

**Giving Away Souvenirs.**

Elegant Imported Hand Painted, Real China Easter Eggs. **GIVEN AWAY TOMORROW**

## UNPARALLELED EASTER OFFERINGS MILLINERY

Visit Our Millinery Dept. It's like a trip through a Temple of Fashion. We do the largest business in Omaha. Why? Because our assortment is the largest, our styles are up to date, our prices much the lowest

# BOSTON STORE

SIXTEENTH AND DOUGLAS STREETS, OMAHA.

**Souvenirs Given Away.**

Elegant Imported Hand Printed, Real China Easter Eggs. **Given Away**



**BEAUTIFUL TRIMMED HATS AND BONNETS \$2.48**

All the very latest spring styles, and are selling elsewhere up to \$5.00 to \$7.00, our price....

**Stylish TRIMMED Hats at 98c and \$1.50** actually worth \$3.98.

**LADIES' LACE MADE HATS \$3.98**

On silk wire frame, a great variety of new, stylish shapes, trimmed with silk flowers, pure silk ribbons, good quality lace and ornaments, actually worth up to \$7.50, on sale for our Easter opening at \$3.98.



**CHILD'S AND MISSES' TRIMMED HATS, The greatest variety and assortment in the city.**

from **75c to \$17.50**

**LADIES' IMPORTED PATTERN HATS \$17.50**

The greatest and most elaborate assortment ever shown in this city before, cost to import up to \$50 each, on sale in our pattern room at \$17.50.

**UNTRIMMED HATS**

In every imaginable new shape, Milan braids, lace braids and novelty braids, go at **10c 25c 49c and up to \$2.50**



**FLOWERS.**

Beautiful Violets, Roses, Forget-me-nots, Fruits, Foliage and all the very latest spring flowers go at **just half price.**

Imported forget-me-nots and violets, per bunch **3c**

Silk and velvet roses and buds, worth 39c, bunch **7c**

A bargain table containing all imported French flowers, rubber stems—sold in this city up to \$1.50 each, for our Easter sale—a bunch **25c**

Ladies' and Misses' Tam O'Shanter's and Sailor untrimmed hats go at **25c 50c 75c**



**\$2.98** THE ABOVE PRETTY **STYLISH TOQUE** Trimmed in Persian ribbon, ostrich tips and ornaments.

**\$3.98** SMALL CLOSE FITTING **TOQUES** Trimmed with velvet, laces and ornaments—as shown in the above cut.

**\$4.98** DRESS SHAPE MADE HAT As above—trimmed with Dresden ribbon, flowers, pearl ornaments, ostrich tips and embroidered silk chiffon. It's the exactest copy of a \$25.00 hat—on sale at \$4.98

**\$6.98** THE ABOVE **FANCY STRAW HAT** Trimmed with large ostrich tips, flowers, ornaments—Persian or Dresden ribbons—made in our own workrooms—but a copy of a \$35.00 Paris hat—it's on sale at \$6.98

### MATCHLESS EASTER OFFERINGS IN LADIES' JACKETS, CAPES, WRAPS AND WAISTS



**Handsome Jackets, \$4.98** Like cut, splendidly made and finished, in the new tan and gray shades of fine all wool hair line English coat cloth, wide box front, with a large buttons, very swell, but very cheap, really an \$8.00 value



**Derby Capes 98c** Like cut, a very jaunty Double Cape, made in all wool cloths, black, navy and brown; these are stylish, pretty and remarkably cheap, inlaid collar, fine tailor work...



**Velvet Capes \$8.50** Made from fine lustrous velveta lined throughout with pure China silk, Dresden pattern, extra full sweep, stylish length, trimmed all around with satin, silk Dresden ruching, a \$25.00 Cape for \$8.50.



**Stylish Capes \$3.98** Made of all wool kersey, in black, navy and tan, medium length, very full sweep, velvet inlaid collar, decorated with small, but on wool sell easily for \$6.00, our Easter sale price only \$3.98



**Ladies' Capes \$9.98** Like cut, made of fine clay diagonal, cut 30 inches long, nicely trimmed in jet and taffeta silk, made expressly for those who want a good, long, serviceable Cape, easily worth \$18.75.



**Silk Waists \$2.50** Made like cut, from pure, bright, lustrous China silk, exquisite designs, large Bishop sleeves finished at broad and wrists with small pearl buttons, lined and finished throughout in dress-maker style, the silk alone would cost you \$5.00 our Easter sale price....



