

BRANDEIS BOSTON STORE & SONS

MEN'S NEW SPRING HATS

The Latest Shapes and Shades for 1903.

"NEW YORK IS WEARING BROWN." The most popular color in spring hats is the new shade of English brown, which is worn both in felt hats and in stiff hats. Brown is the prevailing shade of headwear throughout the east and it will be the most favored shade in Omaha this spring.

The "Brandeis Special"

In the Brandeis Special we show the most popular shapes in all colors, including new English brown. The new shapes this year are very attractive. We have the smartest and latest novelties from the east, both in the soft and stiff hats. \$5 style and \$3 quality in our enlarged Hat Department at..... **\$2**

Other High Grade Spring Hats at \$3.00, \$2.50 and \$1.50.

Men's Fine Quality Neglige Shirts at 39c

Spring Neglige Shirts, in Bedford cords, madras and percales, dark and light colorings, plain and pleated bosoms, separate link cuffs—your choice at..... **39c**

\$1.50 Spring Shirts at 98c
The latest spring materials, in solid white and spring effects, black figures predominating; link cuffs. You usually pay \$1.50—tomorrow, special at..... **98c**

\$2 Spring Shirts at \$1.49
Made from the best shirtings in the world. Plain stripes, neat figures, new French Jacquard designs, light and dark colorings, \$2.00 values, at..... **1.49**

Spring Underwear, in medium and light weights—latest colorings—worth 50 cents per garment— at..... **35c**

New Spring Neckwear at 50c and 25c

New effects in Spring Neckwear. Each week has brought new ideas which appeal to lovers of tasteful and fashionable Neckwear. Every late style, from the midget string to the large English square—at..... **50c-25c**

33c Ties at 15c 35c Suspenders at 15c

600 dozen Tecks and Four-in-Hands, made up in latest spring shapes, in the newest silks. 35c value, at..... **15c**

Suspenders, made of imported wools, plain and fancy colors, silk ends, gold and silver buckles, at..... **15c**

Saturday Specials in Jewelry Dept.

Ladies' 72-inch Filled Pearl Beads—unbreakable—in cream and white.....	75c
Ladies' Pearl Shirt Waist Sets—three large mother of pearl waist pins, at.....	25c
Royal Elastic Belts—1-inch and 3/4-inch—worth \$1.00.....	49c

Watch Our Windows **BRANDEIS BOSTON STORE & SONS** Watch Our Windows

SHERIDAN NUT

A perfect substitute for hard coal in your baseburner, Excellent for cooking Victor White 1605 Farnam St. Tel. 127

THE BENNETT CO.

CANDY DEP'T

All Day Saturday

Chocolate Creams, special fresh made, finely flavored, splendid values, per lb..... **12c**

Mint-Losenges—
Per lb..... **18c**

Peanut Bar..... **18c**

Cream Mix Candy—
Per lb..... **12c**

flavors—per lb..... **12c**

Stick Candy, assorted
Wrapped Caramels—
Per lb..... **12c**

Mix Candy—
Per lb..... **9c**

Gum Drops..... **8c**

Salted Peanuts..... **15c**

EASTER NOVELTIES

Rabbits—
Each..... **3c**

Chickens—
From 3c up.....

Easter Baskets—
From 20c down to 10c each.

Ducks—
Each—6c.....

Easter Eggs—
All Sizes.....

REGENT SHOE CO.

ONIMOD \$3.50

One way to buy shoes is to let the dealer sell them to you—and watch the dealer.

The best way is to buy the "Onimod," then you needn't watch the dealer—just watch the brand—\$2.50 and \$3.50.

Regent Shoe Co.
205 South 15th St.

Men's Fur Hats, 69c

On sale all day Saturday. They are worth up to \$2.00. Our weekly specials are the talk of the town. Watch for them every Friday and Saturday. Are you a union man? Do you want goods with the union label? If so, ours is the place to get them.

In our men's suit department we offer extraordinary good values at \$10 suit; finer ones run up to \$25.00. We also have strictly all wool suits as low as \$5. In men's negligee shirts we offer some extra big values at 40c; they sell for 75c. All over our 95c shirts compare with what you pay \$1.50 elsewhere. We now have the agency for the new Elgin shirt, the shirt with the union label, price \$1.00. Regent \$2.50 shoes for men are but \$1.50 here. The Guarantee Clothing Co., Ltd., 1521 Douglas st. Agents in Omaha for Alfred Benjamin's fine clothing.

