

Elite Cloak Co. 1517 FARNAM ST.

After Easter Sale of Ladies' Suits at \$25



The best values shown this season await your choosing early Monday morning, many of the models arriving too late for our Easter sales, will be shown for the first time this week.

Without any exceptions our suits at \$25 have no equals in the city, and all we ask is that you compare them and judge for yourself.



WELL KNOWN AIDS TO BEAUTY

The accepted fundamental principles of exquisite beauty are: a perfect complexion and a luxuriant growth of beautiful hair, which can be completely acquired by the use of

Mme. Yale's Beauty Preparations

—55 different articles in all, and each remedy is an unvarnished revealing of some potent factor in the development and maintenance of Mme. Yale's own world acknowledged beauty.

Mme. Yale's Hair Tonic, 3 sizes \$1.00 Size, c \$1.50 Size, c \$2.00 Size, c. Mme. Yale's Almond Blossom Complexion Cream \$1.00 Size, 50c 50c Size, 45c

If you are aspiring to improve your personal beauty, you should surely familiarize yourself with Mme. Yale's preparations—55 in all.

Drug Department Brandeis.

Spring Announcement 1903 Guckert & McDonald TAILORS 317 South 15th St. ESTABLISHED 1867.

Have Your Furs Stored for the Summer In a Newly Equipped Storage Room with a Reliable Farrier in Charge. La-Book KARBACK BLOCK. Ladies' Tailor and Furrier

To Drivers and Chauffeurs The following rules are suggested in the interest of safety: 1—Keep to the right of the road as the law requires. 2—In turning into another street do not "cut the corner" but make a full turn, keeping as far as possible to the RIGHT. 3—When crossing or turning into streets on which there are street car tracks be sure to have your horse or automobile under perfect control. 4—Never cross or turn suddenly into a track without first making sure that a car is not approaching from either direction. 5—Be especially careful where the streets are crooked, where the view is obscured or when passing cars from which passengers are alighting. Assist Us in Preventing Accidents. Omaha & Council Bluffs Street Railway Company

SOCIETY AT LIBERTY AGAIN

Fashionables Lose No Time in Making Up for Prolonged Quiet.

WEEK'S CALENDAR WELL FILLED

Round of Informal Gatherings Large and Small Celebrate Closing Days of Lent—Clubs Resume Meetings for a Time.

An Easter Message.

How many hearts are clearly read today, As if one viewed them through the crystal line Of Earth's veil, who senses truth divine, Who knows unhappiness, though lips be gay.

How many souls are fighting on the way, Through rough and tangled paths, to that Lighted shrine, Where Christ is risen, with His smile benign, Bids all whose hearts are sad to come and dine.

If you and I should meet for worship there, If, as we kneel, our hands should touch by chance, I wonder would you need a stronger sign, Perhaps the Easter gift of magic rare, To know that rogues could throw a lance Which pierced your heart on its first way to mine? —The Poet.

The Social Calendar.

MONDAY—Canfield-Lewis wedding at All Saints' church, followed by a reception at the home of Mr. and Mrs. V. Lewis; Dewey-Mills wedding at the cathedral, Topeka, Kan.; Mr. and Mrs. S. B. Rust, evening cards; Mr. Lighton; Miss Martha Dale, dinner for the Doherty-Rahm club; dancing party at Chambers' club.

TUESDAY—MacMillan-Leach wedding; Mrs. Inez Caldwell, Monday Bridge club; Mr. and Mrs. J. B. Rahm, dinner for the Doherty-Rahm wedding party; Mrs. E. Phillips, luncheon for Mrs. Lighton; Miss Gustavson, Neod club.

WEDNESDAY—Doherty-Rahm wedding at the home of Mr. and Mrs. J. B. Rahm; Doane-Hustin wedding, at Riverside, Cal.; Mrs. Robert H. Bell, the Amateurs; Mrs. Lester Barr and Mrs. J. P. Barr, the Round Dosee club.

