



SEE OUR



Advertisement in the Illustrated Supplement in Today's "Bee" About Our

MILLINERY

MORE and FINER MILLINERY

will be shown tomorrow and all the coming week than was ever seen in Omaha before.

CHALLENGE SALE

NEW EASTER MERCHANDISE

Tomorrow marks the beginning of the second week of our annual challenge sale with all the sensational bargains that are bound to be in it. Each year we have made our Challenge Sale more and more important and still more difficult for other merchants to either imitate or follow.

TOMORROW'S BARGAINS ARE SIMPLY IRRESISTIBLE

BOSTON STORE

J.L. BRANDEIS & SONS. 16 & DOUGLAS



Boys' Fine SUITS for Easter on 2d floor

\$1.25

For boys and children all wool knee pants suits, ages 2 to 15 years, in either reefer or vestee style. Pants have double seats and knees. An admirable suit for school and rough wear, strictly all wool goods, sewed throughout with linen thread. Four different shades. For the boy in one of these suits and save \$1.50 positively. Challenge sale—2nd floor, \$1.25.

\$2.98

For children finest three-piece suits, ages 2 to 8 years, made of finest blue serge, all wool fancy chevrons, checked, striped and vesta buttoning. All of these suits have cloth as suit. Also have silk or plain particular. Exquisitely trimmed and tastefully tailored. Not a suit worth less than \$5.00. Challenge sale price, \$2.98.

CHALLENGE SALE Dress Goods

49c for \$1.25 Dress Goods. The greatest assortment of high grade dress goods in black crepons, small and large figures, pure silk and wool imported French novelties, in the new combinations of colors, pastel shades—48-inch strictly wool serge de briges and homespun, all go in our challenge sale front bargain square at 49c yd.

29c for 75c Dress Goods. This assortment of high grade dress goods includes 10 pieces gloria silk in changeable, avies, black jacquards, large and small designs, mercerized silk and wool novelties in spring colors, worth 75c. Challenge sale price 29c yd.

98c for \$2.00 Dress Goods. The largest and choicest variety of new foreign and domestic tailor suitings ever shown, consisting of 54-inch French habit cloth, new satin faced venetians, English broadcloths, French Empress cloth and two-toned vigoreaux in all the new and stylish colors, positively worth \$2 yd. Go on special sale Monday in dress goods department at 98c yd.

39c for 85c Challis. Imported silk striped pure wool quality, light and dark grounds. For designs, sold all over at \$5 yd.—our challenge sale 39c yd.

12c for 50c Dress Goods. This includes our checked camel's hair dress goods for separate skirts or entire suits, plain henriettas, and knickerbocker suitings. Challenge sale 12c yd.

NEW BLACK DRESS GOODS. \$2.50 Crepons for \$1.25 and \$1.39. Black crepons that never have been surpassed in beauty of texture, richness of lustre and good working quality. New matelasse crepons, new bluster crepons—the newest and most exclusive designs. Crepons that never have been known to sell for less than \$2.50 yd. Go on special sale Monday in two lots at \$1.25 and \$1.39.

69c for \$1 Black Dress Goods. A late arrival of new black dress goods, including refinished chevrons, English ottoman, mohair granites, satin berbers, fancy pterios, French velours, mohair brillantines, sicilans, storm serge, German henriettas and many other popular weaves, usually sold for \$1.00. Challenge sale price Monday 69c yd.

CHALLENGE SALE Silks

25c yd. for large assortment of pure foulard silks, light and dark colors, floral designs, plain tafetas, changeable tafetas, brocades, yard wide changeable lining silks—wide figured drapery silks, sale price only 25c

50 pieces black Lyons' dye wash-able china silks, 59c quality, only 35c yd. 45 pieces 27-inch extra heavy quality black china silk, worth \$1 yard, Monday 57c. 25 pieces pure silk black tafetta, regular 75c quality, Monday at 45c yd.

Novelty Silks for Easter Dresses or Waists. Cheney Bros' satin liberty and twilled foulards, another new lot just received. New oriental styles on satin grounds, for waists. New plisse and lace stripes. New corded tafetas, poplins and crystals, an. blues and rose rosetta silks, new grays and red—at 60 and 98c yard—in silk department 69c and 98c

Extra Special Black Grenadines. 25 pieces new black imported grenadines so much in demand this season. They are all 45 inches wide, new ribbon and satin stripes in all the different widths. Chenille effects, barred grenadines, twilled grenadines, crepe melange grenadines, positively worth \$2.50 and \$3.00—Monday's price only \$1.50 and \$1.98 yard

49c for \$1.25 Fancy Novelty Silks. Novelty silks in waist lengths and suitable for dress trimmings, millinery and entire gowns. Many exclusive designs in this lot, in brocades, stripes, checks and plain colors. Challenge sale price 49c

CHALLENGE SALE SUITS

In our great challenge sale we will offer handsome Easter garments at remarkably low prices for Monday and all the week. \$12.50 for an exceptionally fine spring tailor made suit. Over 100 of these stylish, up-to-date tailor made suits in double breasted, eton, tight fitting and reefer style jackets, made of fine venetian, covert and chevots, with skirts in the new box plaited backs, cut and hung most gracefully.

