



BOSTON STORE

J. L. BRANDEIS & SONS
16th AND DOUGLAS STS. OMAHA

There's always a good reason for what we do.
—Because—
We bought them—when and how we did—
is why we are able to offer
today



MEN'S FINE SUITS AND OVERCOATS

that are without exception the
GREATEST AND BEST BARGAINS THAT MONEY EVER GOT

We bought these Suits and Overcoats—for spot cash—at a time when prices for wool and manufactured material were at least 40 per cent lower than now—when the made-up product was at least fifty per cent less than now—and furthermore we were able, on account of the extent of our order, to get extra special rates on the manufacturing. That's why we can make these prices today.

EVERY GARMENT IN THE VERY NEWEST STYLE AND CHOICEST PATTERN

Men's Very Fine Heavy-Weight Suits

In all the greatest variety of swell patterns ever shown, in stripes, checks and plaids, also plain colors, in all the much-wanted colorings, made from all the most desirable fabrics, such as **Men's Black and Gray Colored Worsted Suits, Men's Most Stylish Stripe Worsted Suits, Men's 20-oz. Indigo-Blue Serge Suits, Men's Swell Cassimere Suits**—made in the height of fashion, in all styles and sizes, with single and double-breasted vests, lined with Skinner's guaranteed satin, serge or Italian cloth. Every suit in this lot is worth \$15.00. Saturday only \$9.75.

\$9.75

Men's Handsome Medium and Heavy-Weight Overcoats

In all the most desirable colorings, tan, Oxford, blue, black and olive, in the greatest variety of swell overcoats ever shown on the street, such as **Men's Fancy Black Covert Overcoats, Men's Imported Irish Frieze Overcoats, Men's Popular Washington Kersey Overcoats, Men's Most Stylish Vicuna Overcoats**, every garment made in that exact manner, with silk velvet collar, raw or stitched edges and satin yoke or triple warp Italian cloth lining, in all styles and lengths—are being sold at \$15.00, our price Saturday \$9.75.

Men's Strictly All-Wool Business Suits

In a great variety of stylish patterns, in all the most popular colorings, made of the most durable and best wearing fabrics, such as **MEN'S RELIABLE TRICOT LAWN SUITS, MEN'S FANCY CASSIMERE SUITS, MEN'S VERY STYLISH CHEVIOT SUITS**, made in a most careful manner, with deep French facings, heavy serge linings, in single and double-breasted sack styles—suits that will look well, wear well and give the best of satisfaction. Special Saturday at \$4.75.

\$4.75

Men's Medium and Heavy-Weight Overcoats

In all the correct shades, in all sizes, styles and lengths, made of fabrics that are known for their good wearing qualities, such as **Men's Durable B AVER OVERCOATS, Men's Handsome COVERT OVERCOATS, Men's Everlasting MELTON OVERCOATS, Men's Popular KERSEY OVERCOATS**, made in thorough, reliable manner, with or without velvet collar, deep French facing with heavy serge lining and iron cloth sleeve lining, plush lined pockets, worth \$7.50. Saturday for \$4.75.

Men's Very Finest

Heavy-Weight Suits

In all the swell patterns and colorings, in stripes, Oxfords and plain colors, in single and double-breasted sack and cutaway frock styles, made from the finest fabrics, both foreign and domestic, such as **Men's Globe Worsted Stripe Suits, Men's Imported Blue Serge Suits, Men's Swell Oxford Vicuna Suits, Men's Imported Clay Worsted Suits**, all made, trimmed and lined in a thorough custom manner, in all styles and sizes, with handsome buttonholes and hand-padded shoulders, made in every way equal to a \$35.00 custom-made suit. Saturday \$14.75.

\$14.75

Men's Very Finest Overcoats,

Made from the finest overcoatings, in all the swell effects in smooth and rough fabrics, in the much wanted Oxford Grays, browns and blues, a great variety to select from, such as **Men's Heavy Oxford Vicuna Overcoats, Men's Fancy Back Covert Overcoats, Men's Most Reliable Slater's Kersey Overcoats, Men's Non-Wear-Out Melton Overcoats**, made in a thorough manner, lined with Skinner's guaranteed satin, pure plaid worsted, with satin yoke or Italian cloth, with or without cuffs, with velvet piping and silk velvet collars, worth \$20.00. Special for Saturday, \$14.75.

The Reason of Our Immense Shoe Business and Saturday's Sale is Easily Seen Here

You buy better shoes, better wearing shoes, newer style shoes, better fitting shoes at Boston Store than you can buy elsewhere, and they cost you very much less money.

Gent's \$5 patent leather button shoes \$3.00

Men's black box calf shoes, new winter styles made to sell for \$4.00 and \$5.00, on sale at \$3.50 and.....

Gokey's celebrated \$5 tan willow calf shoes, \$3.00.....

