

WOMAN'S SECTION OF THE BEE

CONDUCTED BY ADELAIDE KENNERLY, EDITOR AND ELLA FLEISHMAN, ASST. EDITOR

Society

By MELIFICIA—Oct. 23.

Rumors of War Weddings.

Cupid, brass buttons and brunettes! These three form an interesting combination these days for I have heard hints and rumors of some engagements and the men are all military and the girls all of the dark type.

A certain petite person answering to this description has been seen often of late with a tall, khaki clad man who is stationed at Fort Omaha—when he isn't in her car. He comes from the "far east" and several of this young society girl's friends have told me—but I promised not to tell.

Another well known Omaha girl who is decidedly musical in her tastes also favors the army. She studied in the east a couple of years ago where she met a young man who was also engaged in musical pursuits. He now wears a uniform and one silver bar on each shoulder which plainly shows that he is proficient in other lines than those of music.

The girl is probably the most decided brunette of all the ladies of mystery. She is the only daughter of one of Omaha's oldest families.

A decided "home body," she does not care for society nor for athletics. The young man in question was one of the "live wire" real estate men of our town, but he, too, has heard the call and has donned the garb of Uncle Sam's soldiers.

Will these be war-time weddings or will these young people wait until peace is declared? I wonder, don't you?

On the Calendar.
Mrs. P. F. Kelly will entertain the St. James Orphanage Sewing club at her home Thursday afternoon.

The White Shrine Whist club will entertain at luncheon at the Prentiss Mill club Wednesday. Mrs. H. B. Liggett will be the hostess.

The Columbian club will entertain at a card party Wednesday afternoon at Lyceum hall. Mrs. C. B. Burns and Mrs. William A. Callamer will be hostesses.

For Mrs. Rogers.
Mrs. Warren Rogers was guest of honor at a beautifully appointed luncheon at the Blackstone, given by Mrs. Henry Wyman. Yellow chrysanthemums were used on the table and covers were laid for fifteen guests.

Nineteenth Birthday.
Mrs. Evelyn C. Child will celebrate her nineteenth birthday Wednesday. Mrs. Child and her daughter, Mrs. H. C. Burnham, with whom she lives, will receive their friends informally Wednesday afternoon at the home of Mrs. Burnham. Mrs. Child's other children are G. B. Child of Omaha, Mrs. Ida Beatty, also of this city, Mrs. Emma Chenoweth of Blair, C. T. Child of Fontenelle, Colo., and O. E. Child of Moline, Ill.

Luncheon for Mrs. Broatch.
The Omaha Whist club entertained at luncheon at the Fontenelle in honor of Mrs. W. J. Broatch, who leaves Sunday for Philadelphia.

Birth Announcement.
A son, Philip Brooks, was born to Mr. and Mrs. Donald C. Ballard Sunday at Miss Stewart's hospital.

Dundee Sunset Club.
The Dundee Sunset club was entertained Monday evening at a Halloween party at the home of Mr. and Mrs. R. E. Pratt. Sunday the club motored to Glenwood, Ia., where they were the guests of Mr. and Mrs. Clarence Jones.

The women of the club will be entertained at luncheon at the home of Mrs. Lucy Balwin Wednesday. The afternoon will be spent in knitting.

Win Bridge Prizes.
Mrs. H. B. Robinson won the first prize at the benefit bridge party given

Soliloquy of Modern Eve

How would Douglas Fairbanks' smile look on Billie Burke's face? : : : : :

By ADELAIDE KENNERLY.

Smile! Smile!! Smile!!!
Smiles win hearts, and they are valuable in the game of love; but that isn't all. I know smiles that have tremendous pulling power in business; they have commercial value greater than the keenest arguments.
Douglas Fairbanks has been able to cash in on his to the tune of a million!

