

### Father and Son Meeting Rouses Spirit of Lions

Edgar A. Guest Recites Poems—Dr. Frank G. Smith Urges Every Member to Make Good With His Boy.

The Father and Son idea held the attention of the members of the Lions club at their weekly meeting at the Rome hotel yesterday noon, and a more rousing father and son spirit would be hard to find.

### Chauffeur for Movie Stars Now in Omaha



Jeff Mortland.

Jeff Mortland, 1924 Harney street, motored the late motion picture star, Olive Thomas, to a pier in New York City when she embarked on her ill-fated trip to France, and probably was the last person to say "bon voyage" to her, he declared yesterday.

### Professor Ivey Tells Why Salesmen Should Develop Personality

The lectures of Prof. Paul W. Ivey of the college of business administration of the University of Nebraska, given under the auspices of the Chamber of Commerce, have become very popular in Omaha.

The class which started November 16 has now over 1,000 members and is the largest class of its kind in the United States.

Mr. Ivey's lecture next Tuesday will be on "Approaching the Customer."

### Omaha Company Entertaining Retail Furniture Merchants

Orchard and Wilhelm Co. is entertaining 500 retail furniture merchants of the middle west this week at the annual spring merchandise opening held at the Orchard and Wilhelm store.

During the week special entertainments and luncheons will be provided for the guests.

E. G. Berg, president of the Display Managers association of America, gave a practical lecture on window decorations yesterday afternoon.

E. Lewis Holland, advertising manager, will give practical talks on advertising and card writing today and Friday.

Thursday C. E. Duffe, formerly of M. E. Smith & Co., will lecture on advertising and printing.

### "Black Cat" Dance Hall Rechristened "Marigold"

The name of the "Black Cat" public dance hall and cabaret, 1518-1520 Harney street, was changed yesterday to the "Marigold."

The new name has been adopted in several eastern cities in connection with popular entertainment places.

O. M. Adams, superintendent of the Board of Public Welfare, recently suggested that the name of this place should be changed. He has approved the new name.

### Divorce Court

Divorce Petitions.  
William Mulrooney vs. Julia Mulrooney, description.  
Elizabeth McKenna vs. Earl McKenna, cruelty.  
Elnor Haskell vs. William T. Haskell, cruelty.  
Blanche Ross vs. Rowley Ross, cruelty.  
Divorce Decrees.  
Carrie Selim from Alwyn Selim, cruelty.

### During Bowen's Lower Price Furniture Sale

All Furniture Upholstery, Draperies and Rugs included in this Sale of Unparalleled Values. This is an event of great importance to those needing or contemplating furniture purchases, owing to the unusual reductions offered and the superior quality both in design and manufacture of the furniture stocked by this company.

### Baby's life In infancy is the time to build future sturdy men and women. Babies need—

**Borden's EAGLE BRAND Condensed Milk**



Cheese, peanut butter, milk, jam, soup, after-dinner coffee—all taste better when accompanied by **PREMIUM SODA CRACKERS.**

NATIONAL BISCUIT COMPANY

# A Big Drop in JELLO

2 packages for 25¢

The Genesee Pure Food Company, Le Roy, N. Y.

"Buy It At Brandeis"

# BRANDEIS STORES

"Buy It At Brandeis"

## What the Veteran Said

It was a veteran among American clothing manufacturers who said "When the average man enters a clothing house for the purpose of purchasing an overcoat or a suit of clothes he goes with his heart in his throat and his hand upon his watch. The experiences of some have made all men fearful, both as to price and material, when it comes to the purchase of clothing."

But this it not true with respect to those who buy their clothing at Brandeis Stores. The record of this institution is sufficient guarantee to patrons old and patrons new that their interests will be carefully guarded by salesmen who have been trained to become real helpers to shoppers.

In the systematic efforts to strengthen this guarantee Brandeis Stores buyers are ever on the lookout for bargains so genuine that they will instantly command public attention. It is well understood among the buying public that with Brandeis Stores QUALITY is the first consideration in the recognition of a bargain. But it is equally well known that the Brandeis Stores bargain means low price as well as high quality.

In keeping with this record Brandeis Stores is able to present to the people of Omaha and vicinity this remarkable purchase of men's suits and overcoats. It was secured through prompt action upon a sudden turn in the clothing market and at a price that brings up-to-date raiment within the reach of everyone.

## Suits and Overcoats At 2 Low Prices

37<sup>75</sup> and 49<sup>75</sup>

Men's Store—On the Second Floor

## "Are You?"

# Thousands Are Saving Money at Brandeis JANUARY WHITE SALES

Every Item a Bargain! Every Bargain a Saving!

Stupendous sales in Undergarments on the Third Floor; Domestic and Wash Goods in the Basement; Corsets on the Third Floor; Infants' Wear on the Third Floor; Silks on the Main Floor—all through the house—bargains! bargains! bargains! bargains! bargains!

**New Spring Season "Royal Society" Package Goods**  
Are here and more beautiful than ever at Pre-War Prices

The assortment is large. We carry every number which includes infants' sets, dresses, children's dresses, women's nightgowns and underwear, dressing gowns and caps, children's hats, dresses and scarfs; centerpieces, library scarfs, etc., with cotton for embroidery.