\$4.00 for Florsheim's Blucher Shoes. \$6.00

200 pairs of Florsheim's celebrated Chicago made, \$6 new style tan blucher hand welt shoes—the very swiftest for street wear, actual value, \$6.00— at \$4.00.....

On main floor—men's shoe department.
\$1.69 for Men's Calfskin Shoes worth \$3.00.
—1,800 pairs of the same shoes we have been selling all last week at \$1.69—every pair of which is worth \$3.00.
The same genuine Goodyear welt sole, calfskin and coltskin shoes in all the new winter lasts and styles. Every pair warranted. There is no limit—you can buy as many as you want. Every pair you buy is a bargain. They are worth \$3, but you buy them now at \$1.69.

DOCTOR A. REED'S CUSHION SHOE.
\$4.00 for Dr Reed's \$5.00 and \$6.00 Cushion Shoes.
400 pairs of Dr. Reed's \$5 and \$6 cushion insole black and tan shoes on sale tomorrow at \$4.00 pair—This is the first time the heavy weight cushion insole shoes were ever sold for \$4.00 and we are the only people that ever did it.

LITTLE GENT'S AND YOUTH'S SHOES
Extra special offering tomorrow, about 600 pairs youth's and little gent's shoes in calf, box calf, tan vici, tan willow calf, extra special bargain prices today \$1.25, \$1.39 and \$1.50.

Boy's shoes in sizes 2½ to 5½. 23 different styles boy's shoes, good solid substantial shoes, in black and tan, drill lined and leather lining, plain leather sole or protected wired sole, \$1.50, \$1.75, \$2.25, \$2.50

IN BASEMENT,
Child's Tan Button Shoes.
Sizes 9, 9½ and 10, worth a dollar.
39c.

Infant's Fancy Colored Moccasins, 9c.
Children's fancy soft sole shoes, worth 75c on sale at 39c pair..... 39c
Child's hand turn red kid shoes, 1 to 5 65c..... 65c
Child's red kid, hand turn, shoes, sizes 5 to 8, spring heel at 85c a pair..... 85c

Young Ladies' Spring Heel Shoes
25 different styles of misses' spring heel shoes, sizes 1½ to 2, in all the new lasts, coin and wide toe, and foot-form lasts, go at \$1.15, \$1.25, \$1.50 and \$1.75.
12 different styles of young ladies' spring heel shoes, sizes 2½ to 6, all widths, extra high cut shoes, light, medium and extra heavy soles, \$1.50, \$1.75, \$2.00, \$2.50 and \$3.00.

IN OUR BASEMENT
Boys' 40c quality rubbers, 10c.
Ladies' 50c quality storm rubbers, 3½ to 4, at 15c.
Men's 60c rubbers, all sizes, 25c.
Ladies' good house slippers, 25c.
Children's warm lined button kid shoes, 29c.
Men's heavy buckle arctics, 79c.

Ladies' Fine Fur Trimmed Soft-Sole Bedroom Slippers
On Main Floor.
In black and colors, worth \$1.25 go at ALL SIZES 69c

Ladies' very fine full dress shoes, hand turn sole, plain coin toe without tip, fine diagonal cloth uppers, worth \$5 on sale today at \$3.50

Ladies' full dress shoes with Louis XV heels, either cloth top or kid top, very fine hand turn shoes, made to sell for \$5.00 and \$6.00, go at \$3.00 and \$3.50.

\$3 for Ladies' Hand Turn Vici Kid Shoes.
About 1,500 pairs of ladies' light weight, hand turn, flexible sole, vici kid lace shoes, in all the newest and latest fancy scroll patterns, go on sale at \$3.00.

\$4 for Ladies' \$6 Novelty Kid Shoes.
On sale today for the first time, 108 pairs ladies' extra special make Rochester shoes, made to retail for \$6.00—the finest kind of workmanship, plain black kid, with plain black vici fancy scroll cut trimming, made to retail for \$6, go on sale today at \$4.00 a pair.

Queen Quality \$3.50
Your choice of all the different new styles celebrated "Queen Quality" shoes, in black or tan, medium or heavy weight soles, lined with kid or plain drill lining, at \$3.00 pair. We are sole agents in Omaha for these shoes.

The New Golf Shoes \$3.00
SHOES TO GO WITH GOLF SKIRTS
Today we place on sale two new lots of extra stylish Golf Shoes—the "Queen Quality" Golf Shoes at \$3 and the Rochester Golf Shoes at \$3.50. These are made with very fine welt soles, with box calf and velvet calf uppers.

\$1.98 for Ladies' Vici Kid Shoes Worth \$3.00.
About 500 pairs of ladies' fine vici kid shoes, plain and fancy veering top, kid tip and patent leather tip, worth \$3 pair, on sale today at \$1.98.

\$2.50 for Ladies' \$5.00 Vici Kid WELT SHOES
200 pairs of ladies' extra fine \$5 highest grade Shoes, White Bros. box calf welt shoes, in the new coin and modified mannish lasts, all widths, all sizes, on sale today at \$2.50.

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