

JOIN ALL OMAHA IN THE CELEBRATION OF

# BOYS' WEEK

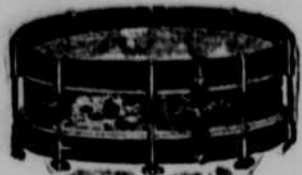


April 27th to May 3d

Sunday, April 27—BOYS' DAY IN CHURCHES. Special Services in all Churches  
 Monday, April 28—BOYS' DAY IN SCHOOLS. Back to School—Stay in School  
 Tuesday, April 29—BOYS' DAY IN INDUSTRY AND CITIZENSHIP —Dignity of Labor  
 Wednesday, April 30—BOYS' DAY IN ENTERTAINMENT —Indoor Competitions—Music, entertainments, etc.  
 Thursday, May 1—BOYS' LOYALTY DAY. Loyalty Parade of Boys  
 Friday, May 2—BOYS' DAY AT HOME. There is no substitute for the Home  
 Saturday, May 3—BOYS' DAY OUT OF DOORS. Athletics and Games

## SPECIAL

A Real  
**LUDWIG  
 DRUM**  
 for Your Boy



**\$5**

While they last, with sticks and belt.

**OAKFORD  
 Music Co.**  
 419 S. 16th St.



**Sport Oxfords**  
 For Boys  
 Crepe Rubber Soles

Just the thing for a real boy—dressy enough for school and strong enough to stand the wear and abuse of play or hiking and camping.

Sizes 1 to 6      Sizes 11 to 13½  
**\$5.00      \$4.25**

**Drexel Shoe Co.**

1419 Farnam Street  
 "The Store of Good Wearing Shoes"



Parents Who  
 Gratisfy the Musical  
 Ambition of  
 Their Son  
 For a Saxophone, Violin  
 or Cornet

need no longer fear the  
 lure of the pool room  
 It loses its interest for the  
 boy who possesses some Musical  
 Instrument. His evenings  
 are spent in pleasant recreation  
 among clean associates in  
 developing a talent that may  
 be highly capitalized.

**During Boys' Week  
 We Will Offer These  
 SPECIAL VALUES**  
 Buescher C Melody Saxophone  
 and Case ..... **\$105.50**  
 Buescher B-Flat  
 Trumpet and Case ..... **\$65**  
 Students' Violin ..... **\$50**  
 Outfit .....

A good quality Violin, Bow,  
 Case and Extra Set of Strings.  
 Also TEN FREE LESSONS  
 under a well-known Omaha  
 instructor.

**A. Gospe Co.**



Give Your  
 Boy a  
**J. W. York  
 & Sons  
 Saxophone**

**FREE** Ten lessons from any in-  
 structor you choose, with  
 every J. W. York Saxophone  
 sold  
**During Boys' Week**

Here is your chance to do a good turn for  
 your boy. Give him a J. W. York Saxo-  
 phone. They are easy to learn, and the  
 ten FREE lessons will start him on the  
 road to a musical education.

J. W. York Instruments are without an  
 equal in their field. Bring your boy to  
 us this week and see these wonderful in-  
 struments.

**Price \$70 Up**

**Schmoller & Mueller Piano Co.**  
 1514-1516-1518 Dodge Street

## Boys- Be Ready

for the Big Week  
**2-Pants Suits**

Regular \$11.75 value, all  
 wool, well tailored in all-wool  
 fabrics in brown, tan and gray  
 mixtures. Both pairs of  
 trousers are lined  
**\$7.95**

Boys' Shop—Second Floor

## Extra Special

For the little fellows, real baseball suits,  
 with caps and belts and insignia. Two  
 colors; gray and cream with colored  
 stripes. Sizes up to 10 years.  
**\$1.89**  
 SPECIAL

Boys' Shop—Second Floor

## Sturdy Boys' Shoes

Complete line of Holland and Selz  
 Boys' Shoes, all solid leather. "Iron  
 clad for the sturdy lad."  
 In black and brown..... **\$3.75 Up**

Boys' Oxfords in black and  
 brown..... **\$4.25 Up**

Children's Boot Shop—Second Floor

## Goldstein-Chapman Co.

The Store of Individual Shops  
 Paxton Block. 16th and Farnam



For the  
**Outdoor  
 Boy!**

**Specials for  
 Boys' Week**

- Boys' Khaki Breeches—  
**\$1.49 and \$1.98**
- Boys' Hiking  
 Hose ..... **69c**
- Boys' Khaki  
 Shirts ..... **69c**
- Boys' Junior  
 Army Shoes..... **\$3.49**
- New Army Pup  
 Tents ..... **\$2.98**
- Boy Scout  
 Knives ..... **\$1.25**
- Boy Scout Sig-  
 nal Kits ..... **\$1.00**



