

"Goodyear Raincoats—Reign Supreme"

Beginning Today--At The Goodyear Store

End of Season Clearance Sale

We Want to close our selling season with as small a stock as possible, and our orders from our headquarters are to that effect—Consequently our entire stock, consisting of

HIGH GRADE Cravenettes, Top Coats and Silk Coats

BEGINNING TOMORROW GO

On Sale at 40c on the Dollar



Men's Raincoats

Your choice at these prices of the biggest Raincoat stock in town. New Fabrics and in the newest spring models. Ideal garments for these rainy, rainy, spring days.

\$18.00 Raincoats, Clearance Price	\$6.00
\$20.00 Raincoats, Clearance Price	\$8.00
\$25.00 Raincoats, Clearance Price	\$10.00
\$30.00 Raincoats, Clearance Price	\$12.00

Men's Top Coats

This spring's styles and fabrics. Variety big enough to insure satisfactory selections at these remarkably low prices:

\$18.00 Top Coats, Clearance Price	\$7.00
\$20.00 Top Coats, Clearance Price	\$8.00
\$25.00 Top Coats, Clearance Price	\$10.00
\$30.00 Top Coats, Clearance Price	\$12.00

Women's Silk Coats

These Spring days are Raincoat days and a silk waterproof garment is the ideal spring overgarment. Ours is the biggest stock of silk coats in town. New styles in the latest and most popular colorings, various makes. The variety is big enough and prices low enough to insure satisfactory selections.

\$20.00 Silk Coats, Clearance Price	\$8.00
\$25.00 Silk Coats, Clearance Price	\$10.00
\$30.00 Silk Coats, Clearance Price	\$12.00
\$35.00 Silk Coats, Clearance Price	\$14.50



Goodyear Raincoat Co.

"The Raincoat Specialty Store." Cor. 16th and Davenport Sts.

HOME NOTES AND SOCIAL GOSSIP

Several Handsome Prizes Add Zest to Bridge Party

Bridge whist has its fascinations, but prizes add zest and are quite an inducement, especially to those who play the game to be sociable rather than because they are really keen about it.

Sixteen prizes are to be awarded at the bridge party to be given by Mrs. Charles Harding and Mrs. Byron Smith, assisted by a number of friends, next Tuesday evening at the home of Mrs. Harding. This is the largest number of prizes ever given in Omaha at one party. Eight or ten have been given several times at the Creche parties at the Country club. The bridge party is for the benefit of the Child Saving Institute, and the prizes have been donated by some of the jewelers, art stores, furnishing stores, druggists and department stores of Omaha. As is the case at most social functions, people are quite enthusiastic, but rather tardy sending in their acceptances.

will be held in two weeks with Mrs. Arthur Kuhn.

Mrs. W. F. Wallace was hostess Tuesday at a meeting of the Kensington club. Those present were Madames Frank E. Underwood, F. A. Nelson, S. E. Faulkner, Jr.; H. L. Underwood, J. J. Mullen, Effie Greenman, A. M. Tempary, William Faulkner and W. F. Wallace.

A small and informal surprise party was given Wednesday evening at the home of

class, Cal., who has not seen either of her two sisters for over twenty-five years. Mr. and Mrs. Pattison are taking a three-months' vacation, going from San Francisco to Omaha, Chicago, Cincinnati, Buffalo, Niagara Falls, Albany, New York, Washington, New Orleans, El Paso to Mexico City, El Paso, Los Angeles to San Francisco, thus making the round trip. Mr. and Mrs. Pattison continue their itinerary Sunday evening, Monday evening Mrs. Lottie and Mrs. Della R. Cox will leave for Lemars, Ia., to visit their brother, Mr. Neville Redman.

Mr. and Mrs. W. Sidney entertained Wednesday evening for Mr. and Mrs. J. C. McPheters, who depart for Minneapolis in the near future. Those present were Mr. and Mrs. J. C. McPheters, Mr. and Mrs. F. Kellogg, Mr. and Mrs. F. E. Fero,

flour gradually. The longer kneaded the better. Shape into round or square cakes, and thumb and jab over the top with a fork. Put it on buttered paper, then on tin and bake in moderate oven twenty minutes.