THURSDAY—Miss Louise Hayden and Miss Claire Helene Woodard, afternoon bridge for Miss Alice McShane and Miss Marie McShane; afternoon tea for Mrs. John Rumsey, Mrs. E. Phillips, Wallace, Original Bridge club; Mr. and Mrs. C. L. Talmage, evening card party for Mrs. Lighton; Mrs. J. O. Phillips, Thimble club; Miss Sarah Woodhouse, S. S. club; Mrs. John Guild, Friday club.

FRIDAY—Miss Louise Hayden and Miss Claire Helene Woodard, afternoon bridge for Miss Alice McShane and Miss Marie McShane; afternoon tea for Mrs. John Rumsey, Mrs. E. Phillips, Wallace, Original Bridge club; Mr. and Mrs. C. L. Talmage, evening card party for Mrs. Lighton; Mrs. J. O. Phillips, Thimble club; Miss Sarah Woodhouse, S. S. club; Mrs. John Guild, Friday club.

SATURDAY—High school matinee held at Chambers' academy; Mr. and Mrs. E. A. Benson, Harmony club.

With a round of informal affairs large and small society concluded its long season of quiet Saturday afternoon and evening. All considered, the fashionables have done well this year and a more creditable "list" has been preserved since Ash Wednesday. But the calm has only been on the surface, for, as a matter of fact, things have been unusually busy in the more exclusive circles, making ready for the several large weddings that follow Easter. Two of these were the week—the Canfield-Lewis wedding, one of the conspicuous functions of the spring, Monday evening, and the Doherty-Rahm wedding Wednesday evening.

Society will lose no time in making up all it has foregone in the way of entertainment and this week's calendar is already well filled.

Omaha's fashionable contingent is just at present experiencing a veritable epidemic of childish diseases. Mumps, whooping cough, measles and chickenpox have been going the rounds of the fashionable homes, but instead of the children it has been the grownups that have been in quarantine. Just now several prominent women are refusing all callers because of mumps, while chickenpox was so prevalent a few weeks ago that it was a joke.

Pleasures Past. Miss Brockman entertained the Neod club Tuesday evening. The prize was won by Miss Jennie G. Nelson. Miss Edna Gustavson will entertain the club next Tuesday evening.

Mrs. Cornelius Gardner entertained delightfully at an afternoon tea Saturday at her home in Fort Crook in honor of Mrs. Blackmore, who is the guest of Mrs. W. C. Bennett and Mrs. Ball. The rooms were effectively decorated with spring blossoms and cut flowers.

Two luncheons were also given for the young women Saturday. One was given by Miss Olive Hammond for Miss Talbot, and the other was a cafe luncheon by a number of the girls. Saturday evening Miss Sarah Martin entertained a large dinner party at the Hotel Rome, which was followed by an Orpheum party. Sunday some of the visitors will be guests of Miss Rogers of Council Bluffs and some will be the guests of Miss Sarah Martin.

The Beaton club gave one of the largest dancing parties of the season Friday evening at Chambers' academy. The hall was elaborately decorated with the club colors, yellow and white, and with pennants of all the well-known colleges. The cozy corners were in the shape of tents and were covered with American flags, as were also the chairs around the room. The committee in charge consisted of Richard Kitchen, Harlan Bean and Gibson Caldwell.

Master Douglas Peters and his little cousin, Master Duncan Forsythe of St. Louis, celebrated their birthdays Saturday by giving a matinee party at the Orpheum, which was followed by luncheon at a cafe in the party were: Masters Charles Hall, A. D. Cloyd, Bobby Buckingham, Fred Wallrath, Russell Inman, Douglas Peters, Donald Hall, Edwin Hietchock, Channing Jordan, Sidney Cunningham, Clarence Peters, Duncan Forsythe, Mesdames M. C. Peters and Hertzberg of St. Louis.

