

At the "NEW KIND OF A WOMEN'S SUIT STORE"
Special Easter Sale of Women's Easter Suits
 Stunning Easter Costumes in Two and Three-Piece Models
 Smart Tailor-made Suits in Panamas, Serges, Worsteds, Plain or Fancy Colors; also Beautiful
 Dresses in Rough Pongee Silk and Rajah Silks in all the New Shades, Exquisitely
 Trimmed and Carefully Made, are on sale here
AT 40% LESS THAN RETAILERS' PRICES

We are now selling stunning, stylish suits at prices which are 40 per cent less than are charged everywhere else. The prices are remarkable because the Easter buying is now here. And you, Madam, if you want a stylish Easter Suit or Dress or Skirt, come to this store and see what suit values we have to offer. There are no middle-man's profits to pay here. We sell at positively wholesale prices. Be here early.

Every Suit is Sold to You at Wholesale Prices.



Buying at this Store You Buy Direct from the Makers at the Makers' Price

15 PER CENT DISCOUNT COUPON.
 Cut this out and present it to the saleslady and you'll receive your 10 per cent discount.
 As an extra inducement to have you buy direct from the makers, we'll allow a 15 per cent discount on all purchases made before April 15th, but this coupon must be presented when purchases are made.
GOOD UNTIL APRIL 15th, '09.
PRINCESS CLOAK & SUIT PARLORS
 16th and Davenport Sts.

THREE-PIECE SUIT.
 Retail value \$40. Novel three-piece suit, an exact copy of a \$40 model, made of handsome novelty suitings. The coat is silk lined and the proper length. The dress has tucked yoke of hat and full sleeves of the cloth, so it can be worn separately. Retail value \$40.00. Special price \$25.

COAT SUIT.
 Retail value \$35.00. A beautiful stylish suit, exquisitely trimmed and strictly tailored. An exact copy of model above. You cannot duplicate any one of our \$35.00 suits for less than \$35.00, but selling at manufacturers' prices we can easily sell at these low prices.

PRINCESS DRESS.
 Retail value \$30. These Suits and Dresses are of the latest models. The model above gives you the exact cut and style of those suits and dresses. These are all new models, new fabrics and the latest shades. Greatest value in town at the price.

POLLY EVANS.
 Retail value \$20. You may travel all over town and you will not see a suit or dress that will equal our \$12.50 suits and dresses. In a variety of new shades and styles. Fully trimmed and well tailored. Model of these is shown above.

The choicest creations that will be seen this spring are here. A striking collection of beautiful styles, representing every new and fashionable tendency, including plain and fancy models in spring mixtures, panamas, serge and volles, on sale here at 40 per cent less than elsewhere.

PRINCESS CLOAK AND SUIT PARLORS
 Management of the Goodyear Raincoat Co. COR. 16TH AND DAVENPORT STS. Mail Orders Filled Promptly

We Trust the People

Everything Priced Plainly Here

THE PEOPLES STORE
 LEADERS OF LOW PRICES
 16TH & FARNAM STREETS, OMAHA.
 (The Peoples Furniture and Carpet Co., Est. 1887.)

3 LIVE GOLD FISH and Globe With Every Cash or Credit Sale of \$10 Or Over in FREE



Our Men's Clothing Department.

Buy your Easter Suit, Hat, Shoes, Dress Shirt, Underwear and Furnishing Goods here, and give your mother, sister, wife or sweetheart a beautiful present; something that will make a handsome ornament for any home. This aquarium is a clear gain to you over and above the exceptional values we are giving you this week—**Cash or Credit. Suit prices range \$18, \$15 \$12.50 and... \$10**

A Timely Purchase of Ladies' Sample Suits Buy Your New Suit for Easter of Us and Save Fully One-Third of Prices Asked Elsewhere



SHAFF & MANDEL, 32-34-36 West 18th Street, NEW YORK CITY sell us their entire sample line of Ladies' Suits at ONE-THIRD LESS THEIR REGULAR VALUE. Lot consists of just 92 garments—every model is a handsome new spring style and is beautifully tailored, one and two of a kind, all sizes, big variety of materials, MADE TO RETAIL FROM \$30.00 to \$37.50. This entire lot, together with broken lines from our regular stock, will be placed on sale at 8:00 o'clock tomorrow, SATURDAY morning at the one price—

\$23.75

Alterations Will Be Charged for on These Sale Suits. YOU MAY BUY THESE SUITS ON EASY PAYMENTS

Market is Most Bountifully Supplied for Easter Dinner

Easter Dinner Menu.
 Omelette, Sauce Hollandaise, Shad Roe Croquettes, Filled Rolls, Roasted Capon, Giblet Souce, Current Jelly, Potato Soufflee, Creamed Celery, Fresh Lettuce with Cream Salad Dressing, Strawberry Shortcake, Whipped Cream, Coffee.

