OFFICE PHONE M 5521

NEWS OF SOCIAL INTEREST

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Mesdames Leiman and Weidman Give Large Bridge Party at Woman's Club

Mrs. William J. Leiman and Mrs. George F. Weidman entertained jointly at a bridge party yesterday afternoon at the Tampa Woman's club, 315 Plant avenue.

A profusion of cut flowers were arranged about the spacious reception rooms of the club,and following the bridge games prizes were awarded. The holder of high score received a boudoir pillow and the prize for second highest score was a pair of madeira pillow slips. The cut prize also was madeira pillow slips and the consolation prize was a buffet cover.

Refreshments were served to the following: Mmes. C. O. Anderson, C. A. Andrews, J. A. Anderson, Fred Burton, H. P. Baya, F. M. Beusher, John Bize, R. T. Bishop, M. S. Barker, G. C. Bottari, J. W. Broaddus, H. M. Cook, J. R. Chambliss, Martin Caraballo, R. A. Crowell, C. J. Caraballo, A. L. Cuesta, Sr., T. J. Cleland, Paul Cochran, P. P. Culbreath, Jr., Jim Clark, H. L. Capdeville, W. E. Chene, B. Cosio, W. A. Cunningham, R. T. Carroll, J. W. Dyke, F. V. Durrance, Clarence Hoppe, Hirdy Dekle, E. L. Pizetta; F. Fox, F. E. Fletcher, T. D. Fisher, V. E. Fessler, C. B. Fluker, H. Fernandez, Dan Galvin, D. B. Givens, Joe Grable, Jr., A. C. Gourlie, Dave Grossaud, V. B. Garren.

Mmes. C. W. Green, M. C. Gilliam, Hunn Hamilton, W. J. Houlihan, Jr., E. L. Hall, B. L. Hamner, B. R. Hinson, Tom Hammond, W. L. Harwell, Julian Hazard, J. Hendrick, W. H. Hilton, J. M. Hulsey, R. E. Householder, A. F. Higgins, May Perkins, A. C. Ives, A. A. Jobson, W. A. Joughin, Homer Kirckland, Ernest Kreher, E. L. Knight, Edward Keefe, H. M. Lott, Grady Langford, A. C. Logan, A. F. Luke, M. W. Lloyd, W. L. Liggette, Henry Leiman, D. B. Logan, Alvin Magnon, L. B. Mitchell, O. E. Mansker, Arthur Miller, James McCants, J. C. Martin, E. H. McRae, Douglas Martin, C. A. Mouse, H. L. Monroe, A. E. Meeks, W. E. McAndrews, Churchill McCulsh, A. A. Martinez, Abe Maas, Harold Mims, Fred Martin, O. R. Norton and W. H. Odell.

Mmes. J. H. Pratt, B. D. Robbins, Jack Reese, Clyde Rights, Dick Reed, H. L. Roberts, Stanley Stephens, O. G. Sexton, W. C. Spencer, E. L. Shelly, W. T. Simpson, A. Santaella, R. A. Shoedler, M. W. Steed, Fred Thompson, Thomas Truelson, J. L. Turner, W. J. Sargent, Porter Taylor, George Davis, M. A. Thompson, S. G. Thompson, W. L. Van Dyke, G. W. Winningham, R. M. Winton, P. G. Waldron,, Bradley Waldron, C. J. Woodruff, N. Kirckoval, R. D. Whiteside, R. Wood, G. H. Wygant, D. H. Woodberry, E. T. Young, S. F. Guggenheimer, T. D. Jones, Ted Morehouse, W. W. Jones, Gordon C. Brown, F. M. Donahoo and John Mangraham, of Atlanta.

Misses Ethel Brown, Pearl Culbreath, Jeanette Durden, Margaret Folsom, Mabel Nelson, Martha Nelson, La Verne Nelson, Marjorie Tibetts and Clara Worth.