**Women's, Children's Hosiery Specials**  
Women's Pure Thread Silk Hosiery—High apicled heel, double soles and heels; Hile knee; some full fashioned; in black, cordovan and colors; regular 2.00 values; special, per pair, 1.25  
Children's Hosiery—Good quality, fast black, medium and heavy weight stockings; for boys and girls; special, per pair, 29¢

**Housewares Sale Priced**  
Garbage Cans—14-gallon size; corrugated galvanized iron with tight fitting cover; two side handles; regular value, 1.79; special, each, 1.29  
Gray Preserving Kettles—8-quart size, of high grade gray enamel; regular value, 96¢; special, each, 69¢  
Lisk Boilers—Made of heavy weight tin with two side stationary handles; regular value, 3.49; special, 2.98  
Cudahy's "Diamond C" Soap—regular value, 5¢; special, 10 bars for 39¢

**New and Standard Patterns in China**  
May be found in our enlarged China Department. Enlarged stocks of all grades and style and patterns—the greatest department of its kind in the west.  
China to suit every taste and every pocketbook from less expensive grades, priced remarkably low, to elaborate and luxurious imported ware. Sets may be had in exclusive patterns and in open stock.  
Glad to show you our stock, even though you wish to defer your purchases to a later date. A visit will be a real service to you.

**Gloves**  
Bargains in Odd Lots Formerly Sold at 2.50 to 4.00  
Special 1.75 Pair  
Real Kid Gloves Cape-skin Gloves  
Chamois Gloves Double Silk Gloves  
Imported Lambskin Gloves  
Chamoisette Silk-lined Gloves  
Chamoisette Slip-ons  
Long Chamoisette Gloves

**Women's Black Kid High Shoes**  
Formerly Priced at 3.95 Up to \$12  
Made of good quality black kid leather with flexible soles and leather Louis Heels; formerly priced up to 12.00; special, per pair, 3.95  
Women's Spats—Odd lots; 2.50 values, special, pair, 1.29  
Women's Felt Slippers; 2.00 values, spe, pair, 1.00

**Special Men's and Women's Sample 'Kerchiefs**  
Pure Linen—Irish Lawn Values 35c Up to 75c  
Choice 25c Each  
These big specials are in all pure linen and Irish lawn; the men's have hand-embroidered initials; women's have hand-embroidered initials or pretty floral designs; values 35c to 75c; spe, each, 25c

**Special Sale of Laces**  
Flouncings, Edges and Insertions  
Val Laces, 7½¢  
Imported French and English Val Laces; insertions to match; sold regularly at 10¢ and 15¢, special, 7½¢  
Cluny Laces, 25¢  
Real handmade cluny laces and bands; 2 to 3½ inches wide; many new patterns; extraordinary at, per yard, \$1.50¢ and 25¢  
Filet Laces, from 50¢ to 2.98  
Finest handmade filet laces, all hand drawn threads; many new filet designs, for all kinds of trimmings; special at, per yard, 2.98 down to 50¢  
Emb. Flouncing, 59¢  
Suitable for baby dresses; in nainsook, cambric and wisis; 27 ins. wide; 75¢ to 1.00 values, special, per yard, 59¢  
Emb. Edges and Insertions, 12½¢  
Made of fine longcloth and nainsook; 1 to 3 inches wide; 20¢ to 85¢ values, spe, per yard, 12½¢

## Sample Bargains For Wednesday

Listen to These:  
**Curtain Materials**  
Were 35c  
50 pieces of Scrims and Marquisettes; plain and hemstitched; 35 inches wide; special, yard, 19¢  
(Limit of 10 yards to a customer)  
Basement—West

**Women's Cotton Kerchiefs**  
10c Value  
Hemstitched; white and colored; embroidered corners; slightly soiled, 10c values, special, each, 5c  
Basement—Arcade

**Women's Vests**  
Were 25c  
Cotton gauze; sleeveless style; sizes 36 and 38; 25c values; special, each, 10c  
Basement—Arcade

**12.50 All-Linen Cloths**  
For one-day only we will place on sale all linen damask table cloths in the 70x70-inch size; heavy quality and of range of pretty designs; special for Wednesday only, 6.98  
Main Floor—South

**15c Toweling**  
2,000 yards gray twilled cotton toweling; soft and absorbent quality; for Wednesday 9c only, per yard,  
Main Floor—South

**Specials in Toilet Goods**  
Squibbs Talcum Powder, special, 22c  
5c Cutex Cuticle Remover, large size, 49c  
Cuticura Soap, special, 21c  
Main Floor—West

**Infants' Pillow Slips**  
Made of fine quality French lawn; some simply and some elaborately hand-embroidered; in two sizes, 13x17 and 12x15; special, each, 83c  
Third Floor—East

**Men's Overalls and Jackets**  
In plain blue denim and checked stripe; sizes 32 to 38 waist; special, per garment, 95c  
Basement—Men's Store

**Soap, Washing Powder**  
Golden Rod, large package, per package, 17¢  
Old Dutch Cleanser, on sale at 3 cans for 24¢  
Korn Kleener Cleanser, special, 3 cans 12¢  
Goblin Soap, reduced to, per bar, 4¢  
No C. O. D's—No Mail or Phone Orders.  
Fifth Floor—West

**36-in. Bookfold Percalé**  
In light and dark colors; suitable for dresses, wrappers and shirts; hundreds of pieces to choose from, special Wednesday, yard, 19¢  
Basement—North

**Home Journal Patterns**  
Up-to-date and Inexpensive Book and Pattern Only 45c



Oh! Jane, I saw the most wonderful display of new Spring blouses today but the prices are beyond my reach. Don't you worry, sister mine, I know how we can have an entirely new Spring outfit for only the cost of the materials. Just this morning I chanced upon these designs. Come and see them. Two adorable Home Journal blouses, and, if these are a sample of the styles shown in The Spring Home Book of Fashions, I shall certainly get one today, and begin our Spring sewing. Wouldn't Number 2884 be beautiful in georgette crepe and 2882 in satin?  
Main Floor—South