

Society News

Entertains at Dinner for Montana Guests

Mr. and Mrs. S. D. Cook of Third street entertained yesterday afternoon at an informal dinner at the Country club, in honor of their visiting guests, Mr. and Mrs. R. H. Cunningham of Helena, Mont. Mr. and Mrs. Cunningham stopped here en route home from an eastern trip, which included points in New York and Pennsylvania. Covers were laid for the honor guests, Mr. and Mrs. F. L. Conklin, W. G. Bunde and the hosts.

Mandan Guest Here. Miss J. Kelleher of Mandan was the guest over Sunday of Mrs. Edith Goodwill of this place.

Returns From Lakes. Mrs. T. C. Madden of Second street has returned from a several weeks' sojourn at Detroit Lake.

Entertaining Kenmare Guest. Mr. and Mrs. A. W. Craig of Mandan avenue are entertaining as their guest, Mrs. E. A. Hubbell of Kenmare.

Enjoying Vacation. Miss Emma Lou Larson of the suit department of the Webb Brothers store is enjoying a two weeks' vacation, at her home in Sixth street.

To Leave For East. Lewis Warren, teller at the First National bank, will leave Thursday for his home, near Portland, Me., where he will spend his vacation.

Goes to Lakes. Ralph Jewell, Granville Grambs and Wallace Peck of the city left last evening on No. 2, for Detroit Lake, Minn., where they will spend the next ten days.

Returns From Mitchell. Mr. and Mrs. L. Trux of Main street have returned from Mitchell, S. D., where they were called by the death of the former's brother, Ellsworth Truax.

Returns, After Visit. Miss Millie Teske, who has been the guest of her cousin, Miss Minnie Teske, of Fourteenth street, for several weeks, has returned to her home in Chaska, Minn.

To Entertain Society. The Misses Cora and Mabel Grove will entertain members of the Young People's society of the Trinity Lutheran church this evening at their home in Fifth street.

Returns From Western Trip. Miss Olive Proctor of Fifth street and Mrs. Fanny Oeltjen of Main street have returned from an extended trip to the Pacific coast. They also visited Glacier Park.

To Leave on Motor Trip. Dr. and Mrs. E. P. Quain and daughter, Miss Marian, of Sixth street, will leave this week on an extended tour, to include the Black Hills and various points in Montana.

Iowa Visitors Here. Clark Lewis and son, Robert, of Osage, Ia., have arrived in the city and are guests of the former's mother and sister, Mrs. Mary Lewis and Miss Maude Lewis of Mandan avenue.

Leaves For East. Miss Marian Frame of Fourth street left last evening on No. 2, for Randolph, Minn., where she will visit

"Meat Takes Another Jump"—a familiar headline in your daily newspaper. But why worry about the cost of something you don't need? The most expensive foods are generally the least nutritious. In Summer health and strength come from a meatless diet. One or two Shredded Wheat Biscuits, heated in the oven, covered with berries or other fruits and served with milk or cream, make a complete, satisfying, nourishing meal at a cost of five or six cents. All the meat of the whole wheat made digestible by steam-cooking, shredding and baking. Made at Niagara Falls, N. Y.

Wear Gossard CORSETS They Lace In Front. We always have your particular model in stock. Come in and see our Corset Department. A. W. LUCAS COMPANY

Every Girl Can Be a Venus

"DANCING VENUS" SHOWS HOW; "STUDY YOURSELF AND YOUR IDEAL; DANCE AND EXERCISE," SHE ADVISES.

By Emily Illingworth. The first of six articles written especially for the Tribune by the famous dancer hailed by public and critics as the modern-day Venus and the "Pavlova of America."

Study Yourself and Your Ideal. Every girl, every woman may possess a figure that will comply with the measurements of the Venus de Milo if she will dance and follow the proper form of physical exercise.

Through dancing and the physical exercises I shall describe in these articles I have developed a figure artists and sculptors have declared is "the perfect modern figure."

And "the perfect modern figure" I possess measures the same as that of the Venus de Milo in practically every detail.

I have seen girl after girl develop from the ungainly, untrained figure of the modern American girl to the world's ideal of womanly beauty thru exercise.

It is essential that you study yourself and your ideal. From your ideal, no matter whether from a plaster cast or from the measurements I will give, you must learn your defects—the points to be remedied.

Compare the lines of your body with that of your ideal. Carry in your mind a mental picture of the most beautifully proportioned woman, for part of your success will rest on your ability to see within lies the beauty of the Venus de Milo.

If you are taller or shorter, you must work to build a figure whose dimensions will be in the same ratio to each other as are the Venus de Milo's.

If you are to stout or too thin, consider whether you must resort to diet as well as exercises. If you think a diet is also necessary, consult your physician.

No one knows how the Greek woman who posed as the model for the statue of Venus, found on the island of Melos in 1820, attained her figure, nor how she preserved it.

But I can assure you: She followed a sane diet, which made no provision for candies or ice cream sodas.

She did not slump into a heap when she sat down.

She knew how to relax properly when lying down.

She did not allow every little thing to worry her.

She did not wear high-heeled shoes. She did not mold herself out of shape with corsets.

her parents. She will also visit various points of interest in Minnesota before returning home.