Mrs. B. W. Christie entertained at bridge Saturday afternoon for Mrs. Jack Hitchman of Mexico City, who is the guest of her parents, Mr. and Mrs. Frank Lehmer, at their home in Kountze Place. The guests included Mrs. Hietchock, Mrs. E. Edwards, Mrs. R. L. Hamilton, Miss Blanche Underkruher of Burlington, Ia.; Mrs. Lee Kennard, Mrs. J. B. Wetsell, Mrs. Charles Fowler, Mrs. Henry Copley, Miss Collett, Mrs. J. R. McDonald, Mrs. Ed Broening, Mrs. Fred Engle, Mrs. George Keiley, Mrs. Frank Vette, Mrs. Charles Lehmer, Mrs. Ed Boyer and Mrs. James Richardson.

Mrs. G. N. Douglas and Mrs. C. V. Smith of Dundee entertained Wednesday evening for Mrs. E. A. Head of Jefferson, Ia. Mrs. James Fletcher and son, Lynn Fletcher, of Colorado Springs, Mrs. E. V. Francher of Lincoln and Mr. and Mrs. Frank Underhill of Padora, Neb. The evening was spent with music and dancing and luncheon was served at a long table which had a decoration of yellow blossoms. The guests, besides the honor guests, were: Mr. and Mrs. W. P. Hoover, Mr. and Mrs. S. F. Jurgensen, Mr. and Mrs. I. A. Stephens, Miss Florence Paxton, Miss Louise Jurgensen and Miss Rose Smith.

Mr. and Mrs. E. V. Lewis entertained at dinner Saturday evening at their home at Fortieth and Harney streets, for the out-of-town guests and the Canfield-Lewis wedding party. A decoration of green and white was used. Covers were laid for Mrs. Hooper of Chicago, Mrs. Williams-Kearns of Kansas City, Miss Virginia Lewis, Mrs. Canfield and Mrs. Warner of Sheridan, Wyo.; Miss Moore of Sioux City, Mr. and Mrs. W. E. Martin, Mr. G. C. Redick, Mr. Arthur Lewis, Mr. Lee McShane, Mr. Sherman Canfield, Mr. Earl Gannet, Mr. E. M.

Fairfield, Miss Lewis and Mr. and Mrs. Lewis.

The Altona Card club was entertained Wednesday afternoon by Mrs. W. T. Hoover. Three tables were placed for the game of high five, Mrs. G. N. Douglas and Mrs. F. L. Armstrong winning the prizes. The hostess was presented with a hand painted plate. Mrs. F. J. Underhill of Tamora was the guest of the club, the other guests being: Mrs. G. M. Douglas, Mrs. L. A. Stephens, Mrs. C. V. Smith, Mrs. S. J. Jurgensen, Mrs. J. T. Poyer, Mrs. Charles Stephens, Mrs. Clarence Bruce, Mrs. C. M. Walker, Mrs. A. J. Detweiler, Mrs. F. L. Armstrong and Mrs. Fred Erhart. The next meeting will be in two weeks with Mrs. C. M. Walker.

Many entertainments have been planned and given during the last week for a number of visiting girls from the University of Nebraska. Miss Marie Talbot, Miss Florence Chapman, Miss Lillian Waters, Miss Anne Mack and Miss Gertrude Kinkaid of Lincoln, members of the Phi Beta Phi sorority, have been honor guests at several functions. A card party was given Thursday evening and Friday a 5 o'clock tea was given by Miss Frances Gould at her home. The present were: Miss Marie Talbot, Miss Gertrude Kinkaid, Miss Florence Chapman, Miss Anne Mack, all of Lincoln; Miss Lillian Waters of Sheridan, Wyo.; Miss Zora Fitzgerald, Miss Henrietta Benedet, Miss Ona Troxell, Miss Alice Troxell, Miss Bess Gould, Miss Anne Dennis, Miss Caroline Conklin, Miss Vera Stockdale, Miss Sarah Martin, Miss Gertrude Branch and Miss Cora Jackson.

Come and Go Gossip. Mrs. Etta T. Haight and family have taken a house at 225 Harney street.