George Walsh brings home the bacon with his smile!
Billie Burke became universally popular because of her smile!
But you haven't heard about the advertising man who chases grouches out of half the office he enters each day, and the gloom bugs from his field of labor—

Nor the stenographer who radiates so much sunshine with her smile that the bats of discontentment are driven from her realm to their hiding places—

Nor the saleswoman whose smile penetrates the sanctums of "folks exclusive" and melts their walls of ice—

Nor the business man whose smile thaws out frozen decisions against him.

But don't think for a minute that facial gymnastics are smiles.

Smiles come from within. They are the result of one's attitude toward the world.

A smile is part of one's personality, be it pleasing or otherwise.

You wouldn't want your friends to see you wearing somebody's else dress. They would know it was borrowed and think you a cheat.

Well, then, don't borrow a smile. As good as Doug's, or Billie's or George Walsh's smiles are, they belong to them individually. Doug's smile wouldn't fit Billie's face at all. Neither will it fit yours.

Let your smile be your trademark—genuine, honest, sincere—and remember that promotions are given, fortunes are made and success is won on smiles.

So "Pack up your troubles in an old kit bag and smile! smile!! smile!!!"

PERSONALS

Dr. and Mrs. Joseph C. Lawrence attended the meeting of the chiropractic association in Lincoln Monday. Dr. Lawrence reports \$3,250 subscribed to the Liberty loan fund by this organization.

Mrs. Edgar Allen leaves this evening for Seattle. She will later go to Long Beach, where she expects to stay for about two months.

Mrs. T. C. Martin and her daughter, Miss Myra Martin, of Roselle, N. M., are the guests of Mrs. Martin's sister, Mrs. S. McCleneghan.

Mrs. L. E. Wasson of St. Louis is the guest of Mrs. W. L. Byrne.

Mrs. H. D. Hawk has as her guest Mrs. C. F. Moore of Denver.

"Remember Our Poor" Slogan of Omaha Branch of Needlework Guild

Because the Needlework Guild of America is facing the gravest need ever confronted, Mrs. M. B. Newman of the Omaha branch, urges local women to make this year's collection of new garments for the poor the largest ever recorded.

The present cold wave brings to mind the hard winter we are facing. The increased cost of living will leave for the poor little or no money for clothing and these conditions may bring about more illness. Hospitals and charitable institutions, too, have grown to depend on us for linens. The Duryea war relief has resulted in sending much clothing abroad to the poor who need it there, but we must not forget our own poor," said Mrs. Newman.

Each woman is asked to contribute two new garments, clothing, underwear or linens. The garments will be shown at the First Presbyterian church, November 7-8, prior to the distribution.

The young queen of Spain is likely to become in the course of time the richest woman of European royalty. In addition to receiving her share of the large fortune of her mother, it is expected that she will inherit the bulk of the millions possessed by the Empress Eugenie, whose namesake she is.

Mrs. J. H. McNeil of Trenton, N. J., arrived Monday to be the guest of Mrs. Robert Dozier. Mrs. McNeil was formerly Miss Lucile Zink of this city.

Secretary Nebraska Federated Clubs



Mrs. J. Rowan

Registrations of delegates to the annual convention of the Nebraska Federation of Women's Clubs began at 10 o'clock this morning at the Fontenelle hotel, where the convention sessions will be held. An executive board meeting at 3:30 o'clock preceded the opening meeting at 7:30 p. m. Mrs. A. L. Fernald, president of the Omaha Woman's club, which with the Benson, Dundee, South Side and Woman's Club of the Railway Mail Service make up the hostess clubs, will give the address of welcome. Mrs. W. A. Apperson of Lincoln will make the response and greetings will also be extended by Mrs. Helen M. Drake of Beatrice, state daughter of the American Revolution regent and past president of the supreme P. E. O. sisterhood.

Five hundred delegates, representing 218 clubs, are expected to attend. All the state officers, Mrs. J. N. Paul of St. Paul, the president; Mrs. George Beels of Norfolk, vice president; Mrs. M. J. Rowan of Alliance, corresponding secretary; Mrs. J. W. Babcock of Cambridge, treasurer, and Mrs. A. G. Peterson of Aurora, general federation director, have already arrived. The recording secretary, Mrs. M. D. Cameron, is an Omaha woman.

