DON'T BE SO THIN

Would a little more flesh make you more stylish and attractive?

Would 10 or 20 pounds more make you better satisfied with your personal appearance?

Would your gowns look better and please you and others more if you were a little stouter?

If so, do you believe anyone can give you this additional flesh that you desire?

I PROVE IT FREE

If you write me today I will send you promptly sufficient Dr. Whitney's Nerve and Flesh Builder to prove that it will give you a superb figure with beautiful arms, shapely neck and shoulders, full round bust, and well developed limbs; not for the time being, but permanently.

There will not be a penny of charge for this; my experience proves that I can well afford to take all the risk in proving what this Treatment will do.

This is a purely vegetable compound and cannot possibly do you any harm but is always of great benefit to the general health.

It will positively enlarge the bust from 2 to 6 inches and give a healthy tint to the complexion. The Free Trial Treatment proves this.

Don't delay, write today to the C. L. JONES CO., 312 D, Friend Bldg., Elmira, N. Y., because if this generous offer overcrowds us it will have to be withdrawn.

For sale in Omaha by Sherman & McConnell Drug Co., and Owl Drug Co.

JEWELERS C.B.BROWN CO. 222 SO. 16TH OMAHA

Easter Gifts

C. B. Brown Co. has prepared the finest line of Easter gifts in all that's new. Our lines are exceptionally fine and of rare beauty.

Women's hand bags (large size)
Belt Buckles
Silver Card Cases
Silver and Gold Mesh Hand Bags
Handy Pins and Veil Pins
(new and exceptionally fine)
Shirt Waist Rings
Waist Sets
Three Studs and Cuff Links for Tailored Suits

Come in and Take a Look

C. B. Brown Co.
16th & Farnam Sts.

A reliable jewelry store where goods are sold at reasonable prices

QUALITY QUANTITY QUARTITY

Quality

in jewelry is worth all it costs, but be sure you get all you pay for. The man gets less who shops around with only price in his mind. Some one is always ready to sell an inferior article at an inferior price. This store gives you all that is is possible in quality at a price that is no more than such quality is worth.

Albert Edholm
Jeweler
16th and Harney.

Announcement
TO THE PUBLIC

The entire stock of jewelry which was bought by the American Jewelry Co., of M. Carleton, 1609½ Farnam St., will be closed out in the next 30 days at 50c on the dollar.

This stock consists of—

Diamonds, Solid Gold and Gold Filled Watches, Rings, Bracelets, Chains, Cut Glass

Everything will be sold, as we must vacate this store.

Remember, every thing must go.

Fixtures for sale also.

Come in and be convinced.

AMERICAN Jewelry Co.
1609½ Farnam St.

TWENTIETH CENTURY FARMER
One Dollar a Year.

SOCIETY TO KEEP HOLY WEEK

Engagement Books for Next Seven Days Have Mostly Blank Pages.

EVEN BRIDGE CLUBS SUSPEND

Post Lenten Calendar Not Especially Promising of Important Events, Though Season to Be Lively Until the Close.

To Widow's Weeds.

Here's to widows of twenty,
The gardeners of our lives,
For, having of weeds a-plenty,
By putting them aside she thrives.

Social Calendar.

TUESDAY—Dr. and Mrs. Henry Lemere, evening bridge; Mrs. E. B. Limbock, Kensington club; Mrs. E. M. Slater, hosiery shower for Miss Milroy.
WEDNESDAY—Mrs. G. L. Reyner, dinner for "K. K." girls; Look-Finlayson wedding.
FRIDAY—Mr. and Mrs. Harry Pilgrim. The H. H. C. club.

Holy week—and the calendar looks it.

For the first time since Lent began society seems to have taken cognizance of the fact that it is a penetential season and the coming seven days will be more quiet than any the fashionables have known since they got home from their summer's outings last autumn. No announcement has been made of anything of size and even some of the bridge clubs have called off their meetings.