Mrs. W. M. Davidson and daughter, Helen, have been visiting in Topeka, Kas. Lester Rahm will arrive Monday to attend the wedding of his sister, Miss Helen Rahm.

Ralph Mackay is spending the Easter vacation with his parents, Rev. and Mrs. T. J. Mackay.

Mr. Harold Maters of Cornhusker foot ball fame is spending the Easter holidays with his parents.

Miss Gertrude Kinkaid who has been visiting in St. Louis is expected home the latter part of the week.

Miss Florence Riddell is spending her spring vacation at the home of Mr. and Mrs. A. P. Karbach.

Mr. and Mrs. J. P. Prindle of Chicago are visiting their daughter, Mrs. E. C. Griffin, at Dodge street.

Fred Thomas who has been camping with some other university students, is expected home the first of the week.

Mr. and Mrs. H. D. Foy, who are visiting in Kansas City, expect to go to California for a visit before returning to Omaha.

Miss Benedict and Miss Henrietta Benedet have as their guest Miss Anne Mack and Miss Gertrude Kinkaid of Lincoln.

Mr. and Mrs. William H. Grant will arrive Sunday from Kansas City and will be the guests of Mr. and Mrs. J. B. Rahm. Captain and Mrs. H. E. Palmer sailed Saturday from New York on the Konigin Luise for a three months' tour of Europe.

Mrs. F. J. Moriarty and Miss Ruth Rush have returned from a visit with their sister, Mrs. Charles P. Moriarty, in Tulsa, Okl.

Mr. E. Dimon Bird of New York City arrived Thursday to be the guest of Colonel and Mrs. S. A. Curtis for a week or ten days.

Mrs. Beecher Howell, who was seriously burned on the hands and arms about a week ago, is much better and able to be out again.

Mr. and Mrs. Daniel Baum, Jr., are staying at the home of Mr. Baum's father while their home is being remodeled and enlarged.

Mr. and Mrs. William Tracy Burns expect to leave early in May for a visit of several weeks with Mr. Burns' family, near Annapolis, Md.

Mr. and Mrs. C. T. Kountze and Mr. and Mrs. W. M. Burgess are in New York City, and Mrs. Kountze will be home either Sunday or Monday.

Mrs. William Kernes, nee Miss Jessie Dickenson, arrived Friday to be the guest of Mr. and Mrs. A. Brogan until after the Lewis-Canfield wedding.

Mrs. W. E. Hietchock, who has been spending the winter at Pass Christian, Miss., is now visiting Chicago and will return to Omaha Thursday morning.

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ICE CREAM Announcement SOME ONE SAID "WE HAD stopped making Ice Cream" THEY ARE MISTAKEN! We are making more and better Ice Cream than ever in our history. For 20 years before the pure food laws were passed, we made Pure Ice Cream, that is now the national standard. BALDUFF, The Confectioner

A graduate of Yale college and of Johns Hopkins university medical department. At the latter place he first met his bride, who was also studying medicine, and was interested in the missionary work. One of the largest of the spring weddings will take place Monday evening at 8 o'clock at All Saints' church, when Miss Florence Belle Lewis, daughter of Mr. and Mrs. E. V. Lewis, will be married to Sherman Delbert Canfield, formerly of Sheridan, Wyo., but now residing in Omaha. The ceremony will be performed by Rev. T. J. Mackay, rector of All Saints' church, and will be followed by a large reception at the home of the bride, Mrs. Philip Hooper, formerly Miss Grace McLaren of Chicago, will be matron of honor, while Miss Virginia Lewis, cousin of the bride, will be the bridesmaid. Mr. O. C. Redick will serve as best man and the ushers will be Lee McShane, Arthur Lewis, E. M. Fairfield, Earl Bennett, W. E. Martin and C. C. Kountze. After an eastern wedding trip of three or four weeks they will be at home at 4115 Dodge street.