WE PAY CASH FOR OLD BOOKS
"Ye Old Booke Shop,"
1410 FARNAM ST.

TURN your old books into money. Telephone B 3257 and our representative will call.

TWENTIETH CENTURY FARMER
Makes Most Useful Present.

WIRE ME AT ONCE WITH CLIMAX THE GREEN TAG POULTRY NETTING

IT IS GALVANIZED AFTER BEING TWISTED AND IS ABSOLUTELY RUST PROOF.

FOR SALE BY JAS. MORTON & SON CO.
1511 Dodge St. Hardware People.

A PLEASURE TO DRESS WELL HAYDEN'S

when clothes of the right sort are obtainable AT THE RIGHT FIGURES. They must fit, be well tailored and wear well. You must have a sack suit and THE VARIETY, or the other new H. S. & M. sack styles will meet your approval. They are made in a great variety of fabrics that makes a selection almost exclusive. The better acquainted with the custom tailor's productions you are, the better THESE H. S. & M. VARIETY and other new sack styles will appeal to you.

The Hart, Schaffner & Marx clothes (for which we are exclusive selling agents) exemplify the very best tailoring. These clothes form the best argument against paying the custom tailor his price when you can get the best for less, in fact for one-fourth his price. We will put several lines of these celebrated H. S. & M. hand-tailored suits on sale Saturday at \$7.50, \$10.00, \$12.50, \$15.00 and \$18.00. You will be more than pleased with the variety, the style, the perfect fit, finish and tailoring. GET YOUR EASTER CLOTHES NOW.

HAYDEN'S—Headquarters for Boys' and Children's Clothing.

In artistic completeness this showing of the new spring styles has never been equalled, and upon no occasion here or elsewhere have the practical and economical been so successfully combined with the new and the stylish.

Grand Easter Opening Sale Saturday

Boys' suits in very desirable patterns in oxfords, greys and brown mixtures, in light, medium and dark colors, made in vestee and double-breasted and Norfolk styles—special sale price \$1.50.

Boys' suits in black and blue serges and worsteds, gray and brown mixtures in chevrons and cassimeres, made in Norfolk, double-breasted and three-piece suits, regular \$4.00 values, Easter sale price \$2.50.

Children's Extremely Nobby Styles in Juvenile Suits.

The very choicest variety from imported and domestic fabrics in red, blue, brown, fancy chevrons, tweeds and homespuns, in the new popular styles, sailor blouse and head great sales on Page 7.

HAYDEN BROS.

My dear friend,

How well you are looking. Last time we met you looked rather poor. What did you do for yourself?

Well, I'll tell you, John. After I got over my long sickness I felt weak and feeble, seemed to have lost all energy. Tried nearly everything to regain my strength, but nothing would help, till one day a friend of mine advised me to try "Blue Ribbon Beer." I did use it, and—well, you see the result. Never felt as strong and healthy as now, thanks to my friend's advice in recommending "Blue Ribbon." Now, John, you don't look so very well yourself. You take my advice and drink "Blue Ribbon Beer." You can have it delivered at your home in cases of 2 dozen quarters or pints. Order it at once from

Storz Brewing Co.
Tel. 1260. Omaha

Sometimes

We suspect that you get tired reading about our boys' shoes, but we can't help but feel that if you would try them once you would find everything we say about them to be true.

Absolutely true.

No shoe in our store receives more care in the making or selecting of the material than these same boys' \$1.50 shoes.

They will outwear any two pair at a like price—and we've found them the equal of most \$2.00 and \$2.50 shoes.

HILLER'S Old Private Stock PURE RYE WHISKEY \$1 ONE FULL QUART

4 full quarts \$4.00
Case 12 full quarts \$10
5 gallon keg \$15.00
CHARGES PREPAID

HILLER'S OLD PRIVATE STOCK

A Household Whiskey
Because of the purity, age—unsurpassed quality, its perfect mellowness and exquisite flavor.

SAMPLE BOTTLE PREPAID FOR SI

EXCEPTION—We prepay charges, except 2c States west of Nebraska when orders must call for \$ gallons or more to be prepaid.

Reference: 1st National Bank, Omaha, Neb.

HILLER LIQUOR CO.,
1309 Farnam St. Omaha, Neb.

Merchants National Bank OF OMAHA

N. E. Corner Farnam and 12th Streets.
Paid up capital \$250,000. Reserve fund \$100,000.
UNITED STATES DEPOSITORY.
Frank Murphy, president. B. B. Wood, vice president.
Luther Drake, cashier. F. T. Hamilton, manager.

