

EASTER SALE

A Money-Saving Sale of Unparalleled Proportions

Everything for Easter at Boston Store's Easter Sale. The Realization of Elegance in Easter Apparel for Man, Woman and Child. Everything That's Rich in Elegance and Good Taste. Everything That Stands High for Fashion Except the Price.

A Pretty Easter
SOUVENIR
GIVEN AWAY FREE
WITH EACH BOYS' SUIT
SATURDAY.

BOSTON STORE

16th and Douglas
Omaha.
J. L. BRANDEIS & SONS
PROPRIETORS.

A Pretty Easter
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WITH EACH BOYS' SUIT
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THESE INDISPUTABLE PRICES WILL BRING YOU TO OUR STORE SATURDAY

THE GRANDEST STOCK OF Boy's and Child's Clothing IN THE United States.



\$6. Middy Vestee Suits
AT **\$3.48**

These stylish little affairs in demand so much, in neat mixtures, plaids, checks or plain blue serge; can be worn without vest to show shirt waist; sold in most houses at \$6.00; they are yours Saturday at \$3.48.

Boy's Suits
AT **\$1.98**

500 Boy's Middy Suits, sizes 3 to 8 years, in neat gray and brown checks, collars and vest neatly braided, well made and perfect fitting, regular retail price \$3.00, our special Easter price \$1.98.

At **98c** and **\$1.49**

2,200 Boy's Suits in sizes 4 to 15 years, in fancy chevrons, small sizes, have deep collars trimmed with braid, larger suits are plain double breasted, usual retail price is \$1.75, our special Easter price is 98c and \$1.49.

At **\$2.98** and **\$3.00**

1,000 Boy's double breasted knee pants suits, sizes 4 to 15 years, made of fine black clay worsteds, fancy chevrons and cassimeres, all extra well made, regular \$5.00 suits, our special Easter price, \$2.98.

AT **\$4.50**

Boys' three-piece Long Pants Suits, ages 14 to 19 years, made of fine all wool cassimere and fancy chevrons, regular \$5 suits, Saturday they go at \$3.00.

Boys' Long Pants Suits, 14 to 20 years, black clay worsteds and elegant cassimeres, also fancy serges, many suits in this lot worth up to \$8.00, but for our special Easter Sale go at \$4.50.

THE HIGHEST GRADE AND NEWEST STYLES IN MEN'S CLOTHING.



\$4.98

TOP COATS of covert cloth or Broadway chevrons, made in all effects of tans and browns, lined just as you would wish them to be—thoroughly well. These Coats fit well around the collar and shoulders—your friend might say, "Made especially for you." They are worth \$9.00, but for our Easter Sale the price Saturday is

\$7.50

MEN'S SPRING OVERCOATS, in imported clay diagonals, in light and dark covert cloth; made to fit any figure, either medium, tall or short; a regular \$12.50 Overcoat, but in our Easter Sale Saturday the price is

\$4.98

MEN'S BUSINESS SUITS, neat, refined garments, made correctly and well, in cheviot and Scotch effects, light clay worsteds of the newest designs, none better elsewhere at \$8.00—our Special Easter price, however, is

\$9.50

Dressy Suits for Men

In such goods as imported fancy worsteds stripes and plain plaids, in cassimeres, Scotch chevrons, soft clay worsteds, silk lined; also a number of elegant suits lined with Skinner's satin, cut properly and in the latest styles—our special Easter price for Saturday is

\$15

Men's Suits

The swaggiest Suits to be seen on a man nowadays are those carefully made custom tailored Suits in exclusive patterns, in all imported woolsens, every small detail handled in masterly manner, such as cost you elsewhere at least \$25.00, but which we sell Saturday at

\$7.50

Spring business suits in sack and cut-away styles in blue and black unfinished worsteds, also single and double breasted blue and black serges, pin head cassimeres and Scotch mixtures, thoroughly trimmed and made by custom tailors, \$12 suits, Saturday for

Latest Shapes in Men's and Boys' Hats.

\$1.50

Our Hat for \$1.50 Saturday is a leader. We take pride in making hats a better Hat than you ever saw for the money; in fact you would call it a big value at \$1.50. We have them in Derby, Fedora; in the very latest styles—our price Saturday is \$1.50.

\$1.00

Saturday we are offering a remarkable value in soft and stiff hats in such shape as Knox, Dunlap and London, just out, sold by others at \$2, our price Saturday is.....

\$2.50

The hat we sell for \$2.50 is worth \$4; the styles are the latest and the shades are all new, popular ones in tan, brown and black, special Easter price.....

We are showing all the latest styles of boy's and children's hats and caps, in addition to which we place on sale Saturday 200 manufacturer's samples of boy's and children's headwear at

10c 15c
19c 25c 39c 49c

MEN'S FURNISHING GOODS FOR EASTER.

50c

Dollar and a half Underwear

An importer's entire stock of men's French Balbrigan underwear, medium weight merino underwear, all sizes, worth \$1.50, go at 50c.

25c

Men's Dress Shirts

We are showing all the newest and noblest styles in men's dress shirts ever shown in the west. They will be displayed for the first time Saturday—when they will go on sale at

50c, 75c, 98c, \$1.25, \$1.50

25c

Men's \$1.25 Silk Neckwear

1000 dozen men's new silk neckwear in all the latest shapes and styles, worth \$1.25, for Saturday special price 25c.

EASTER OPENING TRIMMED MILLINERY

THE PUBLIC IS CORDIALLY INVITED.