Never before has the Omaha market been so bountifully supplied with delicacies and staples in foodstuff for the Easter trade as it is this week. Practically everything regardless of where it grows or what its season may be, is to be had in the local market today and at prices not exorbitant or even high considering that many things have come hundreds of miles and by express.

This week has brought the first carload of strawberries of the season. It came in Wednesday from Louisiana and is the first carload to be expressed straight through. The berries are selling at various prices in the stores. They come twenty-four pint boxes to the case and the cases wholesale at \$2.50 each.

New potatoes, new beets, turnips and parsnips have also come in. The potatoes are selling wholesale at 45 cents a pound and the beets and turnips and parsnips by the bunch, the price varying according to the size of the bunch. Tomatoes are also especially fine, in fact, everything is of excellent quality and everything plentiful excepting wax and string beans and new peas. These are to be had, however, though at a trifle higher cost, the beans selling for 30 and 25 cents a quart and the peas about the same. New spinach, watercress, parsley, head and leaf lettuce, onions, cucumbers, oyster plant, egg plant, radishes, pleplant and all the other things that have been in for several weeks are especially fresh this week, as if to be fit for a special occasion.

The fact that Easter is at hand has made no difference in the price of eggs, however. They sell at 25 cents a dozen for the guarantee and 20 cents a dozen for others. Several of the stores will make a specialty of eggs Saturday, when the price will undoubtedly drop several cents a dozen, but it will be well to remember that these eggs will be for coloring purposes only and to keep them apart from the cooking supply.

Butter is 25 cents a pound for the best package creamery and from 25 to 28 cents a pound for the tub and dairy butters.

Poultry sells just as it did last week wholesale. Fresh broilers sell at \$7.50 a dozen. Frozen broilers are \$5 a dozen, spring chickens are 17 cents a pound, hens 15 cents, roosters 10 cents, ducks 17 cents, geese 12 cents and turkeys 25 cents a pound.

Tremont
 15¢ each 2 for 25¢

Style and comfort are but two of the good points in the "TREMONT"—a collar which possesses all the other good Arrow qualities

ARROW COLLARS
 No other Collar at 15¢, a pair are as good as Arrow Collar. Claret, Peabody & Co., Makers

HOME NOTES AND SOCIAL GOSSIP

Calendar Contradicts the Engagement Book Today

While the social calendar presented a clean white sheet for Good Friday it seems that quite a different memorandum has been reposing in the privacy of the engagement books. Of course "everybody" went to church this morning and no one had planned anything for the afternoon, but it transpired, nevertheless, that a lot of little games were played, most of them being foursomes. And then, there were a lot of little luncheon parties, only no one called them parties, even if they did number from three to four and five "extra."

By far the most strenuous pastime of the day, however, has been the search for the Easter bonnet. Many have put in the week at it, but as this is an extraordinary season it has required more than one trying on to reconcile women of good taste that the present showing includes anything possible. Altogether the women, at least, have been harder to account for today than usual and although all protest that the day has been uneventful, there seems to be abundant evidence of the contrary.

Personal Gossip
 Where the People Are, When They Are Going and When They Expect to Return Home.

Mrs. J. H. P. Robison of Grinnell, Ia., is the guest of her sister, Miss Simonds. Mrs. Lucy Smith of Sioux Rapids, Ia., who is visiting Mr. and Mrs. T. B. Brown, returns next week to her home.

Miss Mary E. Simonds of Cass school has taken apartments at the Barnard.

Miss Alice Switzer is spending two or three days at Fort Crook this week as the guest of Lieutenant and Mrs. West.

Mrs. Gould Dietz left Wednesday for a few days' visit in Lincoln with her mother, Mrs. A. M. Pulkam.

Mrs. E. E. Howland and Miss Fannie Howland, who have been spending the last two weeks at Excelsior Springs, will return Saturday or Sunday.

Mr. and Mrs. A. Delbridge of St. Louis have arrived to be the guests of their

Pleasures Past
 Social Events of Note at Which Goodwill People Meet and Enjoy Themselves to the Utmost.