**Laundried Waists \$2.00, \$1.50, \$1.75, 98c.** Headquarters for Ladies Shirt Waists, made of imported chambray, madras cloth, lawns, grass linen cloth; these patterns at \$2.00, \$1.50, \$1.75, 98c, 49c and 39c.

### EASTER NOVELTIES OF EVERY DESCRIPTION IN UNLIMITED VARIETY, Every One a BARGAIN.



Street Suit \$6.75 | Union Suits 49c | Dress Waists \$4.98 | Boys' \$7.50 Suit for \$2.50 | Silk Skirts \$3.75 | A \$5 Skirt for \$2.50 | A \$5 Reeler for \$2.75 | Pretty Yokes 39c | Fancy Umbrellas \$1.25 | Stylish Belts 75c

### BOYS' EASTER SUITS \$1.59

Extra Special Sale.

Combination Suit **Boy's All Wool Suit** With TWO pairs of PANTS, thoroughly well made, perfect fitting, in sizes 4 to 14 yrs. \$1.59, worth \$3.00



**\$2.50**

**Boys' Reeler Suits,** Strictly all Wool Cassimere—first-class Workmanship—and perfect fitting; nice, neat patterns in all sizes, 4 to 14 yrs. \$2.50 Worth up to \$7.60

**EXTRA SPECIAL—For Today Only 500 Boys' Knee Pant Suits, 98c** Limit one Suit to a Customer.

**Boy's Long Pant Suits \$3.98 and YOUNG MEN'S SUITS \$4.98**

from the Stock of one of Boston's Largest Retail Houses, in sizes from 12 to 19 years, in an elegant Variety of Cassimeres and Worsteds.....

**BOYS' KNEE PANTS 29c** Boys' Strictly all Wool Imported **KNEE PANTS... 49c** Worth \$1.25.

### MEN'S SHOES \$3.00

High Grade New Style Worth FIVE Dollars, On sale today at **\$3.00**

**\$2.50** For a Man's 4.00 Shoe.

**MISSES', CHILDREN'S AND INFANTS' SHOES, WORTH UP TO \$3.00,** Made by Cox & Co., Philadelphia.

**50c, 75c, \$1, \$1.25**

Ladies' fine black or tan **LADIES' SHOES, \$1.25** worth \$1.75 and \$2.25. **\$1.50**

Ladies' Low Shoes, 89c Oxford Ties, \$1.00-\$1.50 Prince Alberts, \$1.50 Button Oxfords \$2.00 Cloth Top Oxfords \$2.00

### LADIES' VICI-KID SHOE, \$2.50



**LADIES' TAILOR MADE SHOE, \$3** 20th Century last, needle toe, worth \$5.00, today

**\$3**

**LADIES' VICI KID** needle or square toe **LACE SHOE, \$3** worth \$5.00.

**\$3**

**\$3**

### EASTER NOVELTIES JEWELRY.

**GENUINE DIAMOND RING, \$4.98** Heavy Gold Setting, worth \$12.50....

**Very MARQUISE RING, \$2.98** 14kt sets with fancy center, worth \$10. ....

**As immense line fancy solid gold SET RINGS... \$1.00**

**INFANTS' RINGS 25c** Solid Gold, handsomely chased

**LADIES' MINIATURE BROOCH \$1.49** Set in pearls and rose diamonds, worth \$3.00....

**NEW TWIN HEART, 39c** In gold and silver, worth \$1.00....

**LADIES' GOLD WATCH \$4.98** worth Ten dollars.

**Opera Watch Chains 75c 98c \$1.49**

**Ladies' Silver Shirt Waist Set 25c** in Dresden patterns, worth 75c.

**25c** For your choice of 1,000 **ITALIAN SHELL FANCY BACK C'SHAW** an entire sample line worth up to \$1.50.

**15c and 25c** For your choice of an immense line **FANCY SIDE COMBS,** worth 50c and 75c.

### MEN AND BOYS' HAT

**SALE TODAY.**

**25c** Worth 75c

**50c 75c \$1.75 35c**

Worth \$1.50 Worth \$2.25 Worth \$4.00 Worth a Dollar

**CROCKERY.**

English Toilet Set \$1.98, worth \$3.50. 1/2 Gallon Crystal Pitcher 15c, worth 30c. Crystal Berry Dish 10c, worth 30c.

**TUMBLERS, ONE CENT, WORTH FIVE, Quart Coffee Pot 8, worth 25c.**