**Equip Your  
 Boy**  
 for Summer  
 Outdoor Life

- Boys' Camp Axes—  
**59c to \$1.65**
- Mess Kits,  
 at ..... **69c**
- Haversacks,  
 at ..... **49c**
- Gas Mask  
 Bags ..... **29c**
- Mess Kit  
 Sets ..... **25c**
- Condiment and  
 Bacon Cans..... **15c**
- Folding Weiner Forks—  
**29c and 39c**
- Folding Fry  
 Pans ..... **75c**
- Grates, large and small—  
**60c and 90c**
- Canteens with  
 covers ..... **69c**

**Nebraska  
 Army Store**  
 1405 Douglas St.  
 Mail Orders Filled From  
 This Ad

**HAYDEN'S**  
 Omaha's Greatest  
**Cash  
 Store**  
 Co-operating with  
**"The Boys"**  
 Inducements Very Extraordinary—  
 Offering for Boys  
**Specials** the Week of April 28  
 to May 3.

**Boys!!**  
 for marching in the big  
 parade Thursday or for  
 camping, hiking, play or  
 school, there is no shoe to  
 beat the **STRONG,  
 STURDY** shoes we are  
 showing this week, for  
 you, at—  
**\$1.98 to \$3.98**

**Free!**  
**Dandy Tailless Kite**  
 to every mother who clips out this coupon and  
 brings it to our Boys' Department Monday.  
 Positively NO purchase is expected.

**Union Outfitting Co.**

**Roos-Flyer**  
 the easy pedaling bike with a 3-year  
 guarantee.  
**Victor H. Roos**  
 The Cycle Man  
**Scooters, Wagons, Tricycles  
 and Children's Vehicles  
 of All Kinds**  
 2701-07 Leavenworth St.

**Keep Your Boy  
 Healthy and Active**  
 with **ITEN'S  
 GRAHAM  
 CRACKERS**

Iten's Graham Wafers  
 are best for growing  
 boys. They build  
 healthy, strong bodies.  
 They are easily digested  
 and give maximum  
 nourishment.

Boys and girls like  
 Iten's Graham Wafers  
 because of their fine,  
 natural wheat flavor.  
 They combine well with  
 other foods and are  
 ideal for school lunch,  
 between meals and regu-  
 lar home meals.

---they're good for  
 grown-ups, too!

Because Iten's Graham Wafers are easily  
 digested and highly nourishing, they make  
 an ideal health food for every member of  
 the family. Order one of the new 50c  
 Family Packages from your grocer today.

(Always ask for Iten's Crackers  
 by name and get the genuine)

**Matthews Book Store**  
 1620 Harney St.  
 Where Boys Love to Come  
 "If you do not give children their  
 childhood, it is very sure you will  
 find men lacking in manhood."  
 Don'ts for Boys ..... 60c  
 Lessons on Morals ..... \$1.25  
 Good Manners for Boys and Girls, \$1  
 Famous Leader Series, each ..... \$2.00  
 Including the Following—  
 Famous Cavalry Leaders  
 Famous Scouts  
 Famous Discoverers and Explorers of  
 America  
 Famous Leaders of Industry.

**After  
 School  
 Milk**  
**"Drinkmor  
 Chocolate"**

The new chocolate milk  
 drink. It makes strong,  
 husky boys.

**At All Fountains**  
 Or delivered to your home by  
**The Alamito Dairy Co.**  
 Ja. 2585      26th and Leavenworth  
 Our Wagon Stops at Your Door

**BURGESS-NASH COMPANY.**  
 "EVERYBODY'S STORE"

"Ah! happy years! once more  
 who would not be a boy?"  
 —BYRON

**Our Boys**

The week of April 27 to May 3 has been proclaimed as National  
 Boys' Week. This movement has been inaugurated to give the boy of  
 today a better knowledge of business principles and good citizenship so  
 that he may become a better citizen and business man of tomorrow.

Offerings From the Boys' Department of  
**The Boys' Store**

<b>Boys' Caps</b> <b>\$1.00</b> Good quality tweeds with end-piece tops, plaids, over- plaids, plain colored and checked materials. All sizes.	<b>Boys' Two-Pants                  Suits \$12.95</b> Blue serges and wool mix- tures. Suits that you know will withstand the hard wear that the athletic boy gives them. The coats are made with yokes and box pleats in the back, and a belt all around; the pants are knicker styles, full lined. Sizes 6 to 18 years.	<b>Knit Ties</b> <b>50c</b> Good quality knit ties in the season's newest patterns and colors.
<b>Boys' Blouses</b> <b>95c</b> Good makes cotton pongee, percale and white or striped madras. All fast colors. Sizes 4 to 14 years.	<b>Boy Scout                  Uniforms</b> We are the agents for the regulation Boy Scout uni- forms. Every need of the Boy Scout will be found in our Boys' section.	

Third Floor