Coming in for tea were Mmes. A. J. Anderson, Sr., R. P. Allen, C. E. Ball, H. S. Dawson, P. G. Elkins, J. B. Farrior, C. F. Frecker, C. P. Fuller, W. F. Forman, Joe Grable, Sr., G. A. Gulterrez, J. A. Hinton, Mamie Hart, D. H. Laney, C. L. Morrow, W. G. Mason, W. T. Morgan, C. L. Nance, Julia Nelson, D. T. Owen, Clyde Perry, W. A. Perry, T. W. Ramsey, J. E. Roach, E. L. Sparkman, L. V. Spencer, Edward Smoak, Victor Sharp, Henry Steele, J. C. Tims, C. H. H. Branch, R. H. Tarr, P. G. Taylor, L. G. Taylor, G. C. Warner, G. C. Warner, Jr., R. A. Wilson, T. Roy Young, A. G. Webb, C. S. Eliot and Misses Mae Fulton and Flora White.

Wesley Workers Class Holds Regular Meeting

The Wesley Workers class of the Hyde Park Methodist church was entertained at its regular business and social meeting Tuesday afternoon at the home of Mrs. E. S. Daiger, 2903 San Nicholas street. Mrs. W. A. Ferguson was joint hostess with Mrs. Daiger.

Mrs. J. C. McKay presided at the meeting, which was opened with a song. The minutes of the last meeting were read and approved and other business matters were discussed. B. W. Roberts, teacher of the class, gave a talk on "The Help of the Bible to You," and Miss Lillian Fox, a missionary to Mexico, talked on the work being done by Christian workers in Mexico.

Mrs. E. H. Hart gave several piano selections and Mrs. J. P. Hillman sang. Refreshments were served by the hostesses, assisted by Mrs. J. L. Pouch, Mrs. W. D. Whitaker and Mrs. L. D. McGreagor.

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Merrymakers Postpone Regular Meeting

The regular meeting of the Merrymakers club, announced for Monday evening, has been postponed on account of Gasparilla events. The next meeting will be held Monday, Feb. 14, at the club house on Davis Islands and nomination of officers will take place at this time.

Popular Visitor

MISS AGNES TOWERS

Miss Towers, who is one of Jacksonville's most popular society girls, is visiting in Tampa as a house guest of Mrs. W. W. Jones at her home on South Newport avenue, and is to be among the out of town guests attending the various Gasparilla social events. In the above photograph Miss Towers appears in costume as Queen of the Revellers Ball of the April Follies, a brilliant social event taking pace in Jacksonville, upon which occasion her exquisite beauty called forth much admiration. Miss Towers is receiving a cordial welcome from her numerous Tampa friends.

Ingram-Campbell Engagement Is Announced at Meeting of League

Announcement of the engagement of Miss Emma Loyce Ingram to John Bunyan Campbell was made Tuesday afternoon at a meeting of the Story Tellers league at the home of Mrs. M. E. Vickers, 112 East Plymouth street.

A color motif of pink and white was carried out in the decorations and the chandeliers were festooned with tiny cupids and hearts. The dining table was centered with an owl wearing a student's cap and carrying a scroll under one wing. From this the hostess read of Miss Ingram's engagement to John Bunyan Campbell, the wedding to take place in March. Refreshments of pink and white ice cream and cake were served at the table and place cards bore hand-painted owls.

Prizes were won by Mrs. E. C. Brown and Miss Quintella Gerr for throwing hearts through a large engagement ring suspended from the ceiling, and readings were given by Miss Vesta Jackson. Guests registered in a bride's book, that was kept by Mrs. Cleve Stansell.

Mrs. Chiles Is Hostess At Farewell Bridge Party

Mrs. Fendol Chiles was hostess at a party Tuesday afternoon at her home in Interbay, honoring Mrs. Albert Phillips, who left yesterday for her new home in Kentucky.

Games of bridge were played during the afternoon. The Valentine motiff was used in the decorations with red sweet peas and fern placed artistically about the room. Favors, place cards and tallies were of Valentine design and tiny red baskets containing heart-shaped candies were distributed during the games.

When the scores were tallied, Mrs. Albert Phillips held high honors and received a bowl of gold fish, and as a guest prize she also received a hand-embroidered apron. Mrs. Francis Drew was consoled with a mayonnaise mixing set.

A delightful five-course luncheon was served at a table, adorned with a low bowl of red sweet peas and glowing red tapers in silver holders.