Home Economics

Edited by Irma H. Gross—Domestic Science Department Central High School

Food Conservation—What It Is and What It Is Not.

When a phrase such as "Food Conservation" is on everyone's lips, naturally the real meaning of the term is not the same to each person. To some people who have not investigated the question, even at this late date (and unfortunately such people are with us), "conservation" means doing without. Such is not the true meaning of the word, for we are asked to substitute more than to go without.

Conservation is often confused with personal economy. The relationship there exists, but only incidentally. No doubt a saving of foods will bring forth pocketbooks, but the latter pocketbook is not the object, but the by-product, of conservation. Thus I heard the comment recently, "Why advocate the use of fish in this part of the country? It costs the housewife more than cheap cuts of beef!"

Or the criticism that one should not use potato flour in sponge cake because it costs more than wheat flour. These are not imaginary statements that I am chronicling for you, but actual facts.

The real meaning of food conservation, then, is the use of foods in accordance with the demands of the international situation. Not the national situation, for the United States is now concerned fully as much with its allies as with its own people. Certain experts in the various countries have studied the food resources of the world till they know just what the world has with which to feed itself. In accordance with this international survey, certain demands are made upon the American people. These demands are so familiar as scarcely to need repetition—save wheat, meat, sugar, fat, milk; use freely all perishable foods, such as fruits and vegetables, and eliminate all waste. Briefly expressed, we are to save the staples which can be exported, use what will spoil easily, and use everything, whether staple or perishable, in the wisest possible manner. The wisest manner of using foods has always meant the way that will nourish the body well without physiological or money waste.

Food Pledge.
The reasons for signing the food pledge cards and living up to the suggestions of the food administration

are so well understood that nothing but the hopeless indifference of the great mass of people induces me to go over them again here. Look at our present sugar situation. Despite the plea to "save the sugar" we have wantonly and wastefully used that staple till a sugar famine threatens. We can't seem to realize that our government is dead in earnest, that the fine people who are backing this movement are not willfully asking the American families to adopt new food habits, which are necessarily hard at the start. Nothing but dire need has brought this situation to us, and how can we stay saugily and complacently indifferent? The person who serenely announces that he "guesses the government will get along pretty well even if he eats his white bread and beefsteak" is either a knave or a fool. For we know that the food supply of the allies must play a most important part in the final outcome of the world war. If you don't accept that fact, aren't something wrong with your intelligence; and if you don't realize that the food supply of the world means in its smallest units, your food, and my food, and the food that our neighbors use, then, to repeat, there is a flaw in your intelligence. The question of motives is slightly different. If one realizes the vast importance of kitchen conservation and deliberately refrains from taking part, then that person immediately enrolls himself or herself in the roll of slacker or even traitor.

Food Conservation and Health.
In changing the dietary habits of a nation the health of all concerned, and particularly the children, must be considered. It is interesting to know that the food changes suggested are in accord with the best modern ideas of healthful diet. The situation could not be otherwise, for no nation would demand of its people an undermining of health. A few food faddists come out against certain changes that interfere with their private pet theories, but the bulk of nutrition experts stand squarely with the government.

Special Conservation Articles.
Since it is impossible to discuss each of the government suggestions at length in a single article, this column will devote Tuesdays to a special series of conservation articles. Each of the main suggestions of the government will be the topic of a

LOYAL HOTEL
Noon Luncheon
60c
A la carte service evenings. Music.

LIP READING
For the slightly or totally deaf adults.
For Particulars Address,
EMMA B. KESSLER
NO. 4, FLO-LES APTS.
Corner 20th St. and Capitol Ave.

URSULA DIETRICH
and the
APOLLO REPRODUCING PIANO
Music is not a FRILL on Education---
It's the THRILL of Education

The world has learned that Music is not a luxury. It is a part of our Daily Bread. Music expresses our joys. It is the solace of our sorrows. With music, armies are recruited—without, men cannot march or fight. Music is the surest antidote for the sting of loneliness. It comforts the sick and wounded—it sweetens the last hours of the dying. Men will make any sacrifice to get music.

