast—Women Rushing to the Parisian to Purchase Spring Attire at 1/4, 1/2 and 3/4 Off. SELECTIONS STILL GOOD It doesn't take long for news to travel, especially so when the news refers to an immense saving on all the outer garments a woman will need during a glorious spring season. About the "greatest speeded" news ever passed from lip to lip between Omaha women has been the news of the remarkable "close-out" sale of The Parisian Cloak Co. at 318-320 South Sixteenth street. The Parisian, as you know, is soon to be without a home, because of the early tearing down of the building that houses their establishment. "The Wreckers are Coming" means that the brave knights of the pick, shovel and ax will soon level the entire Parisian property to the ground to make room for a new and larger structure which is to be reared upon the same spot. The word went forth from managers' lips to "Cut, cut," to "lower the prices," so as to sell every article of wearing apparel in the house at one-fourth, one-third and one-half off. This, of course, applied only to new spring goods, for The Parisian hasn't a half dozen pieces of the past season's stock remaining. Now, then, if you want to secure a bargain that will dwell in your mind for years to come, be here Monday morning, for some of the greatest values of the sale will be offered then. "Tis true gigantic inroads have been made on this stock and thousands of garments have already been sold, but there still remains a very creditable showing of Suits, Dresses, Coats, Skirts, Petticoats, etc., for The Parisian stock in the first place was tremendously large—quite the largest of its kind in Omaha. Several shipments have arrived within the past few days, goods upon which the New York makers would not accept countermands, and these garments, coming as they do at the last moment, just after The Parisian received orders to "get out," must be disposed of just as quickly and as earnestly as the regular stock, and at the same reductions. Remember, 318-320 South Sixteenth street, the location of The Parisian Cloak Co., is at present the most vital trading spot for Omaha women, who desire all that is good and stylish in wearables at really trifling prices. And, bear in mind, absolutely without a grain of disbelief, "The Wreckers are Coming."

How to Judge a Woman by Her Hair

There is real common sense in just noticing whether the hair is well kept to judge of a woman's neatness, or good taste. If you are one of the few who try to make the most of your hair, remember that it is not advisable to wash the hair with any cleanser made for all purposes, but always use some good preparation made expressly for shampooing. You can enjoy the very best by getting some canthrox from your druggist, dissolve a teaspoonful in a cup of hot water. This makes a full cup of shampoo liquid, enough so it is easy to apply to all the hair instead of just the top of the head. Dandruff, excess oil and dirt are dissolved and entirely disappear. Your hair will be so fluffy that it will look much heavier than it is. Its lustre and softness will also delight you, while the stimulated scalp gains the health which insures hair growth.—Advertisement.

Try Our 25c-Plate Dinner—25c AUDITORIUM CAFE 1510 Howard

by the illness of Mr. Edgar Morsman, sr. Mr. Morsman and his niece, Miss Mable Harper, will remain west. Mr. and Mrs. T. W. Mills will celebrate their fifty-fifth wedding anniversary Monday at their home. They were married at Creston, Ia., April 2, 1862. Mrs. Hugh T. Cutler returned Thursday from Chicago, where she visited her parents, Mr. and Mrs. J. Mandelberg, for six weeks. Betrothal Announcements. Mr. and Mrs. Peder A. Skriver announce the engagement of their daughter, Dorothea, to Dr. W. Roscoe Thomas, the wedding to take place April 26. Miss Skriver is a graduate of Central High school and during her senior year she was assistant editor of the High School Register. Dr. Thomas is a graduate of the Nebraska Military academy and of Creighton university and is a member of Delta Sigma Delta fraternity. He is building a home for his bride on Fontenelle boulevard. The attendants for the wedding will be Mr. and Mrs. Edward Cockrell and Miss Helen Clifton, cousin of the bridegroom, as maid of honor, Little Misses Mand Budget and Johanne Skriver will be the ribbon stretchers. Mr. and Mrs. Joseph McGuire of Benson announce the approaching marriage of their daughter, Effie Josephine, to Mr. Charles Larsen at St. Bernard's church in April.

Make the Selection of Your Easter Outfit At the Store of Lower Prices You can clothe the entire family at this store and put it all on one bill, and our easy plan of a dollar or so a week is a wonderful help to you. You are cordially invited to visit our store and compare our clothing and prices. Splendid Values in Ladies' Suits Beautiful Suits for Easter, from the leading manufacturers in silk, poplin and serges in a large range of styles and in all the new shades and colors. Placing our orders early enabled us to secure these suits at a considerable saving. Prices range from \$15.00 to \$42.50 Coats for Easter A large variety to select from in gold, apple green, mustard, navy and black, at a considerable saving. Prices... \$7.50 to \$39.50 \$1 Or so a week will dress you well and at Lower Prices Beautiful Easter Hats Charming styles in all the late shapes, trimmed with ribbons and flowers. For Monday's selling we offer a special purchase of beautiful trimmed hats worth to \$10 at the very low price of \$7.50 ALL GOODS MARKED IN PLAIN FIGURES Ladies' Petticoats Ladies' Genuine Onyx Ladies' Shoes, in \$1.50 values, 89c Silk Hose—values 50c to the latest shapes, 75c, at 25c and 39c. \$4.50 to \$12.50 UNION OUTFITTING CO. 1520 SIXTEENTH AND JACKSON STREETS The People's Store. Opposite Hotel Rome.