For the Future

Events of Interest That Are On the Social Scene Calendar That Promise Much of Pleasure.

Mr. and Mrs. George A. Joslyn will give an informal dancing party for the school set this evening at their home, for Miss Violet Carl's guest, Miss Irma Douglas of Wyoming. They will dance in the ball room on the third floor, and those present will be Misses Irma Douglas, Helen Scobie, Bertha Dickey, Janet Hall, Dorothy Hall, Florence Cudahy, Alice Cudahy, Helen Smith, Daphne Peters, Katherine Beeson, Alice Carter, Violet Carl; Messrs. John Dougherty, Jack Bows, Francis Gaines, Edward Ayrig, Charles Keller; Robert Wood, Victor Caldwell, Donald McWhorter, Stanford Gifford, Blaine Young, Robert Mackay and Arthur Ayrig.

The regular fortnightly hop which was to have been given this evening at Fort Crook has been indefinitely postponed. The officers of the Second battalion will leave early Saturday morning for Ashland for a month's target practice. Several dinner parties have been planned and a large number of guests from Omaha were to have attended the hop.

Invitations have been issued for the wedding of Miss Mabel Milroy, daughter of Dr. and Mrs. W. F. Milroy, to Mr. Herbert Michael Hays of Stella, Neb., which will take place Tuesday evening, April 27, at 8 o'clock at First Presbyterian church. Rev. Harte Jenks will officiate and Mr. John Warren of Vinin, Kan., will serve as best man. Miss Katharine Jean Milroy, sister of the bride, will be maid of honor and Miss Mayonnie Thompson will be bridesmaid. The ushers will be Messrs. Lynn Lloyd, Sam Siegler, Earl Burket, Allen Murphy and Elbert Burnett. An interesting feature of the wedding date is that it is the twenty-third wedding anniversary of Dr. and Mrs. Milroy, whose marriage took place in Baltimore, and it is also the birthday of Miss Katharine Milroy. The wedding will be followed by a small reception for the members of the wedding party and a few intimate friends of the young people.

Personal Gossip

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

Dr. and Mrs. F. J. Spaulding are expected home Saturday morning from an eight months' trip abroad.

Mr. and Mrs. Robert Urdike will move shortly to one of the brick houses at Fortieth and Harney streets.

Mr. and Mrs. Jay Foster and Mr. and Mrs. Everett Buckingham left last evening for a short trip to Chicago.

Mr. and Mrs. Robert Spencer returned

Pleasures Past

Social Events of Note at Which Congregal People Meet and Enjoy Themselves to the Utmost.

Miss Jessie Millard opened her new home this afternoon for the art department of the Woman's club. The rooms were attractive with roses and jonquils and refreshments were served. Several pictures were discussed and vocal numbers were given by Miss Moses. Each member was privileged to bring a guest, and assisting were Mrs. Charles O'Connell, Mrs. C. J. Roberts, Mrs. F. T. Rouse, Mrs. G. C. Swingley, Miss Sumner and Miss Spratlan.

Mrs. William Johnston and Miss Johnston of Fort Crook gave a delightful bridge party Thursday evening at their home. Nine tables were placed for the game and about fourteen guests from Omaha attended. Prizes were awarded to Miss Young, Mrs. Bennett, Captain Gohn and Mr. Capon.

Mr. and Mrs. A. B. Carpenter gave a card party last evening at their home, 6016 Inard street, in honor of Mrs. Siddons Harper of Philadelphia, who is the guest of Mrs. W. R. Watson. The house was decorated with spring flowers and those present were Mrs. Siddons Harper of Philadelphia, Mr. and Mrs. W. A. Watson, Mr. and Mrs. George Ribbel, Mr. and Mrs. W. F. Durkee, Mr. and Mrs. H. D. Neely, Mr. and Mrs. Carl Bahach, Mr. and Mrs. Frank W. Judson, Mr. and Mrs. J. H. Conrad, Mr. and Mrs. H. G. Brown, Mr. and Mrs. Edward Martin, Mr. and Mrs. A. B. Carpenter, Miss Chamberlain, Miss Bahach.