Why not, then, through the medium of the marvelous Apollo Reproducing Piano, put this wonderful joy of existence into your home.

Miss Ursula Dietrich is demonstrating the APOLLO—The Human Reproducing Piano. Wednesday and Thursday Afternoons, 2 to 5.

A. HOSPE CO.
PIANO PLAYER ROOMS. 1513-15 DOUGLAS STREET.

Style and Comfort

It is an art to combine these two qualities in a woman's shoe—but we have done better still. The style shown in the cut is also the most comfortable women's shoe made. You know that the shape of a shoe follows the line of your feet after a few weeks wear. These shoes are so fitted to you that their shape is preserved long after the shoes have become second best. A style and last for every type of feet.

Specially priced from
\$6 up

FRY SHOE CO.
1411 & DOUGLAS

WHERE have you seen this face?

It is the face of many a man whose wife with his meals serves him a well made cup of

Butter-Nut Coffee
Delicious

A Free War Cook Book
For every woman reader of The Omaha Bee

The food that America saves will go far toward winning the war and saving civilization.

And the women of America control nine-tenths of the consumption of its food.

Therefore, there is a solemn responsibility resting on every American home today.

The woman who plans the meals and buys the food for the mouths that must be fed each day, when she makes those selections scientifically and economically, not only serves her country, but saves for her family.

The War Cook Book for American Women, compiled from official sources by Frederic J. Haskin, and issued by the United States Food Administration, is just from the press and ready for free distribution.

It is a digest of the Hoover doctrine of saving by proper selection and prevention of waste.

Its thirty pages are packed with new recipes, original formulas and suggestions showing every woman how to do her part in the great American campaign to put the Golden Rule above the Iron Law.

Write at once for your copy. Do not delay. Ask for the War Cook Book, enclose a two-cent stamp for return postage, and address

The Omaha Bee
Information Bureau,
Frederic J. Haskin, Director,
Washington, D. C.

"Liberty Fires" Will Burn Tonight In Every Town in United States

In every city, town and village and at every crossroad and country school house of the United States bonfires will be lighted on the night of Tuesday, October 23, by direction of the local officers of the woman's Liberty loan committee for the double purpose of calling attention to the fact that the second Liberty loan of 1917 will close on Saturday, October 27, and of symbolizing the truth that America is keeping alight the fires of liberty.

Miss Mary Synon, executive secretary of the woman's Liberty loan committee and the originator of the "Liberty fires" idea, has instructed the federal reserve districts, the state and county and local chairmen of the committee to make the bonfire celebration on the eve of Liberty day, October 24, an occasion of vital patriotic significance as well as a high point in the Liberty loan campaign.

Fires of St. John.
"The fires of St. John, those beacons of faith which have burned on the hills of Europe for twenty centuries, have been trampled to ashes by the tread of the armies of invasion and devastation. For the first time in the history of Christianity the embers from which on St. John's Eve the peasant women of the world took living coals to their own hearthstones failed to glow lest they bring down the shells from the enemy's aircraft. For men and women overseas the fires may not be kindled till the war is done. But the women of America hold the duty of blazing to the world the truth of liberty, of keeping alight the fires of freedom.

"That we may not forget that duty and that we may the better understand that the Liberty loan is not merely a good investment, but a sacred obligation of patriotism and a promise to those who fight for us and with us in the struggle of the United States will set upon the hills of our country on the eve of Liberty day

Get This Fact Into Your Head—
Twill COST YOU MORE To Bake Your Bread

SCHULZE'S BUTTER-NUT BREAD

Why Don't You Try

VICTOR-RYE
The Bread with Real Rye Flavor

Avoid Substitutes Refuse Imitations

COORS MALTED MILK

an ideal food for the nursing mother as it assists her to regain her strength and bear the strain of nursing. The infant also benefits through a mother's richer milk.

Consult Your Doctor—He Knows