New Hair Will Start Growing Today! "Not a Miracle, But a Fact—Anyone Can Do It, as Well as Beautify Themselves Superbly in a Few Days," Says Valaska Suratt of Stage Beauty Fame. YOU know what the poet said, "It wasted time and now doth time waste me." Thousands of my sisters have wasted time, unconsciously, of course, trying to do things which could be easily accomplished, but failing because of the wrong methods employed. First of all, the scalp and roots are two great destroyers of hair beauty. But time can be defied by wise action. If you will quit using so many of the so-called hair restorers, which take a "dog's age" to produce any results at all, and go straight at the proper, simple and never-failing method of forcing hair to grow—you will find in a few days a most remarkable change. You can make your hair grow long, silky and beautiful, stop it from falling—make it quickly, exceptionally. Make up a mixture of one ounce of beta-quinal, and half a pint each of water and alcohol, or instead of the water and alcohol, a full pint of lay rum. This makes what I call my little hair marvel. It is also much cheaper than any of the useless hair treatments—and will just use it and you'll be one of the most surprised women who ever looked in a mirror. BY VALESKA SURATT. PEPPER SPOTS—That is the easiest thing you can imagine. Blackheads can be removed in a few minutes—and if you doubt it, just get some norexin at the drug store, sprinkle some of it on a wet sponge and rub it on the blackheads. Then look in the mirror and try to see them—they'll be gone. MRS. D. D.—Just lay that application aside if you don't want to injure the bust beyond hope of remedy. If there is anything that will develop and bust it is this safe formula, though of course success can never be positively assured in every case. Two ounces of castor and half a cup of sugar are dissolved in half a pint of water, and of this two teaspoonfuls should be taken after each meal and before retiring. BYE-BYE—There are always scales and fatty accumulations on the scalp which soap, even with scrubbing, cannot remove. The way to do it is to dissolve away these accumulations. Ergol does this almost in a magic way and leaves the scalp and hair in a most glorious condition of absolute cleanliness. As a head-wash it cannot be excelled. Use a teaspoonful of it in half a cup of water. You can get enough for twenty-five cents to last for over a dozen shampoos. MRS. T. O'R.—We've all had the same experience. Ordinary face powders do not get the best equipment for making my face powder made up, finer in texture than anything yet produced. It is free from that annoying chalkiness, and is sold as "Valaska Suratt Face Powder" at drug stores, in white, flush and brunette tints, for fifty cents. MRS. RUBBLES—Your druggist should certainly have it. But if you can't get the best equipment for making my hair formula, send the price, fifty cents, to "Secretary to Valaska Suratt," Thompson, Bligg, and Chicago, and it will be sent to you at once. DIMPLES—Well, I admit dimples do not go well with superfluous hair on the face. Ever hear of dissolving away these hairs? The only thing I know that does this, and it will always "burn off" the hairs, is to moisten them with sulfo solution. Your druggist will supply you. I don't care how you apply it, but it will always work, never leave a red spot. The skin will be left soft and smooth.—Adv.

Benson Social Circles

Mr. Ben Morton left last Sunday for Paulina, Ia., where he will spend the summer. Mrs. A. Bohnett left last week for her home in Clarinda, Ia., after a visit at the Howard home. The Rebekah lodge gave the Odd Fellows a surprise last Monday evening after its regular meeting, by hav-

1508-1510 Douglas St. Julius Orkin 1508-1510 Douglas St. Just "how different" will your new Easter suit be? We appreciate a woman's desire for style exclusiveness in her Easter Suit. We have endeavored to combine this exclusiveness with the choicest of fabrics, most desirable colors and yet grant you broad assortments from which to make selections. --this week, a special exhibit of exclusive suits, specially priced Mostly "one of a kind" Suits, in Taffetas, Gabardines, Poret Twills, Serges, Poplins, Jerseys and Novelty Weaves. Dressy and sport models, emphasizing the most favored style "kinks." All colors are represented. We've priced them in keeping with this store's policy of value leadership. \$35 - \$39.50 - \$45 - \$55 Hundreds of Other Excess Value Suits in Easter Sale, at \$23.50 - \$28.50 Easter coats "exceptional" Exceptional in style, in choiceness of fabrics and lowness of price. Rich Silks and all favored Woolen Fabrics. Sport and dressy styles; every color you might desire. Many are "one of a kind" Coats. Attractively priced at \$25 - \$29.50 - \$35 up to \$65 Women's and Misses' Coats—Over 300 new models just arrived in the most popular shades—apple green, gold, tan, navy, black, rose, etc. Extraordinary values for Monday and balance of the week—\$14.75, \$17.50, \$19.50 Showing daintiest blouses in broad assortments Hundreds of New Blouses have arrived to augment our stocks for Easter Week. New styles, new fabrics, new colors. We direct your special attention to the style cleverness embodied in our showing of blouses at \$6 - \$7.50 - \$8.75 - \$10.75 - \$12.50