DREXEL SHOE CO.

Omaha's Up-to-Date Shoemaker.
1419 FARNAM STREET

Nebraska Clothing Co.

CLOTHES FOR MEN AND WOMEN

The Highest Form

In which clothing can be produced is to be found in this store. Not clothing that is simply forced into shape with a hot iron, but carefully worked stitch by stitch, inside and outside, from first to last; the kind of tailoring that makes clothes hold their shape and look well as long as they last.

In our Easter Sale of Men's Spring Suits and Overcoats we show many splendid values. The stock embraces Men's Suits ranging in price from 7 to 24 dollars. Men's Overcoats from 5 to 20 dollars. Two particularly good values in our Easter Sale are

Men's Suits at **\$10.00**
Men's Overcoats at **\$13.50**

The suits are made of fancy worsteds, the pure all wool kind, black and fancy chevrons, in very neat patterns, worsted chevrons in a fine grade that will not wear glossy. These suits are made with a very high grade of linings and the sort of tailor work that gives thorough satisfaction

Suits **\$10**

The overcoats are made of high grade vicunas, in black and oxford grey colors—they are hand-made throughout and some are silk-lined—they come in proper lengths. They are the kind of coats that your tailor would charge you a fancy price for

Overcoats **\$13.50**

Nobby Spring Clothing for Boys

There is no better clothing made than we are showing for boys of all ages, from the little tot of three to the youth of 20. A comparison of prices and qualities will readily demonstrate that we not only save you money but guarantee your correctness of style for every age.

Here's a Special for Saturday

Boys' Suits made of strictly all wool blue serge, color absolutely guaranteed. They come in sailor blouse 3 to 8 years. Norfolks 3 to 12 years. Double breasted jacket style sizes 8 to 15 years. Special Saturday..... **\$2.25**

BOYS' KNEE PANTS SUITS—Made of all wool chevrons and cassimeres, in a great variety of patterns to select from, come in Norfolk, sizes 4 to 12, and double-breasted jackets 8 to 16 years. They are \$3.00 values for **\$2.00**

BOYS' KNEE PANTS SUITS—Made of high grade chevrons and cassimeres, also blue serges, come in Norfolk, sizes 4 to 12, and double-breasted jackets, 8 to 16 years. They are \$4.00 values for **\$3.00**

BOYS' KNEE PANTS SUITS—Made of the finest silk mixed cheviot and worsted chevrons homespuns, come in Norfolk, sizes 4 to 12, and double-breasted jackets, 8 to 16 years. They are made to retail up to \$6.00, Saturday **\$4.00**

Confirmation Suits made of the genuine English clay diagonal in the double-breasted jacket style, sizes 8 to 15 years **\$3.50**

Three-piece Suits—coat, vest, pants.... **\$4.50**

Young men's Suits—ages 14 to 20 years **\$7.50**

Confirmation Suits made of the finest jet black unfinished worsteds, in the double-breasted jacket style, sizes 8 to 15 **\$4.00**

Three-piece suits—coat, vest, pants .. **\$5.00**

Young men's suits—ages 14 to 20 **\$9.00**



Alton Flour the height of the miller's

We beg to announce to our patrons we have obtained the exclusive agency of The Alton Milling Co. for the distribution of this celebrated ALTON CREAM FLOUR and by-products in Omaha and So. Omaha. The Alton mills are located in the very heart of the greatest wheat producing section of the country, termed by the milling fraternity "THE FAMOUS WHEAT BELT OF THE WORLD," and are thus enabled to secure the very choicest quality of wheat for the manufacture of their flour. The Alton Milling Co. occupies a foremost position in the milling world, equipped with the latest improved machinery inventive genius has designed for the manufacture of flour according to scientific principles whereby all impurities and deleterious substances of the wheat kernel are removed, returning only the pure white berry, which contains all the nutritious properties indispensable to good health. Only the highest grade of THOROUGHLY MATURED SPRING WHEAT is used because it is conceded to be richest in gluten and phosphates, the properties on which depend the value of wheat as food, whereas flour made from winter wheat is deficient in these essential elements, as it contains a larger proportion of starch, which renders it inferior as a bread flour. Alton flour possesses a creamy color and when baked produces FLAKY, PERFECTLY WHITE AND WHOLESOME BREAD. Aside from its palatability and actual nutritive value, Alton Cream is the most economical flour on the market. It is guaranteed to make more bread than will the same quantity of any other brand. We recommend this flour just as represented in every respect and to introduce it thoroughly we have decided to sell this flour, which is usually sold at \$1.25, for \$1.10 for a limited time. Furthermore we will give away free a 4-lb. bag with every 48-lb. sack, thus affording the consumer an opportunity to test its merits. If it proves unsatisfactory for any reason whatever money will be cheerfully refunded.

