THE BEE: OMAHA, WEDNESDAY, JANUARY 12, 1921.

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. Cub Charles E. Cobbey of the First Christian church presided and presented each member of the club with a small Italian coin which he had brought back from Italy with him. The Central Hi-Y quartet, con-sisting of Frank Bunnell, George Bonolken, Lloyd Good and Harold Jacobs, sank two numbers and was

heartily encored. E. E. Micklewright, boys' work secretary of the Y. M. C. A., talked on the plans and results of father and son week and gave the members some interesting figures on the work of the boys' division of the Y. M. C. A.

Edgar A. Guest of Detroit was a guest of the club and recited, several of his father and son poems which

made a strong appeal. Dr. Frank G. Smith of the First Central Congregational church gave the address, on fathers and sons, appealing to every man present to make good with his own boy. He emphasized the fact that every father had an uninvested life of his son to help him invest and he pleaded for the men to help their sons to other Omaha clubs are consid-ring special father and son meet-

Omaha Company, **Entertaining Retail Furniture Merchants**

entertaining 500 retail furniture merchants of the middle west this week at the annual spring merchan-dise opening held at the Orchard and Wilhelm store.

During the week special enter-tainments and funcheons will be provided the guests. E. G. Berg, president of the Dis-

play Managers association of America, gave a practical lecture on win dow decorations yesterday after-

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

Thursday C. E. Duffee, 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



leff 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.

west coast. **Professor Ivey Tells** Why Salesmen Should

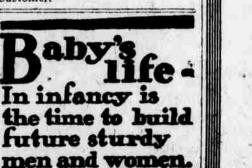
Develop Personality

The lectures of Prof. Paul W. Ivey of the college of business administra-tion 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.

Professor Ivey gave an interesting heart-to-heart talk last night on per-sonality. He told of its various ele-ments and how these positive factors can be developed by individuals to make a better and more likeable

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



"Buy It At Brandeis"

What the Veteran

who said "When the aver-

age man enters a clothing

house for the purpose of

purchasing an overcoat or a

suit of clothes he goes with

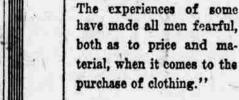
his heart in his throat and

his hand upon his watch.

Said

It was a veteran among American clothing manufacturers

Mortland said he had also been in the services of the Pickford fam-ily, and expects to return to the



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 strength-



"Buy It At Brandeis"

Sample

Bargains

For

Wednesday

Listen to These:

Curtain

Materials

50 pieces of Scrims and Mar-

Basement-West

Kerchiefs.

10c Value

Were 25c

Cloths

6.98

Were 35c

"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; Domestics 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!



