





The only absolutely

Up- to - Date Child-

rens' Dept, in Omaha















Mother's Page

We make and sell more fine ready to wear Clothing for Boys', Children and Men than any two Clothing Houses in America, and you can save more money and get better values of us than elsewhere, because you buy directly from the manufacturers, thereby saving the jobbers' and retailers' profits, because the style, quality and make is superior and the price always lower, and because we





All wool double-breasted 2-piece \$2.00 Suits, 5 to 14 years, gray mixed

Brown, tan and green mixed \$2.50 cassimeres, 5 to 14 years.....

Gray mixed cassimeres, single. \$3.00 breasted, 5 to 14 years...... Gray, brown and tan mixed cas-\$3.50 simeres and cheviots, all wool,

Gray and brown mixed cheviots, \$4.50 double-breasted, 5 to 15 years..

Extra Trousers for all 2-piece Suits

Sailor Suits-

All wool blue flannel blouse \$1.25 Sailor Suits, 3 to 6 years......

Blue cachico blouse Sailor Suits. \$2.50

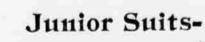
An all wool blue French flannel \$3.50



New Straw Hats-25c, 35c, 50c, 75c

A complete line of all kinds of Hats & Caps





Blue and brown Junior Suits, \$2.50 A golden brown cheviot Junior \$3.00 Suit, extra good value at \$5.00, \$ to 6 years, May Day price...

Brown and gray mixed cheviot \$3.50 collar, 3 to 6 years, regular \$5

Gray mixed and blue cheviot \$4.00 Junior Suits, sailor collar

Brown, tan, gray and blue che-\$5.00 viot Junior Suits, like picture, 3 to 6 years

Big Boys' Suits-

Come rest in our

Ladies' Parlor. You

are always welcome

ingle-breasted long pant Suits, 13 to 18 years, all wool gray mixed cheviots, long cut, reg-ular \$8.50 qualities, special



Boys' Hose-

Fine Egyptian combed yarn, Sea Island cotton, Hermsdorff dye, guaranteed fast black, best wearing hose ever made.....



Our children's department, second to none in the United States, occupying a floor space of 4,500 square feet —the second floor—and containing every made ready to wear cloth that a boy can wish for, owes a great deal of its enviable reputation to the boys' furnishing goods. Everything that a boy or his mother can ask for is here represented, just as completely as it is in our men's furnishing goods department down stairs. If there's a novelty we have it first.

Mother's Husband

We

have now

in stock the

largest line ever

shown in the west of

STAR SHIRT WAISTS

including all the staple styles

and nobby novelties

75c--\$1.00-\$1.25-\$1.50-\$1.75

Will be taken care of on our first floor, either in the great hat department—where any style hat is sold—or in the furnishing goods -or in the men's suit department, where just now we have experts calling every day, who can't see any difference between the \$25 tailored to order suits and our \$10 and \$12.50 specials.

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