Phelps-Johnson. Dr. W. J. Hutcheson of the McCabe Methodist Episcopal church officiated at the marriage of C. F. Phelps of the city and Miss Elsie Johnson of Flasher. They were married Saturday evening in the church parsonage.

Visiting Mother Here. Henry Freede of Arkansas, but formerly of this place, has arrived in the city and is the guest of his mother, Mrs. Ellen Freede, of Eighth street. Mr. Freede is a representative of the West Publishing Co. of St. Paul.

Civic League Meeting. The regular monthly meeting of the Civic Improvement league will be held this afternoon in the Commercial Club hall. The meeting will be called at 3:30 and a number of important matters will be considered.

Goes East to Lakes. Mrs. A. V. Marcellus and children of Regan left yesterday for Detroit Lake, Minn., where they will spend the remainder of the summer. Mrs. Marcellus is a daughter-in-law of Mrs. F. J. Marcellus of Seventh street.

Church Society Meeting. The Young People's society of the Trinity Lutheran church will hold its monthly business and social meeting this evening at the parsonage in Sixth street. Rev. and Mrs. F. C. Proehl will act as hosts to the members.

Jamestown Visitor Here. Miss Mary Mason of Jamestown is being entertained this week by Mrs. W. E. Breen and Mrs. Lydia Morris at their country homes near the city. Miss Mason will leave shortly for a tour of Yellowstone National park and the Pacific coast states.

Returns From Eastern Trip. Mrs. H. E. Ingledue and son of Sixth street returned Sunday evening on No. 1, from a visit with friends and relatives in Forest Lake, the Twin Cities and other lake points in Minnesota. Enroute they visited Mr. Ingledue in Valley City.

Goes to Michigan. Mrs. F. B. Strauss and daughter of First street left Sunday for Frankfort, Mich., where they will make an extended visit with Mrs. Strauss' parents. She will also join her two sons, who have been spending the summer there. Dr. Strauss will join them later.

Returns From California. Miss Margaret Welch, daughter of Mr. and Mrs. George A. Welch of Fourth street, has returned from San Francisco, Cal., where she attended a sorority convention. Miss Welch went as a representative of the Alpha Chi sorority of the state university at Grand Forks.

To Live in Dickinson. Mrs. W. Jones and family of Fourth street left yesterday for Dickinson, where they will join Mr. Jones to make their future home. Mrs. Jones was tendered a farewell during the week-end by the clerks of Johnson's store, where she was formerly con-



Posed especially for the Bismarck Daily Tribune by Emily Illingworth, called the "Venus of New York" and "The American Pavlova."

REGULARITY OF HABITS HELPS TO KEEP BABY WELL—BEGIN SYSTEM EARLY

REGULARITY. Regularity of habits does much to keep a baby healthy.

When baby has become accustomed to eating and sleeping at certain periods he will do so without a whimper and thus make things easier for the mother.

When baby is awake don't get it in the habit of being held; it will be just as well satisfied and much more comfortable if it is left in its crib. Do not take baby up just because it

cries at night unless it is feeding time or the diaper needs changing.

Sometimes a baby has just become uncomfortable and turning it into a fresh position will send it back into sound sleep.

The mother can teach baby to stay awake at the time she wants it to be by playing with it or by taking it up from the crib at that time.

If started right the baby will take a long sleep in the morning, stay awake several hours during the middle of the day, and take another nap in the early afternoon. Then it will sleep soundly at night.

Better wages make better health.

If they are ailments distinctive to her sex she generally knows enough to use that greatest of all remedies for such ailments, Lydia E. Pinkham's Vegetable Compound, and likewise she is familiar with the standard remedies for other diseases.

nected with the alteration department.

Returns, After Visit. Rev. W. F. Jones, who has been spending the last three weeks in the city as the guest of his sister, Mrs. George A. Welch of Fourth street, returned to his home in Kewanee, Ill., last evening on No. 2. While here Mr. Jones occupied the pulpit of the First Presbyterian church two Sundays.

District Aid Meetings. The four districts of the Ladies Aid society of the McCabe Methodist Episcopal church will meet Thursday afternoon at the following places: District No. 1, with Mrs. J. B. Spangler of Fifth street; No. 2, Mrs. W. K. Marvel of Fifteenth street; No. 3, Mrs. Victor Dingle of Seventh street, and No. 4, Mrs. H. S. Lobach of Third street.

Bridge Party This Afternoon. Several tables will be in play this afternoon for the first of the series of bridge parties to be held during the balance of the summer at the Country club. The committee in charge is making extensive arrangements to make it one of the most important society events of the season. The game will start promptly at 2:30. Arrangements have been made for transportation for guests not having motor cars. Several of the club members have donated the use of their cars and those wishing to take advantage of same should call Mrs. O. W. Roberts and Mrs. Clayton Dairymple this morning.

AN OLD PROVERB. It used to be proverbial that every man (and it is certainly no less true of woman) is either a fool or a physician at forty. This means that every intelligent person must learn so much about caring for his own health that by the time he is forty years of age he can almost be reckoned as a physician.

