

Society

Pretty University Girl Will Be Crowned Queen of The Month of May

Amidst pink and white cherry blossoms and pale lavender sprays from lilac tree, the queen of the May will receive her crown. Her majesty will be pretty Miss Lucille Kendall, a senior at the University of Omaha.

Dorothy Grey will be the sophomore maid and the maid of the freshman class is to be Miss Vesta Beavers. Miss Margaret Powell was to have been the herald of the royal court but owing to her serious illness another member of the senior class will take her place.

NAME 'BAYER' ON GENUINE ASPIRIN

"Bayer Cross" on Aspirin like "Sterling" on Silver



"Bayer Tablets of Aspirin," marked with the safety "Bayer Cross," can be taken without fear because you are getting the true, world-famous Aspirin, prescribed by physicians for over 18 years.

Always buy an unbroken package of "Bayer Tablets of Aspirin" which contains proper directions to safely relieve Colds, Headache, Toothache, Earache, Neuralgia, Lumbago, Rheumatism, Neuritis, Joint Pains and Pain generally.

You Will Appreciate the Savings In Men's Wear

For FRIDAY We Offer In the Downstairs Store

Men's Worsted Pants, \$4.95

Men's Khaki Pants, \$2.98

Men's Washable Pants, \$1.98

Boys' Khaki Pants

Men's Union Suits

Men's Shirts and Drawers, 53c

Hose, 4 Pairs for \$1

Men's Work Shirts, \$1.49

Boys' Blouses

Boys' Caps

Friday Only

BURGESS-NASH COMPANY

Plays in "The Piper"



Elinor Koumze

Miss Elinor Koumze is a member of the cast in "The Piper," a play by Josephine Preston Peabody, which will be presented by students of Brownell Hall on Saturday evening, May 15, at the Brandeis theater.

evening at Druid hall, Twenty-fourth and Ames.

D. O. S. Club

Mrs. A. W. Dallas entertained the members of the D. O. S. Club at luncheon at the Blackstone Wednesday.

"DANDERINE"

Stops Hair Coming Out; Doubles Its Beauty.



A few cents buys "Danderine." After an application of "Danderine" you can not find a fallen hair or any dandruff, besides every hair shows new life, vigor, brightness, more color and thickness.

STOP ITCHING ECZEMA

Penetrating, Antiseptic Zemo Will Help You

Never mind how often you have tried and failed, you can stop burning, itching eczema quickly by applying Zemo.

The Secret of Keeping The Skin Wrinkle-Free

The great secret of keeping the face smooth, wrinkle-free and refined in texture is to use an effective astringent when the skin shows a tendency to become loose or the pores to enlarge.

Careless Shampooing Spoils the Hair

Soap should be used very carefully, if you want to keep your hair looking its best. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle and ruins it.

Greatest Mattress Sale Omaha Has Had in Months Saturday Union Outfitting Co.

Special Purchase Makes It Possible to Secure a Felt Mattress at THIRD Off.

Each Mattress Is Well-Built and There Is Practically Every Wanted Style.

In view of the high market price of cotton and cotton materials, it is certain that only by a Special Purchase of the first magnitude could mattresses be sold for as little as the Union Outfitting Company has announced for its sale next Saturday.

Personal

Mrs. Charles B. Walker and daughter, Betty, of Syracuse, N. Y., arrive Friday to visit Mrs. Walker's father, Charles F. Weller.

Dr. and Mrs. James O'Connor of Pocatello, Idaho, are visiting in Omaha. Dr. O'Connor at one time resided here and attended Creighton college. Mrs. O'Connor was formerly Miss Leone Seavers of Pocatello.

Clubdom

Americanization Meeting. The Allied Patriotic society will hold an Americanization meeting Friday evening, 8 o'clock, in Judge Troup's court room, third floor of the court house.

To Present Play. The women of McCabe Methodist church will present a one act play, "The Old Maids' Convention," Friday afternoon, at 2 o'clock, at Scottish Rite cathedral.

John Cowper Powys. At a business session of the Omaha Woman's Press club Wednesday at the Chamber of Commerce, the organization voted to engage John Cowper Powys for a lecture in Omaha on Tuesday, November 2.

D. O. S. Club

Mrs. A. W. Dallas entertained the members of the D. O. S. Club at luncheon at the Blackstone Wednesday.

HOLDING A HUSBAND

Adèle Garrison's New Phase of Revelations of a Wife

The Way Madge Solved Two Problems.

Mother Graham sank into a chair as she made her pathetic reference to Richard, 24, put her handkerchief to her eyes and began to sniff audibly. "I knew that this was the price to the 'teary stage' of her mood, and I decided swiftly with irritation that I would find some other victim than myself for it."

"I had no idea you felt this way about it, mother," I said smoothly. "And as, after all, this trip is none of my planning—I have steadily refused Leila's urgings, as you well know, until Dicky promised to be Alfre's best man—I think Richard is the one for you to see."

I slipped out of the door and was half-way down the stairs before she found breath to send after me a reproachful: "Margaret! What do you mean? Come back here!"

Neither he nor I had spoken to each other since the afternoon before, except in the presence of others or in cases where words were absolutely necessary. I told myself with a little grim smile that this certainly was a case where words were necessary, and entered the library with my most coldly formal manner.

"Pardon me for disturbing you," I began.

Dicky had sprung to his feet as I entered with the instinctive courtesy which he never loses.

"Yes?" he said with an upward inflection.

It is the word with which he sometimes answers a telephone call. Used then it is a pleasant mannerism, but as an opening to an inter-

view, it is maddening, which was exactly the effect, I shrewdly suspected, that Dicky wished.