The guests were Mrs. Albert Phillips, honoree, Mrs. Conrad Heuberger, Mrs. Lyman Wilcox, Mrs. Manuel Sanchez, Mrs. Francis Drew, Mrs. William Webb and Mrs. Clarence Runton.

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Two Hostesses Give Evening Bridge Party

Mrs. B. Jackson and Mrs. A. D. Beusse entertained jointly Tuesday evening at a bridge party at the home of the former, 6002 Central avenue.

Cut flowers were used as decorations and tallies and score pads were in red and blue flower design. A. P. Cooper made the highest score and received a console mirror and Mrs. E. S. Dean received the second prize, a bottle of perfume. Mr. Beusse received orchid and silver tapers as the consolation prize.

Refreshments of sandwiches, olives, nuts, cake and coffee were served to the following: Mr. and Mrs. C. F. Crary, Mr. and Mrs. A. P. Cooper, Mr. and Mrs. S. F. Augustine, Mr. and Mrs. W. B. Reynolds, Mr. and Mrs. B. Jackson, Mr. and Mrs. Beusse and Mrs. E. F. Bean.

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Mary Helms Circle To Meet Tomorrow

The Mary Helms circle of the Missionary society of the Hyde Park Methodist church will meet tomorrow afternoon at 3 o'clock with Mrs. W. G. Mason, at her home, 609 South Boulevard. All members are requested to attend.

Improved radio receiving tubes have made possible signal amplification to the point where music from a single receiver has been heard for 10 miles.

Woman's Club To Give Play At Regular Meeting

The Tampa Woman's club will hold a general meeting this afternoon at 3 o'clock at the clubhouse under the Fine Arts department. "A Comparative Study of the New Plays" will be given by Mrs. J. A. Hansbrough and a one-act play, "What They Think" will be presented by Mrs. I. O. Price, Mrs. Pugh, Mrs. S. M. Conant and Mrs. C. J. Woodruff. A musical program has also been prepared for this meeting.

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A. T. O. Fraternity To Elect New Officers

The regular Alpha Tau Omiga luncheon will be held today at 12:30 o'clock at the Tampa Terrace hotel.

This meeting is of special importance on account of the election of officers for the coming year. The committee on by-laws will make a report and a surprise is in store for all those who attend.

We Express Our Sincere Appreciation to the Sixty-seven Sweet

Girl Graduates

of

Geo. Washington Jr. High School

who selected this store to outfit them with Graduation frocks and accessories. They have made a wise choice, not only in securing the finest merchandise, but in availing themselves of the economies which are always to be had at Goldstein's. We hope that you will continue to make Goldstein's your headquarters when in need of quality merchandise.

We extend our sincere wishes for success to all of you upon your entrance to Hillsborough High School.

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$6 LANOIL WAVE $8.50 LEMUR STEAM WAVE

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PARK AVENUE SALAD: Stone 4 dates, stuff with 1 tablespoon cream cheese and 2 teaspoons chopped nuts, moistened with a little Hellmann's Blue Ribbon Mayonnaise. Put date in each half pear. Serve on a nest of lettuce with Hellmann's Blue Ribbon Mayonnaise.

Made by a treasured old recipe . .

ALWAYS RICH IN FLAVOR

PERFECT EVERY TIME . .

The freshest, finest eggs, oil and spices—

Blended by a much treasured old recipe—

Beaten long, evenly, to make it smooth and firm every time. A beating which blends more thoroughly than can be done by hand.

Women were so quick to discover Hellmann's Blue Ribbon Mayonnaise that its fame has spread everywhere! New Yorkers—so critical of food—use more Hellmann's Blue Ribbon than all other kinds of salad dressing put together. They choose it for its invariable freshness, its round, rich flavor, its unfailing smoothness.

Most women use Hellmann's Blue Ribbon Mayonnaise just as it comes from the jar. Thousands tell us they add cream or chili sauce, chopped olives, mustard and other things to Hellmann's Blue Ribbon to suit their individual tastes and give new interest to simple salads.