The post-Lenten calendar as yet schedules nothing that promises to be conspicuous, though indications are that the season will be reasonably gay until the last. People seem to have learned how to enjoy themselves in a modest way of late with the result of no end of small clubs and small informal gatherings. However, the last winter has been one of the gayest Omaha has known and will be remembered as such. For much of the variation and many of the most attractive affairs society is indebted to the army set.

The opening of the Country club on May 1 was one of the welcome announcements of last week. The other two clubs will also open in the near future and with this accomplished the winter season is at an end. Society is impatient to get out of doors, as it has already shown, and every pleasant day sees the golfers and the motorists out in numbers.

Pleasures Past.

Mrs. S. Skilling entertained the K. K. K. club at her home Wednesday afternoon.

Mr. and Mrs. Charles T. Kountze entertained at dinner Friday evening in honor of Mr. and Mrs. George B. Prinz.

A pleasant surprise party was given for Mr. I. W. Reynolds, jr., Friday evening. The guests were entertained with games and music. About twenty young people were present.

The Junior Bridge club was entertained Friday afternoon by Mrs. George Redick. The guests of the club were Mrs. Will Redick, Miss Elizabeth Morehead and Miss Lucy Updike.

Mr. and Mrs. W. T. Heyden gave an original entertainment on Friday evening. The guests were requested to come in costume and play bridge. The entertainment was called "a funny party."

Mrs. Arthur Allen gave an Orpheum box party Friday evening for her daughter, Mabel Allen. The guests were: Misses Margaret Weaver, Beatrice Dowling, Mabel Allen, Mrs. Fay Porter, Jack Sherman and Rawson White.

Major and Mrs. Slaughter gave a dinner at the Rome Tuesday evening. The guest of honor was Colonel Stevens of Fort Meade, who will be on duty here for two or three weeks. Those present were: Colonel and Mrs. Evans, Captain and Mrs. Harris, Major and Mrs. Erwin, Mr. W. J. Summers, Mrs. Gilmore.

A new pleasure club, to be called the Billikin club, was organized Thursday. The charter members are Miss Ella Bridges, president; Miss Florence Hoye, treasurer; Miss Mamie Munson, secretary; Miss Ella Siebarth, Miss Minnie Coufal, Miss Laura Rann. The next meeting will be at the home of Miss Coufal April 16.

The New Bridge club was entertained Saturday evening at the home of Mr. and Mrs. Lee Kennard. The members present were M. and Mrs. Selwyne Doherty, Mr. and Mrs. Gaylord Martin, Mr. and Mrs. Austin Collet, Mr. and Mrs. George West, Mr. and Mrs. Coe Campbell, Mr. and Mrs. George Hicks and Mr. and Mrs. Kennard.

The Poppleton Avenue Card club met Saturday evening with Mr. and Mrs. H. J. Penfold at their home in the Hamilton apartments. Those present were Mr. and Mrs. J. B. Blanchard, Mr. and Mrs. John R. Manchester, Mr. and Mrs. E. E. Bryson, Mr. and Mrs. A. J. Vierling, Mrs. H. L. Korty, Mrs. C. B. Horton and Mr. and Mrs. Penfold.

Mrs. C. Loftman gave a jolly April Fool's party Thursday afternoon. The rooms were prettily decorated with American beauties and carnations. Those present were Mesdames A. J. Sinclair, H. J. McLenithen, John Larson, A. J. Biervall, J. R. Caldwell, E. Baright, C. Lanstrom, M. J. Ford, J. Norberg, F. Nelson, J. Wahlgren, E. Edquist, A. Ohman, E. Shaddock, G. W. Icken and Miss Helen Ohman.

Mrs. Charles F. Davis entertained at luncheon Saturday at her home in compliment to Miss Mary Hall of Chicago, who is her guest. The table had a decoration of American Beauty roses and covers were laid for: Miss Hall, Mrs. Q. G. Martin of Grand Island, Mrs. C. J. Sturdevant, Mrs. Joel Wright, Mrs. George Paddock, Mrs. W. A. Gordon, Mrs. Julia Thompson, Mrs. Frank Anderson and the hostess.

