

Madame Yale's SKIN FOOD FREE!



The Special Spring Souvenir Yale Sale will continue all this week. It is unnecessary to state that Madame Yale's toilet requisites are the standard, having stood the test of time and experiment.

Free Beauty Consultation

Ladies who are desirous of trying these preparations and who like to ask questions concerning them (the proper ones to select, etc.) can obtain all the information they desire from the young ladies in our Drug Department.

Special for This Week

With every purchase of Madame Yale's preparations to the amount of \$3.00 or over we are authorized to give FREE OF CHARGE a large souvenir jar of Madame Yale's skin food.

MAIL ORDERS FILLED

Ladies unable to call may order by mail. The skin food souvenirs and beauty books will be included in your order.

BRANDEIS & SONS BOSTON STORE & SONS

BRIEF CITY NEWS

Have Root Print It. Account Auditor—R. F. Swoboda. Voice Culture, Delmore Cheney, Boyd Th... Pa Bouck, for quality cigars, 316 S. 15th... Myers-Dillon fountain opening Saturday...

enaps, fire drills and doors opening outwards are all desirable features, but unfortunately one or all of them are apt to fail in their functions at the critical moment. Major Noyes on Leave—Major Charles R. Noyes, Sixth Infantry, left Thursday morning for New York on a two months' leave of absence, accompanied by his family...

COLOMBO GETS LIFE TERM

Fate of Man Who Killed His Friend, Joseph Florenza.

JURY DELIBERATES ALL NIGHT

Defendant Makes His Case Remarkable by Unique Plea that He Killed to Put Friend Out of Misery.

Imprisonment for life was the punishment decreed by the jury in Judge Sears' court to Severio Colombo for shooting to death his friend and roommate Joseph Florenza, while the two were hunting near East Omaha last January. The verdict was returned at 10 o'clock Thursday morning after the jury had been out all night.

The case has attracted more than the usual amount of attention because of the peculiar defense put up by Colombo. He said in his story of the killing that the shotgun in his hands exploded accidentally, the charge striking Florenza in the face. He said Florenza, writhing with pain, had begged him to end his pain with another shot and he had complied, sending the charge into the injured man's head and severing the jugular vein.

The case came to an abrupt close Wednesday afternoon after Deputy County Attorney Coad had addressed the jury. The attorneys for the defense announced they would waive argument. After Judge Sears had read his instructions the jury retired.

About half of the jurors at first favored the death penalty and one or two favored acquittal on the ground Colombo was insane when he fired the shot. Finally all of them came around to the life imprisonment verdict except two, who stood out for the death penalty. Before the agreement was reached, the verdict was returned under the first count of the information, charging premeditated murder.

The county attorney's theory was that Colombo had killed his friend for the money he was supposed to have. Florenza was getting ready to go back to Italy and it was supposed he had considerable money saved up.

'FRISCO OUTGROWS DISASTER

In Five Years, Says Colonel Swobe, No Sign of Fire Will Be Apparent.

Lieutenant Colonel Thomas Swobe, U. S. A., retired, has recently returned from a visit in California. He spent considerable time in San Francisco. "San Francisco is booming and has practically arisen from its ashes, war, with a greater and more beautiful than ever," says he. "The building construction already done there is marvelous. Many splendid buildings have already been completed, most of them built up direct from the foundations. Notable among these are the Flood building, the Shreve, Crocker building of ten stories, the Shreve building of fourteen stories and the Call and Examiner buildings. These structures are all of steel and reinforced concrete.

Another of the great new buildings is the Woods building on Market street, which occupies half a block, a big, modern, somewhat of the Brandeis building in Omaha. The Russ building of twelve stories is also about completed. The Palace hotel is in course of construction, as is the Phelan building, and both are nearly finished. The Fair and Sharon estates are putting up several great buildings, all of steel and concrete. Fifty or more business blocks are now under construction in addition to those already completed and otherwise mentioned. Practically all the debris of the fire has been removed. A person can hardly realize that the four miles square in the business heart of the city was a wreck only two years ago.

MAYOR PROCLAIMS THE DAY

Issues Proclamation Setting Aside Two Saturdays for Cleaning Up the Lots.

To the people of Omaha: As mayor of the city of Omaha I hereby declare that Saturday, April 18, and on Saturday, April 25, of this year each and everyone of you lay aside your ordinary cares and labors and direct your attention to the cleaning up of your yards, alleys and vacant lots. Much is already being done along these lines, but there is much left to be done. Let us all make a united effort on these two days and see that clean, bright and healthy streets are the result of our united effort.

W. C. STITH GETS NEW PLACE

Former Missouri Pacific Man Goes with Waters-Pierce Oil Company.