MARVELOUS FOUNTAIN OPENED New \$12,000 Soda Water Fountain of the Myers-Dillon Company Opened Saturday. From noon until midnight Saturday the new "play" and the crowds were flocking through the store of the Myers-Dillon Drug company at Sixteenth and Farnam streets, for it was the day of the formal opening of the new \$12,000 soda water fountain, the largest and most beautiful in the west. Not only was it the formal opening of the new fountain, but also a celebration over the opening of the enlarged store and also the anniversary of thirteen years in business on that corner for the firm. Many friends of Mr. Myers sent floral decorations, until the store looked as much like an emporium of cut flowers as a drug store, and, indeed, it was, for carnations were given to all who entered. A force of thirty-five people was necessary to handle the crowds which flocked through the doors, and Mr. Myers was the recipient of many words of praise for his new store and the general appearance and beauty of the fountain. Seventy-five gallons of ice cream had been prepared in advance and that was found insufficient and the big freezer in the factory was set to work. That he may have the purest possible ice cream Mr. Myers makes all that is used at the fountain, which also has its own carbonator. For thirteen years the business of the Myers-Dillon company has doubled every two years, until at present, instead of the three people who were able on a rush to do a business of \$50 or \$60 a day, it is no uncommon thing for the large force of clerks now employed to take in over \$1,000 a day. That Mr. Myers believes in catering to the wants of the public is shown by the free institutions which he maintains in connection with his big store. He has a free delivery service, sells stamps without a profit, has a woman's wash room, scales, free telephone, a writing desk for his patrons and other side issues for the accommodation of the public. The idea of Mr. Myers is to run an ethical pharmacy, where nothing but the best in any line will be kept. That idea is carried out throughout the entire store, which has been doubled in space to be able to care for the new and larger fountain and the increased business. Pretty girls in uniform waited on the patrons, and these, with the flowers and music, gave the store a real gala day appearance.

Toilet Creams and Powders AT BEATON'S 50c Hind's Honey Almond 29c 50c Cream 25c 50c Orange Flower Skin 38c 50c Food 25c 50c Pomelan Massage 35c 50c Cream 25c 50c Allen's Janice Cold 19c 50c Cream 25c 50c Monday only 29c 50c Posson's Powder 25c Monday only 25c 50c Tavel's Pinaud's 43c 50c Finest Rice Powder 11c 50c Swan's Powders 11c 50c Monday only 60c 50c Complexion Brushes 60c 50c Ingrain's Milk Weed 35c 50c Cream, Monday only 35c BEATON DRUG CO. 15th and Farnam

THE Wedding Gift SHOP Any Spring Bride will be highly pleased with a remembrance from this store. Our stock of suitable gift articles in Jewelry, Cut Glass and Sterling Silver is complete. A large and varied assortment of Engagement and Wedding Rings. Albert Edholm 16th and Harney

IRISH LACE MAKERS COMING Exhibition in the Art to Be Given in Omaha During the Week. Three girls right from the Emerald Isle will be in Omaha this week to give exhibitions in the art of lace-making, as it is now taught in the industrial schools of Ireland. The girls, Mary O'Flanagan, Mary Kate Davoren and Rose Egan, were chosen from the 300 students of the new School of Industry in Loughllyn, county of Roscommon, Ireland, for their proficiency in lace making. The school at Loughllyn is taught by twenty-five Franciscan nuns. The girls are in the country, under the charge of Rev. Father O'Flanagan, a young priest from Loughllyn, sent here by Bishop John J. Clancy of Elphin, who is deeply interested in the Irish industrial movement. The exhibition will open tomorrow and continue for a week in Brandeis store, where a booth has been erected for their use. It is the English policy, he says, to have the raw material shipped in that country and manufactured, but the Industrial Development association of Ireland, which has established the manufactures on their own soil. To interest the patriotic Irishmen of America is the principal object of his work in this country. Since the eighteenth century there has been a strong tendency in Ireland to foster the making of lace, until now it has become an industry of the people. The exhibition of Father O'Flanagan and the three girls from Erin's Isle will give Omahans an opportunity to become familiar with the