Mrs. L. R. Rush entertained a children's party Saturday afternoon in celebration of her small daughter Angeline's birthday. Luncheon was served at 1 o'clock. A centerpiece of lavender and white sweet peas, tiny baskets of candy, and wee, small chickens marking the places, carried out the Easter idea. During the afternoon the children played games. Those present were Katherine Glas, Virginia Pixler, Alice Kimberley, Corice Brown, Lila Miller, Esther Westerfield, Jennette Jaeger, Arabella Jaeger, Dorothy Bett, Helen Molan and Angeline Rush.

Mrs. Reynolds entertained informally Friday afternoon. Each guest was given a skeleton story to fill the blanks with the name of some flower. The first prize was won by Mrs. R. W. Raft and the consolation by Mrs. W. Wizz. Luncheon was served late in the afternoon. Roses and jonquils carried out the flower contest idea. Those present were Mesdames C. Wenquist, W. H. Karl, J. M. Benich, W. Heft, S. Smith, William Ruffell James, Stuart, J. W. Rapp, W. Wizz, B. M. Woods, James Kelley, R. W. Powers, J. W. Hitch, G. Ayres and R. W. Reynolds.

Friday evening a surprise party was given at the residence of Mr. and Mrs. J. S. Harpster 802 South Twenty-eighth street, in celebration of Mr. Harpster's forty-ninth birthday. The rooms were decorated with carnations and ferns, and the evening was spent with music and games. Those present were Mrs. and Mrs. Kalteier, Mr. and Mrs. Feierman, Mr. and Mrs. Nelson, Mr. and Mrs. Lockner, Mr. and Mrs. Tebbens, Mrs. Wood, Mrs. Austin, Mrs. Gwynne, Mr. C. Harpster, Mr. J. Funk, Mr. E. Miller, Mr. Roy Harpster, Miss E. Nelson, Miss A. Harpster, Miss M. Tebbins and Miss F. Harpster.

The members of the San Soucie club were pleasantly entertained Friday evening at the home of Miss Stella Olson. Cards was the game of the evening, at which Miss Bertha Pixton and Miss Charlotte Peterson won high scores and Miss R. Andreesen the consolation. The hostess was given a hand-painted plate. Those present were: Misses Emma Tyler, Ruth Coolidge, Ethel Corey, Maude Wilcox, Jennie Nelson, Bertha Pixton, June Corey, Flora Stemm, Stella Olson, Jessie Corey, Charlotte Peterson and R. Andreesen. The club will be entertained Monday evening, April 12, by Misses Bertha Pixton and Flora Stemm at the home of the latter.

Largest among Saturday's social affairs and a pretty closing of a quiet week was the tea given between 4 and 6 o'clock by Mrs. Warren Switzler at her home on St. Mary's avenue in compliment to her guest, Mrs. Dianham of Columbia, Mo. Spring flowers were used in profusion through the rooms. In the reception room, where Mrs. Switzler and her guest and Miss Switzler received jonquils, carried out an effective color scheme of yellow. Sweet peas were used in the library and poppies in the dining room. Mrs. Switzler was assisted through the rooms by Mrs. W. H. Gurley, Mrs. W. D. McHugh, Mrs. W. T. Robinson, Mrs. Judson Chapman, Mrs. Claire Baird, Mrs. Charles Bothwell, Mrs. Fred Ryner, Mrs. Samuel E. Howell and Mrs. F. E. Townsend. About 100 guests called during the afternoon.