\$25 for the choice of 200 sample tail or made suits and costumes. These are new arrivals for this Easter sale, and go in this challenge sale at \$25.00.

\$4.98 for new spring jackets in the short jaunty, new style double breasted and fly front jackets. Made of venetian, broadcloth, covert, etc., elegantly lined throughout with silk. Challenge sale price \$4.98.

\$3.98 for new style silk capes, either plain or beautifully braided and jetted. Challenge sale price \$3.98.

\$5.98 for \$12.00 silk dress skirt, made of handsome taffeta silk or peau de soie, the latest style. Challenge sale price \$5.98.

\$1.50 for strictly all wool homespun skirts, also checked and striped chevots. These are actually \$5 skirts. Challenge sale price \$1.50.

SPRING GLOVES

Grand Easter Challenge Sale Kid Gloves. 5,000 pairs ladies' imported German lamb skin gloves in glace and pique overseam, French Mocha, in all sizes. All new spring shades for Easter, worth up to \$1.50, go on bargain square at 69c pair.

At the kid glove department will be found the very latest Easter novelties in kid gloves, shown for the first time Monday. Every pair warranted and made by the foremost manufacturers of Europe. They come in white, black, modes, tans, new grays and in fact every kind known for this season. Regular price would be up to \$1.75. Challenge sale price, pair 98c and 1.25

CHALLENGE SALE HANDKERCHIEFS

Easter handkerchiefs in a great variety of patterns and styles, all at challenge sale prices. 100 dozen ladies' plain white, hemstitched and lace and embroidery edged handkerchiefs, also handkerchiefs with drawn thread corners—hundreds of styles, worth up to 25c. Challenge sale prices, each 50 and 2 1/2c

350 dozen ladies' fine imported embroidered handkerchiefs and drawn thread hemstitched and open work patterns, made of extra fine cloth, with the narrow embroidery edgings, worth in the regular way up to 50c—Challenge sale price, each 10c and 15c

Immense lots ladies' high class embroidered pure linen handkerchiefs, bought from the New York Custom house. Some with very slight imperfections, worth in the regular way up to \$1.00 each, in this challenge sale 25c and 39c

CHALLENGE SALE HIGH CLASS EASTER NECKWEAR

1,000 ladies' all silk, satin and chiffon stock collars—all colors and styles—25c each at 25c each

500 pieces of ladies' sample neckwear received today by express from one of the leading New York manufacturers of fine neckwear, will be sold at less than half price in lots at 39c, 49c and 98c each

250 dozen ladies' ties made of all colors of liberty silk with lace edges. Many styles of wide and narrow lace ties trimmed with up-to-date lace—worth in the regular way up to \$1.00 each—go on bargain table at 25c each

All the high novelty ties bought especially for this Easter sale, almost every style made of finest lace, silk, chiffon and liberty silk, over 25 styles—go at 49c and 98c each

CHALLENGE SALE Grand Sale Easter Laces.

1,000 yards of all kinds laces, including torchon, valenciennes, melin, point d'esprit, etc., in all widths—worth up to 25c—5c and 2 1/2c challenge sale, yd.

Hundreds of bolts of all the latest novelties of fine lace and insertion. Hundreds of styles from 1c up to \$10.00 yd.

Great variety of allover laces in valenciennes, and venice, black and cream silk, plain and fancy allovers. All go on bargain table at challenge sale prices.

Men's Easter Clothing \$5.00

FOR MEN'S SERVICEABLE SPRING SUITS—made of strictly all wool cassimeres in a variety of neat patterns, checks and mixtures, also black clays, with double facing, neatly piped, well tailored and good fitting. In this lot there are suits worth up to \$10, during this challenge sale go at \$5.00.

\$7.50 FOR MEN'S STYLISH SPRING SUITS in the greatest assortment of styles and patterns ever shown at the price. All of this season's most popular patterns in the very stylish striped and small checked worsteds, blue clays, imported black clays and fine serges. Suits in this lot worth up to \$15. Your choice during this challenge sale \$7.50.

\$9.98 FOR MEN'S HANDSOME SPRING SUITS in the greatest variety of new, up-to-date patterns ever shown, in swell stripes, plaids and mixtures, stylishly cut, tailored and trimmed. Regular price \$17.50. For this challenge sale \$9.98.

\$15.00 FOR MEN'S FINEST SPRING SUITS in the most select patterns, made up in every imaginable style, frocks, coats, cut-waives, Prince Alberts. A great many of them silk and satin lined. They are such patterns as are usually found in custom made clothing. Every garment in this lot hand tailored and will give good satisfaction. Your choice tomorrow, \$15.00.

The finest SHOES in all Omaha at lower prices than anyone else dare.