A Quick Decision. "Your mother is in my bedroom," I began directly, still in my iciest tone, "weeping bitterly because she has not been sufficiently urged to go to North Carolina to Leila's wedding. When I left she was accusing you and me of selfishness in going to the sunny south and leaving Richard 24 and herself here in the cold. I very naturally told her that I had had nothing to do with the trip, and that I would send you to her. She is waiting for you now."

I turned on my heel, prepared to leave the library with the same dignified haste that had characterized my exit from my own room. But I had barely reached the door when I felt my arms seized by strong hands, myself whirled around, picked up and deposited with emphasis into the depths of one of the big library chairs. Dicky towered over me, his face a ludicrous mixture of anger against me, panic at my news, and a struggling desire to laugh.

"Not on your golden wedding day, my lady," he began, "do you leave me to hold the bag in this particular case! You know I'd rather face a—"

"Wounded tigress?" I suggested slyly. I saw that he was in the condition of mind when a word either way would swing his mood to anger or laughter, and I decided with the remembrance of the vow I had so lately made to make it laughter.

He glanced down at me quickly, grinned reluctantly.

"All of that," he admitted, "but look here, something's got to be done. We can't unload the whole d-d family on Ed—Leila's aunt; and yet, I know mother, your wounded tigress will be nothing on her if she's got it into her head that

Junior and she ought to go with us. Come up, be a sport, old dear, and suggest something."

"Come Along—" I felt, with a little pang that the adjuration to "be a sport" was needed by me for something different than the suggesting of something to pacify my mother-in-law. The ship Dicky had made in beginning Edith Fairfax's name and then quickly substituting Leila's for it made me exercise all the self-control I owned to keep from flaring out at him. I put a long mark to my credit when I was able to say quietly:

"Leila was telling me the other day of a wonderful place only three miles from Dundee, Cedar Crest, I believe she called it, a tourist town, where one can secure furnished cottages for a month or—"

Dicky jumped into the air and cracked his heels ridiculously together like a small boy.

"You've got it!" he exclaimed. "Cedar Crest! Why, that's only a few miles from Cedar Hills, the big golfing place. We'll take a little cottage there and stay down awhile. You've got a great head, old dear. Come along, we'll bring mother the news."

Lovelorn

By BEATRICE FAIRFAX.

In Love with a Friend. Dear Miss Fairfax, Omaha Boe: I am a young girl of 17 1/2, and am deeply in love with a friend I have known since childhood (known the family, too, more so). The young man in question does not seem to like me as much as I would want him to, but the last time I was out to his home I was dressed up nicely and he took wholesome interest in me than he usually did otherwise. Do you think I can make him like me better if I dress nicely and act very polite? BEGGY.

Girl ushers, "co-eds" of the University of California and Stanford university, are to be used to escort women delegates and alternates to their seats at the democratic national convention, to be held in San Francisco in July.

Three Drop Corn Killer

"Gets-It" Stops Pain Immediately and Corns Go Quick

The way to handle corns is the tried and proven "Gets-It" way—the way the people have found "quickest, easiest and most reliable."



A few drops of "Gets-It" knock the hurt out of any corn at once and loosens it so it lifts right off without any feeling. Oh, what comfort! How grand to walk and dance and jump without a single twinge! Why not? "Gets-It" the never-failing, guaranteed money-back corn remover, costs but a trifle at any drug store, Mfd by E. Lawrence & Co., Chicago.

High Principles of Merchandising. Fair Price is Sound Policy. To our host of friends, the sellers of Coca-Cola to the public: LET us have a little family discussion with the windows open so that the neighbors can hear it if they want to—about that ever-vital topic, Prices. This is the one time above all others in our long career of sound merchandising when Price ought to be governed by Principle. High principles of merchandising alone can be relied upon to combat high cost in many lines where the temptation to profiteering is strong because of public demand. To charge all that the traffic will bear is bad business at any time; at this time it is the worst of bad business for the Coca-Cola dealer whose maintenance of standard price for many years has not only established Coca-Cola's good faith with the American millions, but, together with its maintained quality and maintained advertising, has built the good will of the product. We ask our friends and partners in the most comprehensive system of distribution in American business to reflect that Coca-Cola was the beginning of the soft drink industry and has always been the backbone of the soda-fountain trade; has carried and built up many an enterprise which made it a trade "leader"; has far outsold any other soft drink in the world; and that for thirty years it made the 5-cent nickel the biggest buying power in a beverage. Independently of the cost of making it, The Coca-Cola Company has steadily maintained its delicious and refreshing quality insured above imitation, and maintained its advertising appeal to the increasing millions of its consumers without permitting any conditions of ordinary fluctuation to disturb the price. In no other way could Coca-Cola have built up the volume of business for you, Friend Dealer. Sound merchandising alone can weather the storms. The policy that overlooks the insured dollar of tomorrow to pick up the loose dime of today points away from prosperity to demoralization. Your neighbor who is merely "getting while the getting is good" is at the same time dispensing bad will that will react upon him in the day of reckoning. Sane prices are the only sound policy and safeguard of success one year with another. Fair prices today are your option on the volume of trade that will forsake the profiteer tomorrow. You will be doing business at the same old stand. Stand by high principles of merchandising and they will stand by you when you have need of them— There is no more powerful and compelling example for good in these times than the merchant who stands on principle to forego opportunism— There is no one force that will stand the nation in better stead. The Coca-Cola Company Atlanta, Ga.