Miss Irma Springer entertained at cards Wednesday evening. The rooms were decorated with Easter lilies and pink carnations. Glided nuts tied with pink ribbons were attractively hung from the chandeliers and were used as place cards for the game. Prizes were won by Misses Irene Tetard, Beatrice Cole and Caroline Curtis and Messrs. George Rasmussen, S. Robertson and Carl Koenmesser. The color scheme of pink was also carried out in the refreshments and table decorations. Those present were Mr. and Mrs. W. H. Indoe, Mr. and Mrs. G. P. Urig, Mr. and Mrs. Paul Springer, Mrs. C. Rasmussen, Misses Caroline Curtis, Inez Bloom, Irene Tetard, Helga Rasmussen, Beatrice Cole, Aurora Kortlang, Mamie Munson, Irma Springer, Messrs. S. Robertson, Alvin Bloom, Carl Koenmesser, H. Fadden, A. H. Rasmussen, Roland Springer, Walter Samuelson and George Rasmussen.

Personal Gossip.

Mrs. Selma B. Meikle is the guest of her sister, Mrs. Lewis Reed.

Mrs. Edward Porter Peck will leave for the south Sunday morning.

Miss Marjorie Benson returns today to St. Mary's school, Knoxville, Ill.

The University of Nebraska will close for Easter vacation on Wednesday.

Messrs. Reed Peters, Frank Selby and Carrol Belden return to Amherst today.

Miss Miriam Patterson left Saturday for a six weeks' visit in Philadelphia and the east.

Miss Joe Sanford will be the guest of Miss Bessie Gould during the Easter holidays.

Mrs. Warren M. Rogers is the guest of Judge and Mrs. Redick for the coming week.

Mr. Robert Switzler will arrive Wednesday to spend the Easter holidays with his parents.

Miss Elizabeth Mahoney leaves Omaha next Monday for the south to spend a short vacation.

Miss Helen Best has returned from a week's vacation spent with friends in Neligh, Neb.

Mrs. Edward Crane of Kansas City is the guest of her parents, Mr. and Mrs. A. C. Wakeley.

Mrs. John A. Dempster, who has been seriously ill for several weeks, is convalescing.

Mrs. William Gunlock of Detroit, Mich., is the guest of her parents, Mr. and Mrs. Andrew Murphy.

Mrs. Frederick Lake, who has been dangerously ill at her home for some time, is now recovering.

Mr. and Mrs. Victor B. Caldwell returned Thursday morning from a month's visit in southern California.

Mr. and Mrs. L. J. Healey have had as their guests Mr. and Mrs. Thomas Blackburn of Edmonton, Canada.

Mr. and Mrs. Arthur Keeline, who have been abroad for the last few months, are expected home about the middle of April.

Mrs. Frances Ferns of Chicago is the guest of her sister, Mrs. E. H. Sprague, at the home of the latter, near the Country club.

Miss Helen Harper, daughter of Mr. and Mrs. L. S. Harper of Des Moines, formerly of Omaha, is visiting Mr. and Mrs. A. B. Currie.

Mr. Richard Ware Hall, who is a student at Yale, arrived Friday to spend the Easter holidays with his parents, Mr. and Mrs. R. S. Hall.

Mr. Frank M. Zanner leaves this evening for Chicago, where he takes a position with the American Telephone and Telegraph company.

Miss Leta Holdrege, who is in school at Wilton, Mass., put in part of her vacation visiting some student friends at Bryn Mawr college.

Mr. and Mrs. Wilbur R. Emerson have given up their apartment at the Hamilton and have taken a house on Georgia avenue near Poppleton avenue.

Mr. and Mrs. J. R. Lehmer will occupy Mrs. Monnell's home at 559 Harney street during the latter's stay in Europe. She will leave about May 1.

Mrs. Harley G. Moorhead and small son, Harley G. Moorhead, jr., have gone to Grand Rapids, Mich., to visit Mrs. Moorhead's mother, Mrs. Wallin.

Mr. and Mrs. Charles Black, who have been in California the last two months, left there last week. Mr. Black arrived in

(Continued on Third Page.)

Pongee Silk Coats, 56-in. long, at— $19.50

Elite Cloak Co.
1517 FARNAM ST.

Attractive, new Walking Skirts, $10.00

COSTUMES AND SUITS

Monday and all the week this exclusive Women's Ready-to-Wear Store presents all that is new and fashionable in the realm of style.