Our mammoth millinery floor is a reflex of Paris and London fashions, absolutely correct and no matter how elegant, whether \$5 or \$50 is the price, no better values can be found in America

To attract special attention to our Easter Millinery Saturday, we place on sale 1,000—

TRIMMED HATS

Especially trimmed for our Saturday Easter sale and are the finest and most stylishly trimmed hats shown this season, on sale at \$10.00 and \$15.00

\$10.00 and \$15.00

TRIMMED HATS

In the latest correct fashions, such as Shepherdess, short back sailors, turbans, walking hats, large hats and other kinds in every conceivable shape in correct Spring colors, exact counterparts of imported models and on sale Saturday at \$4.98 and \$6.98

\$4.98 and \$6.98

TRIMMED HATS

IN ALL STYLES—IN ALL COLORS—IN ALL SHAPES—from

\$5.00 to \$50.00

1,000 assorted Bunches of Flowers, roses violets, geraniums and foliage, carnations, and in fact every flower imaginable, on large bargain square, main floor **25c**

Branches of Flowers imported from Paris in all the much wanted kinds and colors all with fine rubber stems flowers worth from \$1 to \$2, in millinery dept., per bunch..... **50c**

NOTE Ladies will please call early Saturday, although we have 40 experienced sales ladies to wait on you, you will be better served by coming as early as possible to avoid the great Easter rush for hats.

CLOAKS, WAISTS, SKIRTS

LADIES' SUITS AND SILK PETTICOATS

Don't miss our Easter Sale of Ladies' Up-to-Date Suits, Skirts, Jackets, Capes and Waists.

\$7.50 FOR **LADIES' TAILOR-MADE SUITS**

Stylish box fly front, jacket taffeta silk lined, black and navy serges, tan covert cloth and fancy spring shades.

\$10.00 FOR A **Box fly front or silk lined Blouse Suit**

Blouse cut in the latest style and can be worn open or closed, skirt cut after the latest pattern.

Ladies' Jackets \$2.98 \$2.98 for \$5.00 Ladies' black, navy or tan jackets, stylish box fly front.

\$5.00 \$5 for \$10 new spring silk lined jackets, made of new English covert cloth in black, navy, royal and tan, silk lined throughout.

Ladies Dress skirts \$3.98 for \$6.50 brocaded India silk skirts, 25 patterns to select from, interlined with good quality of percale, velvet bound, 4 yards wide, everywhere they ask \$6.50 for this skirt.

\$5 for \$8.50 Bayadere silk skirt with satin stripes, 4 yards wide, lined with best quality of percale, thoroughly well made and stiffened.

\$12.50 for \$18.50 fancy silk skirt, strictly dressmaker made, Founier pattern, lined throughout with extra quality taffeta silk and finished with three dust ruffles.

Silk Waists \$3.50 \$3.50 for \$6.50 silk plaid and checked taffeta waists, fronts tucked or plain, stock collars lined throughout

48c 48c for 89c laundered percale waists, light and dark stripes and plaids.

Useful Easter Offerings in our Jewelry Dept.

An elegant hand engraved 14 kt. filled case, with the American jeweled Waltham movements, at \$6.98; warranted a perfect timepiece.

Ladies' sterling silver Chatelaine Watches, fancy dials, at \$3.49; worth \$6.00.

Ladies' Chatelaine Oxidized Cases, with fine Swiss movement, \$2.98; Jewellers' price \$4.50.

Ladies' 6 size 14 kt. Filled Cases, warranted 20 years, with 15-jeweled Elgin or Waltham movements, at \$4.98; you can have any make of case or choice of movement; Jewellers' price \$8.00.

Gents' Gold Filled Cases, inlaid gold, with Waltham movements, warranted 5 years, \$1.48; regular price \$3.00.

Fancy Celluloid Novelties make elegant Easter offerings, Soap Boxes, Card Cases, Puff Boxes and Baby Rattles, all inlaid with gold and silver trimmings, at one-half Jewellers' price.

Ladies' 14 kt. solid gold Tiffany Setting Rings, clustered with five large Australian opals, at \$3.49; positively worth \$7.90.

Ladies' Roman Gold Rings, warranted 10 kt., hand chased, set with opals and pearls, at \$1.98; a regular \$4.00 Ring.

14 kt. solid gold Baby Rings, set with turquoise, emeralds, rubies, pearls and sapphires, at 95c each.

Babies' Solid Sterling Silver 525-1000 fine Bracelets at \$1.49.

Ladies' Lorenzite Chains in sterling silver at \$1.98; Jewellers' price \$3.50.

We are showing the largest line of fine Girldes in the city, both jeweled and plain. An elegant Jeweled Belt at from 75c up.

CANDY SPECIAL EASTER SHOE SALE.

Easter Eggs, 10c dozen.
Candy Rabbits, 10 cents.
Panorama Eggs, 25 cents
Ice Cream Soda, 5 cents.
The Original and only Genuine Allegretti Chocolates received fresh every day.

EVERY KIND and STYLE of Black or TAN SHOE or OXFORD TIE to be WORN THIS SEASON by Man, Woman or Child, WILL BE ON SALE AT **ALMOST ONE-HALF** the PRICE

YOU WILL BE OBLIGED to PAY for the Quality Elsewhere

Every Pair Absolutely GUARANTEED.

Ladies' \$1.25, \$1.50 and \$2.00
KID GLOVES,
at 68c and 98c

10,000 pair of Ladies' real French kid gloves from the Wertheimer stock, bought for this spring's trade, made from the finest quality of French lamb skin and real kid, in all the leading shades, such as new blue, greens, pearls, tans, moles, grays and browns, also black, in all sizes, all the latest embroidered backs, made in two clasp, three clasp, Foster's lace hook and four button, all go at 68c and 98c pair, worth up to \$2.00 pair.