Mrs. Merrick E. Lease entertained at a beautifully appointed luncheon Friday at her home, complimentary to her house guest, Mrs. Lucas of Litchfield, Minn. All of the decorations were suggestive of Easter tide. An Easter plant formed the centerpiece and place cards had a design of the new Easter bonnets. The favors were miniature chickens and rabbits. Those present were Mrs. Lucas, Mrs. H. M. McClanahan, Mrs. G. W. Hervey, Mrs. L. Patrick, Mrs. Chism, Mrs. Thomas B. Brown, Mrs. Lucy Smith of Litchfield, Minn.; Mrs. H. S. Benedict, Mrs. George Howe, Mrs. Minard and Mrs. Lease.

For the Future
 Events of Interest That Are On the Local Social Calendar That Promise Much of Pleasure.

Mrs. Duncan M. Vinsonaler, who will give a bridge luncheon Wednesday for her guests, Mrs. Carroll and Miss Carroll, will give a second party Thursday afternoon, when she will entertain at bridge for Miss Carroll.

Mrs. F. Meyer will give a luncheon today at her home for Mrs. A. Delbridge of St. Louis and on Monday Mrs. Arthur Schnellbacher of Council Bluffs will give

COLLEGE WOMAN FROM INDIA
 Miss Lilavati Singh is in This Country to Study and Make Addresses.

Miss Lilavati Singh, professor of literature and philosophy at the Isabella Thoburn college, Lucknow, India, has come to the United States in the interest of the college and is now in New York. She is described as the most prominent Indian Christian woman in educational work today. In addition to performing her college duties she is editor of the Urdu Woman's Friend, a paper published for the women of the zenanas and is chairman of the women's section of the World's Student Christian federation.

Mrs. Archbold among her hearers on a recent morning. She will speak throughout the United States during the next few months and will enter Radcliffe in September for a post-graduate course and higher degree.

"What has not thirty years done for us in India, that is, those who have been able to take the advantage of the opportunities for education!" she said to a reporter. "Again and again after reading a book which seems to inspire me I sit and think, 'Is it not passing strange that I, an Indian woman whose grandmother could not read a line, should be getting acquainted with such men as Shakespeare, Tennyson, Holmes, Emerson and Drummond?'"

"Yet even today only seven out of 1,000 women in India are literate. We yet have 60,000,000 women shut up in zenanas. There

QUEEN ENCOURAGES WOMEN
 Visits Big Millinery Warehouse and Urges Workers to Exercise Franchise.

The women of Denmark had their first opportunity to vote in the municipal and communal elections of that country March 12. Queen Louise is said to have shown her approval of the new franchise by visiting a large millinery warehouse which the voting was in progress and urging the women to vote. More than half of the 100,000 votes recorded were those of women.

The women elected a municipal councillor in Copenhagen included two social democrats and three conservatives. Seven of the forty-two members of the municipal government elected were women and about 7 per cent of the communal officers elected throughout the country.

Women's College in Turkey.

A national college for women is to be established in Constantinople. The leader of the movement is Ahmed Risa Bey, who is said to be inspired by his sister, who is a well known Turkish author. A site for the building has been given by the sultan, who is said to be very much in favor of the undertaking. This site is at Poonooghill. The scope of the college will be discussed very shortly in Parliament, when it is expected that the success of Dr. Mary Mills Patrick as president of the American College for Girls in Constantinople will be used as the great argument in favor of establishing a national institution. The number of high-class Turkish girls attending the American college has greatly increased since the coming in of the new political regime.

Mrs. Taft's name now heads the roll of honorary members of the Daughters of Ohio. She was elected at the recent meeting of the society which was held at the Waldorf-Astoria.

Lady Francis Balfour, Lady Sibbery, Miss Cecily Hamilton, Miss Louisa and Mrs. Richard Grant comprise the editorial committee of the new suffrage monthly, the Englishwoman, which has just been started in London. Its main object will be the promotion of equal suffrage, but it will publish articles and stories on many other subjects, including art, theater, literature, music and the more recent discoveries in the field of science.

Lettuce Sandwiches.
 Take white bread, cut in slices, butter, put lettuce leaf on one slice. Make a mixture of radishes, cut as fine as possible;

What Else Please?
 WASHBURN-CROSBY'S
GOLD MEDAL FLOUR
 Nothing Else Thank You
 Just GOLD MEDAL FLOUR