Alton Flour, per sack..... \$1.10
Mother's Oats, 3 pkgs for..... \$1.00
Eagle milk, 2 cans for..... \$1.00
California prunes, per lb..... .35
Saratoga Flakes, 2 pkgs for..... .50
CHICKEN PER LB. 12c

The choicest variety of green vegetables and fruits obtainable, fresh from the gardens and orchards. Quality and price unsurpassed are the features of our success.

Leaf Lettuce	Green Asparagus	Tomatoes	Spinach
Head Lettuce	White Asparagus	Cauliflower	Cucumbers
Rhubarb	String Beans	Vax Beans	New Carrots
New Potatoes	New Turnips	New Beets	Green Onions
Sweet Potatoes	Celery	Mint	Parsley

Strawberries
Grape Fruit
Greening Apples

Pineapples
Bananas
Lemons

Malaga Grapes
Oranges
Idaho Apples

ART Goods

Easter Goods and Novelties...

An entirely new line of our own importation. Exclusive designs; lowest prices. Bring the children down to see our beautiful Easter display.

NOVELTIES
3c, 5c, 10c, 15c and up
EASTER CARDS
1c, 2c, 3c, 5c and up

Hardy's

"THE 99CENT STORE"
1513 Dodge St.

Sommer Bros.,

Exponents of Good Living.
28th and Farnam Street

That Coy's Mother

Should have given that "cow" with the terrible cough a few doses of Schaefer's Cough Cure—cause it WILL CERTAINLY stop a cough, we guarantee it. OUR EGYPTIAN LOTION CREAM will keep the hands and face soft as a baby's. We send this great lotion to CHICAGO, Denver and many other places to people who fail to find a preparation which suits them as well. The new size holds a pint and is worth 25c.

6c Texas Catarrh Cure—one cure..... 15c
1c Husack's Sarsaparilla—with 65 lodes..... 65c
THE BEST SPRING BLOOD MEDICINE IN THE WORLD..... 25c
\$1.00 Perun—all you want..... 61c
1c Genuine Catarrh—no limit..... 21c
1c Alcock's Fluiter—all you want..... 25c
THERE ARE NO 25c ALLCOCK'S PLUTERS..... 25c
6c Doan's Kidney Pills..... 60c
1c Craver's Kidney Cure—guaranteed..... 40c
1c Alcock's Fluiter—all you want..... 25c
\$1.00 guaranteed to stop falling hair and cure Dandruff..... 61c
1c Know's Remedies..... 61c
5c Cuticura Salve..... 25c
1250 CHESTER'S PENNYROYAL PILLS..... 25c
\$1.00 Ozonumolium..... 50c

MAIL ORDERS FILLED.
Schaefer's CUT PRICE DRUG STORE
Two Houses—747 and 749.
S. W. Cor. 10th and Chicago Sts.

Every Woman

should have a Savings account— Many a man has been saved from financial ruin by the savings of a thrifty wife. We welcome the accounts of women and pay 4 per cent. compound interest on Savings.

Accounts may be opened with any sum, from \$1 up.

Our little steel banks which we furnish free help women to save money. Call and get one.

CITY SAVINGS BANK

Brown Block, Sixteenth and Douglas Streets
OMAHA, NEB.

Bailey The Dentist

A well filled tooth is a joy to the possessor and takes the place of an aching tooth. Gold fillings \$1.50 up.

YOUR CHOICE

Of the five best sewing machines made. The New Home, White, Domestic, Standard and Household, on small monthly payments. The best is always the cheapest. Machines rented at 25c per week. Repairing done and guaranteed. Best quality needles, oil and supplies for all machines.

P. E. FLODMAN & CO., JEWELERS

1514 CAPITOL AVENUE.

Stylish Millinery Popular Prices

The Largest Exclusive Retail Millinery House in the West.

Cures Biliousness

Constipation and Torpid Liver.

HOWELL'S LITTLE ANTI-BILIOUS PILLS

Free sample Howell Drug Co., 16th and Capitol Ave.