Why then, is there so much talk by doctors against "self-medication"? A woman can recognize all ordinary ailments without calling on a doctor.

Confessions of a Wife

"Every Man Must Be Told by Some Woman What He Wants!"—Annie

"When are you going to the hospital, Miss Margaret?" Annie was standing by my bed, with little Margaret Ann looking at me shyly from behind her skirts. "I think day after tomorrow, Annie."

Annie's hand found mine as she seated herself beside my bed. "I'll be glad when it's all over, dear," I said. "I do not dread an operation, only that awful shadow of tuberculosis of the spine keeps darkening my waking hours. Annie, dear, I don't believe I can stand a lingering death in life."

"Yes, you can, dear. If that is your fate you will face it just as you have everything else! It could be worse, Miss Margaret."

"I don't see how," I said. "You might have all this without the money to make yourself comfortable," answered Annie with conviction.

"Every day I tell Tim that we must live more economically and save money—but he, with his Irish irresponsibility, will not look at it that way. He won't turn a hand toward being made police commissioner. He would much rather stay at home with me of an evening, than be stepping around to the house of the boss. He says, 'I can remember, Annie, dear when you found fault with me for staying away from home. He doesn't seem to see the difference between calling on the boss of the ward now and hanging around his place when it was a saloon around the corner.'"

"I tell you, Miss Margaret, there is a time for love-making and blarney. May is the time. I've heard your dear mother say often, 'Everything passeth! The time for romance and philandering is when you are broths of boys and slips of girls. What you must do when you get to be Tim's and my age, with colleens of your own, is to settle down to the business of life!'"

"How did you learn all this, Annie?" "Why, any woman with sense learns it, my dear Miss Margaret. And the quicker she learns it the happier she is. We women are the keepers of men."

"What do you mean by that, Annie?" "Is it possible, Miss Margaret, with all your education, you have not found out that every woman must tell some man what he wants to do?"

"It is not always a man's wife that does this, but if she is smart, she does not let any other woman do it. She tells him exactly what he wants."

"It was myself that told Tim that he wanted to be a policeman and that he did not want to be a hanger-on at the corner saloon, and it was myself that still further made him realize that he wanted to be something more than a traffic policeman, and now it is up to me to make him understand that he wants to be police commissioner, and that he has not the slightest idea of letting his daughter have to answer, when asked what business her father is in. 'He is a policeman.'"

"Tim and Annie were normal people, working out their destiny as it should be worked out. Both, from being interested in themselves, were now interested in their life work and their children."

Little book, I envied Annie, and not for the first time, either. She was probably happier in struggling for her family than the children would be with the results of that self-sacrificing struggle."

If you desire to have a pleasant stay when in Minneapolis on your wedding trip, stop at the Hotel Dyckman, on Sixth street, near Nicollet.

Page Ads in Newspapers

Put Pep in Selling Campaigns

So Says E. C. Tibbitts, Advertising Director of the B. F. Goodrich Company

Advocates Use of Good Sized Space

E. C. Tibbitts, Advertising Manager of The B. F. Goodrich Company, of this city, in an address today turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the wide-spread promulgation of the gospel of modern merchandizing.

"I don't care how many autos you own, or whether you're a movie bug a golf fiend, a card shark, a book-worm, or whether the whole family is down sick, you read the newspapers, every one of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging on to your curiosity. You must know who is being nominated for president, how many warships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it today."

RIGHT KINDS OF ADS ALSO READ

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of an ad doesn't count. You wouldn't read it if time hung heavy on your hands."

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed."

"And every now and then run in a full page ad. It will put the pep into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandizing—the voice that is heard 'round the whole city and out across the highways and by-ways of a paper's trading territory. It's a 42 cm. cannon shot—and its deep boom signals a selling victory."

"Every quarter page or half page ad that follows a page has twice the chance to succeed and to interest and impress the great bulk of readers with the advertiser's message. Experience proves it."

GOODRICH PAGE ADS HIT THE MARK

"The B. F. Goodrich Co., recently ran a page ad all over the country entitled 'Integrity—and the house behind the tire.' The effect of this page was electrical. Dealers everywhere posted the ad in their windows. Newspaper readers were deeply impressed with the bigness, reliability and good faith of the wonderful Goodrich organization."

"The cost of this page in no sense represented the great dollars and cents goodwill value which the Goodrich Company secured as a result. It was a money-maker, was that page ad. And it has vastly helped its smaller brothers, the quarter and half pages which followed, to sell Goodrich Tires. It put thousands of dollars worth of life into the whole campaign above what it cost. It has proved itself a wonderful investment."



Tingling-All-Over-Cleanliness

That's the description of the JAP ROSE Bath. The reason is that JAP ROSE represents the greatest skill in soap-making; the farthest advance in the art of preparing toilet soap.

JAP ROSE SOAP

makes one "peculiarly clean"; a cleanliness known and experienced by millions of people who prefer it above all others. Try it tonight; know for yourself. 10c. at leading Grocers and Druggists.

Use but little—It's all lather. Send your name on a postal for a liberal sample—Free. James S. Kitch & Company, Dept. 352, Chicago, U. S. A.