W. C. Stith, formerly freight traffic manager of the Missouri Pacific, has been appointed freight traffic manager for the Waters-Pierce Oil company, with headquarters at St. Louis. Mr. Stith resigned his position with the Missouri Pacific last November, because of disagreement with the policies of the present management. Railroad reports that ticket scalping has been entirely eliminated at St. Louis, well as in many other cities, due to the vigorous prosecution which has been conducted by the Railway Ticket Protective

bureau, especially in St. Louis during the last three weeks. It is claimed that every scalper's shop there has been permanently closed. In closing the shops in St. Louis, the bureau seized all the tickets and ticket scalping paraphernalia including a number of tickets, passes and other forms of transportation, which are being returned to the issuing roads. The proceeds of two ticket office robberies, the Martinville station on the Big Four and the Covington station on the Wabash, were also secured. The owners of the property at the Union station in St. Louis are refusing to rent their premises, directly or indirectly, to unauthorized dealers in railway tickets.

WORK PREPARING FOR PLAY

Paradoxical Situation at High School Keeps Students Busy These Days.

Work is certainly the watchword at the high school this week, for aside from their regular studies the seniors and a few of the lower classmen are busily engaged in preparing the annual senior fair, by which money is to be raised to buy a gift for the school. The principal entertainment planned is a two-act Japanese play which is being directed by Miss Florence McHugh of the faculty. The boys are getting up a minstrel show that threatens to surpass the very successful one given two years ago, and an operatic and aesthetic dance. Theatrical effects are also to be given. Beautiful paper flower decorations are being made, the decorations being in charge of Mrs. Fleming of the English department. Art, candy and refreshment booths will also contribute to the success of the fair, which is to be given in the afternoon and evening of Friday, April 24.

The High School Latin society held a regular meeting Wednesday afternoon and gave a program mainly about Cicero. Orations concerning the great Roman as a man and as an orator were delivered by Gilbert Barnes and Marie Hodge, and his statements upon the subject were discussed in papers by Lyle Roberts and Helen Hansen. Johanna Wapman gave a recitation and the society paper was edited and read by Joel McLafferty. A heated debate took place as to whether or not Cicero was justified in putting the Catalinian conspirators to death without trial. Those who took part in this were Gilbert Barnes, Edwin Rosenberg, Fred Carlson and Harry Drucker.

BOARD SAYS BUY GREEN HOME

Commission Authorizes the Purchase of Place for the Detention Farm.

The county board Thursday authorized the purchase of the old Green homestead at Fourth and Bancroft streets for a Detention school. The action was taken under authority given by the voters at the November election empowering them to expend not more than \$25,000 to provide the school. The price the county will pay is \$16,250, but more money will have to be expended to put the place in condition. A cottage probably will be erected with a part of the balance. The property, according to the commissioners, is almost ideal for Detention school purposes. It comprises twenty-four acres and contains a twelve-room brick house, a large number of shade and fruit trees and a generous vineyard. The county will take possession as soon as the title passes and the building can be overhauled.

The board let the contract for the plumbing in the tuberculosis ward to the Johnson-Rowe-Daily Plumbing company for \$312 and also employed Robert Houghton at \$8 a day to point up the brick work on the county hospital. The county will furnish the laborers at the upon scale and the material.

The board appointed Otto Mathes road supervisor in road district No. 30.

STOCK FOOD HAS NEW PLACE

Standard Company Leases Cady Building on Harney Street for Six Years.

The Standard Stock Food company has leased for a term of six years the H. F. Cady building east of the Krug theater on Harney street and will occupy the building at once as offices, storerooms and warehouse. The company occupies four floors, 32-1/2 feet, and President F. E. Sanborn has made arrangements to secure extra warehouse capacity in other buildings. The Cady building being smaller than the present home of the company on Howard street, which has been sold to Rome Miller.

A Serious Breakdown

Results from chronic constipation. Dr. King's New Life Pills cure headache, stomach, liver and bowel trouble. See For sale by Beaton Drug Co.

SALE OF ROSE BUSHES.

Brandeis Will Sell Two and Three-Year-Old Roses Saturday at Ten Cents.

Saturday morning we place those field-grown rose bushes on sale, the same kind we sold last Saturday. The demand will be so large that the bushes will probably be all gone by noon, so we hope you will attend the sale Saturday forenoon, while there is a good selection.

J. L. BRANDEIS & SONS.

A Red-Hot Match.