Order a jar of Hellmann's Blue Ribbon Mayonnaise from your grocer or delicatessen today and use it on tonight's salad. In 4 sizes—3½ ounces, ½ pint, pint and quart jars.

Richard Hellmann, Inc., Tampa, Fla.

HALF PINT JAR . . *ONLY* 25¢

Hellmann's Blue Ribbon MAYONNAISE

Commercial Travelers To Give Card Party

A benefit bridge and bunco party will be sponsored by the United Commercial Travelers this afternoon at 3 o'clock on the mezzanine floor of the Floridan hotel.

An orchestra will play during the afternoon and prizes will be awarded to winners in the games. Refreshments will also be served.

Reservations can be made by calling Mrs. L. P. Ireland, H-34-771, or Mrs. F. W. Rosevelt, H-28-271.

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Dinner-Dance Is Given At Mirasol Roof-Garden

The regular dinner-dance at the Mirasol hotel, will be held this evening at 7:30 o'clock, at the roof-garden.

Animal Welfare League Holds Interesting Meeting

Mrs. J. A. Sweeney was chairman of a meeting of the Animal Welfare League held Tuesday afternoon at the Catholic Woman's club, on Davis Islands.

Peter O. Knight gave a very interesting talk on the Humane society, urging the club women to take more interest in this work. Mr. Knight introduced Dr. H. L. Clough who told of the great work already acomplished by this society.

Miss Margaret McLaughlin gave a reading, "Ma and the Auto," by Edgar Guest, and as an encore, "Take a 'Tater and Wait." Miss Blanche Mooman sang, "I Hear a Thrush at Eve," and a duet, "Song of Love" from "Blossom Time" was rendered by Misses Mooman and Orlofski.

* * *

Mrs. Morales to Give Party For Mrs. Wright

Mrs. Richard D. Morales will entertain this afternoon at 3 o'clock at her home, 2426 Sunset Drive, honoring Mrs. Carlton Wright, of Chattanooga, who is a guest of Mrs. George Andrews at her home on Sunset Drive.

About 11 tables of bridge will be in play and a number of guests have been invited for tea.

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Mystic Chapter O. E. S. To Meet Tomorrow

A regular meeting of Mystic chapter, No. 110, O. E. S., will be held tomorrow evening at 8 o'clock at the John Darling lodge hall, 610 Madison street. All local and visiting members are invited to attend.

Piquant

The piquance and dashing style of Miss Frances Orocchi, proclaim her not much more than "20 minutes from Broadway!" She lives at 4425 27th Blvd., Union City, N. J., to be exact, and is one of thousands of smart girls everywhere enthusiastic about Black and White Peroxide (Vanishing) Cream because it gives such perfect protection from the weather, and such flattering finish to their grooming. It is an outstanding one of the famous Black and White Beauty Creations, such as the Cleansing and Cold Creams, Beauty Bleach, Face Powder, etc., which you can get from dealers at the popular 50c and 25c prices.

Miss Orocchi says: "My Black and White Peroxide (Vanishing) Cream does away with constant powdering or overpowdering, and gives a lasting, velvety softness and smoothness which makes my face powder seem to belong to my skin. It prevents wind and dust from chapping, and keeps my complexion in the pink of condition."

If your dealer doesn't have the Black and White Beauty Creations you want, send his name to Plough, Dept. 11, Memphis, Tenn., and you will receive FREE a copy of the Birthday and Dream Book, containing many interesting things about beauty, dreams and fortune telling.

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Permanent Marcel or Ringlet $8.00—WHOLE HEAD

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MARCEL, $1—SHAMPOO, 50c

FRENCH FINGER WAVE, 50c

WATER WAVE, 50c—HAIR CUT, 50c

NOTICE—We wave according to texture of hair.

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Sizes 40 to 50—at

$19.50

STYLE buds of Spring, just unboxed. So lovely, so tempting that you'll wonder if your eyes aren't playing you tricks when you look at their price tickets and see only $19.50 written there. They are fashioned of flat crepes, in slenderizing straight line models. In the smart new shades of Spring.

Gooseberry *Sunset*

Grecian Rose *Ocean Green*

Hydrangea Blue *Mist Gray*

Rose Beige *Monkeyskin, etc.*

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