Mrs. James H. Metton entertained a few friends informally at bridge this afternoon in honor of Mrs. Siddons Harper of Philadelphia, who is the guest of Mrs. W. A. Watson. Five tables were placed for the game.

Mrs. W. G. Templeton and Mrs. Royal D. Miller of Dundee gave a small luncheon Thursday at their home for Mrs. Edwina Bailey of St. Joseph, Mo. The table was decorated with spring flowers and covers were laid for Madames Elwood Bailey, Frederick Sparling, G. W. Templeton, J. O. Phillips, A. H. Benion and Royal D. Miller.

The Combs club was entertained Thursday by Mrs. F. G. Etter. The afternoon was spent playing high five and prizes were awarded to Mrs. Hern and to Mrs. Tillotson. Luncheon was served from one large table, the centerpiece being a basket of brides' roses and the place cards were sketches in water color. The next meeting



A LINGERIE BONNET AND TWO OF STRAW WITH FEATHERS AND FLOWERS

Mr. and Mrs. G. T. Lindley, in celebration of their twentieth wedding anniversary.

Mrs. D. W. Cousinsman entertained the Independent Card club Wednesday afternoon. Prizes were won by Mrs. E. Wissemburg, Mrs. M. C. Langston, Mrs. A. Rousner and Miss Agnes Burke. Miss Agnes Burke was a guest of the club and the next meeting will be in two weeks at the home of Mrs. M. C. Langston.

The La Veta club met Wednesday afternoon at the home of Mrs. L. J. Traylor. Prizes for the game of high five were won by Mrs. F. B. Mason and Mrs. Grant Williams. The next meeting of the club will be in two weeks at the home of Mrs. J. E. Wigman.

A family reunion is being held at the home of Mrs. Belle L. C. Houston, 3311 Lafayette avenue, Bemis Park, including her mother, Mrs. Lottie Cox, who has been a resident of Omaha since 1872; her sister, Mrs. Della R. Cox, of Indianapolis, Ind., and Mrs. L. N. Pattison of San Fran-

isco, Cal., who has not seen either of her two sisters for over twenty-five years. Mr. and Mrs. Pattison are taking a three-months' vacation, going from San Francisco to Omaha, Chicago, Cincinnati, Buffalo, Niagara Falls, Albany, New York, Washington, New Orleans, El Paso to Mexico City, El Paso, Los Angeles to San Francisco, thus making the round trip. Mr. and Mrs. Pattison continue their itinerary Sunday evening, Monday evening Mrs. Lottie and Mrs. Della R. Cox will leave for Lemars, Ia., to visit their brother, Mr. Neville Redman.

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What There Is in Market for the Sunday Dinner

Scotch Shortbread.
To make two good sized cakes. One pound butter, one-half pound powdered sugar, one and one-half pounds flour. Knead sugar and butter together, then knead in the

Sunday Dinner Menu.
Cream of Celery Soup. Croutons. Olives. Stuffed Breast of Veal. Rhubarb Conserve. Escalloped Potatoes. Crisp Water Cress. French Dressing. Cheese Slices. Hot German Apple Kuchen with Whipped Cream. Drip Coffee.

It is one of the things difficult to explain to the average person why the common necessities, such as potatoes and cabbage, should sell at prices almost prohibitive to the poorer classes, while strawberries, pineapples, fresh green vegetables and other things that must be brought from the tropics in refrigerators, and that at this time of year may rightfully be counted among the luxuries, are to be had in plenty and cheap at that.

Cabbage, for instance, has been scarce and high this year. The first car received in the local market in ten days arrived this morning and is selling at 4 cents a pound wholesale. Irish potatoes, old potatoes, are selling at 12.5 and 15.0 a bushel wholesale, while the new potatoes bring 25 cents a pound wholesale. Sweet potatoes are practically gone, only a few, and these poor quality, being left.

A carload of Bermuda onions came in from Texas this morning. The demand for these onions has more than doubled the last year or two, and they are selling now at 3 and 4 cents a pound wholesale.