The Beell-Carkeek wrestling match at the Auditorium on Saturday night has renewed the intense interest in wrestling which has taken hold of Omaha people this season and a large crowd is assured. Although Carkeek is considerably heavier than Beell, and is a powerful man, Beell is willing to tackle him, depending on his quickness and skill to pull him through. Arrangements have been made to sell a limited number of reserved seats around the ringside and these will doubtless be very popular, as they afford an excellent view of the match. The seat sale began Thursday morning, with a lively demand for choice locations.

PERSONAL PARAGRAPHS

F. E. Sanborn and George H. Lee left Thursday for Chicago, where they will attend the annual meeting of the National Live Stock Remedy association. Mr. Sanborn is president and Mr. Lee secretary. The treasurer of the organization, which is composed of the manufacturers of stock foods from all over the United States. The meetings will be held at the Stratford hotel.

Spring Announcement 1908

We are now displaying a most complete line of foreign novelties for spring and summer wear. Your early inspection is invited. We import in single suits and in large quantities. An order placed now may be delivered at your convenience.

Spring Announcement 1908

We import in single suits and in large quantities. An order placed now may be delivered at your convenience.

NOTES ON OMAHA SOCIETY

Mrs. J. J. McMullen Entertains at Luncheon.

POST-LENTEN CALENDAR FILLS

Fashionable Begin Issuing Invitations Again After Weeks of Enforced Quiet—Earlier Affairs Will Be Small.

Mrs. J. J. McMullen entertained informally at luncheon Thursday in honor of Miss Florence Lewis, whose marriage to Mr. Sherman Canfield takes place Monday, April 20. A pretty decoration of yellow was used, the center piece being a large bunch of jonquills. The guests included Miss Lewis, Miss Jeanne Wakefield, Mrs. Har-ley Moorhead, Mrs. Harry Pierpont, Mrs. Louise Clarke, Mrs. Thomas L. Davis and Mrs. Arthur Keeline.

For the Visiting Women.

Miss Leora Moore and her sister, Mrs. Louis Ward of Lincoln, who have been guests of Mrs. Eva Wallace for a few days left Thursday morning for Lincoln, where Miss Moore will spend a day with her sister. While in Omaha they were honor guests at several informal affairs each day. Wednesday, Mr. Ross Towner entertained informally at luncheon at the Commercial club, the guests being Mrs. Moore, Mrs. Ward, Mrs. Wallace, Mr. Harry Tukey, Mr. Elmer Cope and Mr. Edward George. Miss Moore will take a short vacation before taking up her work for the summer with the stock company in Washington, D. C., and will be the guest of Mrs. Wm. Allen, also formerly of Omaha, who now lives in New York City.

North Side Matinee Club.

Mrs. Dan Davis was the hostess Wednesday afternoon at the meeting of the North Side Matinee club. At the game of high five the prizes were won by Mrs. J. J. McMullen, Mrs. J. B. Wilson and Mrs. W. D. Clarke. Mrs. S. A. Polronnet was the guest of the club. The members present were: Mrs. W. W. Watt, Mrs. C. A. Gantner, Mrs. J. C. Vizzard, Mrs. S. Reisman, Mrs. D. J. Kuhn, Mrs. J. B. Wilson, Mrs. H. W. Sawyer, Mrs. W. D. Clarke, Mrs. J. J. McMullen and Mrs. Dan Davis. The next meeting will be in two weeks with Mrs. Daniel Callahan.

Miss Florence Cook entertained the Elan-ess club Wednesday evening. The guests included, Miss Nell Fay, Miss May Hanting, Miss Helen Brandeis, Miss Kathryn Hanning and Miss Edith Cook.

Kensington Afternoon.

Mrs. Harry McVea entertained the Plate club Wednesday afternoon at a Kensington at her home, Mrs. Herbert Zunt being the guest of the club. The members present were Mrs. James Wilson, Mrs. Walter Caglin, Mrs. F. A. Kennedy, Mrs. James McMorphy, Mrs. George Seachra, Mrs. John Welch, Mrs. Harry Ingalls, Mrs. Bert Cox, Mrs. George Elrod and Mrs. McVea. The hostess was presented with a hand-painted plate. The next meeting of the club will be held in two weeks, at the home of Mrs. F. A. Kennedy, 229 Dodge street.

Prospective Pleasures.

The Beaton club will give a large dancing party Friday evening, April 17, at Chambers' academy. The hall will be elaborately decorated for the occasion. The committee in charge includes Mr. Hardin Bean, Mr. Gibson Caldwell and Mr. Richard Kitchin.

Mrs. Robert B. H. Bell will entertain the Amateurs at luncheon Wednesday, April 22, at her home in Kountze Place. The program will be given in the morning and luncheon will follow. The meeting for this week was postponed because of holy week. The Friday club will be entertained this week by Mrs. John Guild, five hundred in the same place by the club.