Beautiful Suits
at $45 to $95

We present for your inspection beautiful two and three-piece suits, representing the highest standard of tailoring and workmanship, molded of the finest materials procurable. These suits are cut after the very latest dictates of Dame Fashion—all of them fresh and crisp from Fifth Avenue tailors; moderately priced at **$45.00 to $95.00.**

Tailored Suits
at $25 and $35

For days we have scoured the New York market, gathering and choosing a collection of tailored suits—and all the time having but one aim in view, that of showing the finest tailored suits in Omaha at $25.00 and $35.00. Every suit is a garment cut and tailored by experts and made of mannish worsteds, French serges, soleil cloth and other beautiful soft clinging materials—shown in many greys, different tones of blue, green, tan, rose and all the prevailing spring shades. These suits have no equals at **$25.00 and $35.00.**

Crisp New Waists
at $1.45, $1.95, $2.50, $3.50, $5 and up

We show an especially large assortment of tailored linens; French lingeries, madras and pongee waists; all specially priced.

Wm. R. Matthews

Invitation Cards and Announcements for

EASTER WEDDINGS

This is a reminder to bring the order in to us soon so that we can give it the careful attention it deserves

Wm. R. MATTHEWS
122 So. 15th Street - Phone Douglas 8144

Socks Darned Free

Think of it you men and women with holes in your hose, absolutely free.

We Sew on Buttons. **Nonpareil Laundry Co.** Do Ordinary Mending.

The first and only laundry in the west to make this unusual offer. The daintiest lingerie or the classiest custom made shirt laundried beautifully.

"The Laundry of Quality"
Douglas 1812

The NEW DOMESTIC
THE ONLY SEWING MACHINE FOR THE HOME

There are three things that the New Domestic will do which no other one sewing machine in the world can do, and the "cheap" machines can do none of them.

1—The Chain and Lock Stitch—two machines in one—and you can change from one to the other without fuss or trouble.
2—A Vibrating Presser, so useful in sewing sheer and gauzy stuffs, for darning, braiding and embroidery work, also an advantage in passing thick seams and sewing thick goods.
3—A fine-Stitch Ruffler which gives a plait at every fifth stitch, also gathering, puffing, ruching, scallop plaiting, crepe trimming, as well as plain ruffling.

Be sure to see the Domestic before buying.

Gustafson & Hendrickson
Corner 16th and Capitol Avenue. Hotel Loyal Building.
Phones: Douglas 1574; Ind. A-3582.

Don't you like to deal with people who want your trade? Particularly dressmakers?

It is certainly exasperating to have anything to do with people who act as if they don't care whether you have them make your clothes or not.

There are quite a few up-to-date dress makers who want your patronage and tell you so on the want ad page, under head of "Dress Makers."

They want you to come to them—they will be glad to see you and will take good care to please you if they go to the expense of advertising to get your first order. That sounds sensible, doesn't it? Have you read the want ads—yet—to-

Bee Want Ads Boost Your Business

SOROSIS

Never Before

Today was there any such demand as now obtains for variously colored

Shoes and Slippers

Gowns for women are so extraordinarily varied in tint and texture that the fashionably clad requires that rightly colored shoes shall be supplied to match a score or more of costumes which for daintiness have never been surpassed.

Staple styles $3.50 and $4.00 as always. Custom made, to match gowns, $5.00 and upwards.

Sorosis Shoe Store
Frank Wilcox, 203 South 15th St.

J. JAWITZ

Announces the arrival of French models for spring and summer. Each gown is an art of itself. We will copy them at moderate prices—Inspection invited.

J. Jawitz.
High Class Ladies' Tailor
18th and Farnaman Streets - Wead Building

ATTEND THE

Diamond Sale

Big bargains in all the diamonds and diamond jewelry left to us for security are placed on sale for THE NEXT TEN DAYS. We will save you about 40% of regular selling price.

Brodkey's Jewelry and Loan Co.
Remember the Number, 1401 Douglas Street

Brodkey Jewelry Co.