Tomorrow we present in our show window and in our stock the most extensive and beautiful line of footwear for men, women, misses, boys and children shown here or elsewhere.

Shoes from Most Famous Makers

Like Trimby & Brewster, Ford, Florsheim, Plant, etc., in every up-to-date style for every use and for all occasions. We show light, dainty, dressy shoes in kid and patent leather. Street shoes in kid and calf, light and heavy soles. Outing boots for wheeling, golfing, etc. Shoes for tramping and for all-around wear.

Slippers in leather, silk, satin and brocade. The very latest shapes and most fashionable leathers are shown. Everyone can find shoes to fit them in our magnificent stock. Special shapes for stout people, as well as for extra slim feet. Perfect fitting and wearing shoes for everybody, in prices from \$10 a pair down.

Beauty, Ease and Comfort in Every Pair. Your extra special attention is called to the magnificent new styles of spring shoes for ladies and gentlemen in blacks, tans and patent leather at

\$2.50, \$3, \$3.50, \$4, \$5 and \$6

Our Great Special Easter Sale Men's HATS on main floor.

THE BARRMORE HAT FOR STYLISH MEN THIS SPRING. In Derby or Fedora is the popular hat. It is not only better in shape, color and material than those hats which sell for \$4.00, but you save \$1.50 here. Monday we will show the handsome new styles here at \$2.50.

OUR SPECIALS

For men who do not wish to pay \$2.50, we have our special Knox, Dunlap and Stetson styles for spring. They are guaranteed first class material and equal in every sense to hats which sell for \$3.00 and \$3.50 elsewhere. In all the new nobby colors, our price, \$1.98, \$1.38 for the best hat in the market. In all the new spring styles and colors, Knox and eastern shapes. Its equal cannot be found elsewhere for less than \$2.50—our price, \$1.38. Also 100 dozen manufacturer's spring samples in the finest spring styles and qualities. Hats worth from \$2.50 to \$3.50. If you want a nobby hat cheap, take one while they last at 98c and \$1.38.

39c for men's fine white laundered shirts, worth \$1.00.

29c for men's colored percale shirts with collars and cuffs attached—worth 75c.

39c for men's colored laundered shirts with two collars and one pair of cuffs, worth \$1.00.

50c for a grand assortment of new patterns in men's colored laundered shirts with collars attached and detached in every imaginable style. This is one of the grandest shirt bargains we have ever offered. Choice tomorrow at 50c.

Woodbury's Facial Soap and Facial Cream

Prevents the skin wrinkling, crinkling and fading. Will not cause superfluous growths of hair and other blemishes—cure and prevents pimples, blackheads and eruptions—will clear the complexion and keep the skin young and fresh. Woodbury's Facial Soap, Facial Cream, Violet Powder and Dental Creams. Regular price 25c—our price 15c. Woodbury's Hair Tonic keeps the hair soft and fluffy, price 49c in our drug department.

CHALLENGE BARGAINS IN OUR BASEMENT

60-inch fast color table-damask, the 25c quality, 12 1/2c yd. 60-inch extra heavy all linen Scotch table damask, the 50c quality, 25c yd. 64 and 72-inch all linen silver bleached German table damask, the 45c kind, 39c yd. 72-inch fine quality all pure linen German silver bleached table damask, very elaborate designs, the \$1 quality, 59c yd. \$1.25 quality natural round thread embossed, original silver bleached German table damask, 85c yd.

Good size German all linen napkins, the 98c quality, 75c dozen. 24 size all linen napkins, the \$1.50 quality, \$1.00 dozen.

Extra fine double satin damask, full bleached napkins, the \$3.00 quality, \$1.98 dozen.

1,000 Genuine Bates full size bed spreads, sold everywhere for \$1.25, Monday only 85c each.

One case extra large bed spreads, fringed all around, \$1.50 quality, Monday at 85c each.

Balance of the 75c hemstitched linen pillow slips, 25c each.

1,000 dozen knotted fringed towels, worth 35c, go at 15c.

50 dozen Spaehel dresser scarfs and shams, worth \$1.00, go at 50c each.

100 dozen all linen fringed napkins, worth 50c dozen, go at 2c each.

500 dozen barber towels, white with red borders, 3c each.

Heavy plain and checked cotton toweling, the 5c grade, 2 1/2c yd.

35c scarfs and lunch cloths, 15c each.

100 dozen Turkish towels, worth 12 1/2c, go at 6c each.

500 pieces best standard prints, go at 3 1/2c yd.

5,000 yds 36-inch percales, all new spring designs, worth 12 1/2c yd, go at 5c yd.

100 pieces lace striped towels, bathtises, etc., worth 15c, go at 5c yd.

5,000 yds art tickings, denim and cretonnes, worth up to 35c yd, go at 10c yd.

1,000 pieces standard apron checked gingham, on sale Monday at 5c yd. 15c imported ateens, to at 7 1/2c yd. 1,000 yds Madras and French ginghams, worth up to 25c, go at 8 1/2c yd.