Miss Lucile Synnon Hayden and Miss Claire Hulse Woodard have issued invitations for an afternoon bridge Thursday, April 23, in honor of Miss Alice McShane, who will be one of the spring brides. They will entertain at the home of Miss Hayden. Thirty-second and Farnam streets.

There will be a High school matinee

held at Chambers Saturday, April 25.

Come and Go Gossip.

Miss Edith Boss of Kansas City is the guest of Dr. and Mrs. W. J. Bradbury. A number of informal entertainments have been planned for Miss Boss, who formerly lived in Omaha. After Monday Miss Boss will be the guest of Miss Galloway at her home in Kountze place.

Cards have been received from Mr. and Mrs. G. W. Wattles from Japan. They report a pleasant trip and many interesting passengers on board the Siberia.

Mrs. Phillip Hosmer of Chicago, who is to be a guest of honor at the Canfield-Lewis wedding and who was expected Thursday, will not arrive until Saturday morning.

Miss Eugenie Whitmore, who has been the guest of Mrs. Shirk of Tipton, Ind., the mother of her fiancée, is expected home soon. Miss Whitmore has been much feted during her visit and has played in a number of musicals.

Miss Adelaide Spratlan left Thursday evening for Chicago, where she will spend the week.

BISHOP LAYS CORNERSTONE

Rev. A. L. Williams Will Conduct Services at Clarkson Memorial Hospital.

The cornerstone of the new building for the Bishop Clarkson Memorial hospital at Howard street and South Twenty-first avenue will be laid with appropriate exercises on St. Mark's day, Saturday, April 25. Bishop Williams will have charge of the services and will lay the cornerstone. The regular services for occasions of the kind as laid out in the prayer book of the Episcopal church will be used.

The people will gather at the home of John C. French, 254 Howard street, at 2 p. m. and formal procession and march to the site of the new hospital, all members of the Episcopal clergy and the vestes choir of the various churches forming a portion of the procession, the bishop leading. At the site the choir of all the Episcopal churches will furnish music under the direction of Ben Stanley, organist of Trinity cathedral. Prayers will be offered, a short address delivered and then the cornerstone will be laid. The laying of the cornerstone will be at 2 o'clock.

Easter Glove Specials FOR WOMEN Extraordinary Bargains in Standard Makes FRIDAY AND SATURDAY ONLY

Kayser's Celebrated Silk Gloves, 12 and 16-button lengths—heavy double finger tips—black, white, tan and new Spring shades—Regular \$1.50 and \$1.75 qualities, Friday and Saturday, at 1-139

Fawne's Imported Lisle Gloves, 12 and 16-button lengths—fine French Milanese lisle, white, black and colors—regular \$1.00 and \$1.75 qualities, Friday and Saturday only, at 69c

To Chicago THE CHICAGO SPECIAL—Is available for all classes of travel, and is made up of fine equipment for general travel as can be assembled in one train. The brilliant electric lighting of the entire train is generated from the dynamo, which is in charge of a special electrical engineer from Omaha to Chicago.

ABOUT ADVERTISING—NO. 11.

Cato's Follow-Up System By HERBERT KAUFMAN. If a man lambasted you upon the eye and walked away and waited a week before he repeated the performance, he wouldn't hurt you very badly. Between attacks you would have an opportunity to recover from the effect of the first blow.

HUNTER WHISKEY THE IMMUTABLE REPUTATION OF HUNTER WHISKEY FOR SUPERIORITY IS FOUNDED UPON ITS ABSOLUTE PURITY MATURITY AND FLAVOR

How to Avoid Appendicitis. Most victims of appendicitis are those who are habitually constipated. Orino Laxative Fruit Syrup cures chronic constipation by stimulating the liver and bowels and restores the natural action of the bowels. Orino Laxative Fruit Syrup does not nauseate or gripe and is mild and pleasant to take. Refuse substitutes. For sale by all druggists.

W. C. Stith, formerly freight traffic manager of the Missouri Pacific, has been appointed freight traffic manager for the Waters-Pierce Oil company, with headquarters at St. Louis.

W. C. Stith, formerly freight traffic manager of the Missouri Pacific, has been appointed freight traffic manager for the Waters-Pierce Oil company, with headquarters at St. Louis.

W. C. Stith, formerly freight traffic manager of the Missouri Pacific, has been appointed freight traffic manager for the Waters-Pierce Oil company, with headquarters at St. Louis.

The history of every mercantile success is parallel. The advertiser who does not let a day slip by without having his say is bound to be heard and have his influence felt. Every insertion of copy brings stronger returns, because it has the benefit of what has been said before, until the public's attention is like an eye that has been so repeatedly struck that the least touch of suggestion will feel like a blow.