Tomatoes are exceptionally fine and sell for 12 1/2 and 15 cents a pound retail, or from \$2.25 to \$2.50 a crate of six baskets at wholesale. Beans, peas and all the new garden stuff is abundant this week and back at the regular prices.

A carload of Cuban pineapples is on the local market this week and selling at from 15 to 25 cents each, according to size. A carload of Texas strawberries arrived this morning. They are of very good quality and sell for \$4 a case of twenty-four quart boxes.

Grapefruit is plenty and excellent in quality. The demand for this tropical fruit has had a phenomenal increase the last year, and where a box was sold four or five years ago, a carload is disposed of now. Seven carloads have been sold in the local market this season.

With the exception of hens, which have advanced from 15 to 16 cents a pound, 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 \$4 a dozen, roasters, 10 cents; ducks, 17 cents; geese, 13 cents; turkeys, 25 cents a pound.

The best package creamy butter sells for 35 cents a pound and other butters from 28 to 35 cents a pound. Eggs are 30 and 25 cents a dozen. The 30-cent eggs being strictly guaranteed.

Ladies' \$25 Tailored Suits On Credit Saturday for \$19.50

This great sale includes ladies' and misses' spring sample suits that we purchased from two prominent eastern manufacturers, and together with broken lines from our regular stock go on sale tomorrow. Expert judges of suit values say these garments should bring \$25.00—but we have marked them \$19.50, and will sell them for either



Men's Hose

We received 1,000 dozen of our celebrated men's black and tan hose, worth 15c; on sale Saturday, limit five pair to a customer, for only

CASH OR CREDIT

Stylish models—beautiful spring colorings—fine materials—skilled tailoring—we recommend them to our patrons because we know their true worth. We will charge for alterations on these sale suits; you can buy them on a charge account. Think of it for only—

\$19.50

Terms: \$4.00 Cash, \$1.00 a Week

Men's \$12.50 Spring Suits \$8.75

A notable sale of men's suits Saturday. These suits are in many styles and effects—all the season's choicest fabrics and colors are represented. Men's suits that you cannot duplicate elsewhere under \$12.50 we offer you Saturday on a charge account for

Cash or Easy Payments \$8.75

5c A PAIR



We Trust the People



\$1.00 a Week Will dress you Well

Change of Time

Sunday, April 18



Chicago Flyer

Train No. 14, will leave Omaha 6:08 p. m. [now leaves 6:28 p. m.], will arrive Chicago 8:38 a. m. [now arrives 8:58 a.m.], making connection with early morning 24-hour trains to New York. This train will be equipped with Library-buffet and Pullman Standard Sleepers—berth lighted—chair car and dining car

Rocky Mountain Limited

Train No. 7, will leave Omaha 11:12 p. m. [now leaves at 11:17 p. m.], arrival at Colorado unchanged.

Tickets 14th and FARNAM

WALL PAPER

Bought for SPOT CASH from RECEIVERS of Firm of RUTHERFORD & JENSEN

The magnificent stock of Wall Paper, French, English, German and Domestic Papers—STRICTLY UP-TO-DATE, which we offer at 1-10 their original value. Come and look them over, at 2008 FARNAM ST.

WATCHES

We offer you for one week the following high grade watches at prices worth your consideration—the Howard, Hamilton, Gruen precision and all well known American makes. Our special \$9.75 watch has special value.

Mawhinney & Ryan Co.

15th and Douglas Streets. Your old, discarded jewelry can be made new by sending it to us for repair.

The French Way

SPOTS
come out in the cleaning, if it is done properly and it will be done so if you favor "The French Way" of your patronage. Our cleaning and dyeing establishment is fully equipped for every class of work. The cleaning of fancy gowns, piumes, laces, gloves etc. is a specialty with our facilities for dyeing are unsurpassed.

French Dry Cleaning Works
Phone: Doug. 4172, A-2125
1908 FARNAM

SEEDS THAT GROW NEED ANY?

SEE THAT THEY COME FROM THE NEBRASKA SEED CO. City Salesroom 1613 Howard St. Tel. Doug. 1261

The ideal food for school or workshop is

SHREDDED WHEAT

Crisp, delicious shreds of baked wheat—Try it for breakfast with milk or cream.