



BRANDEIS "BOSTON STORE" & SONS

Our Most Brilliant Displays Are In Readiness

Women's Elegant Apparel for Easter

Superb Creations In Millinery, and Tailored Suits Specially Priced for Saturday

Women's High Class Sample Tailored Suits

Every one of these is a sample suit. They reveal every little feature of correct 1908 style. The new shades of tans and the new shadow stripes are prominent. We have specially priced them for Easter selling.

- Tailored Suits that are worth \$98.00 at **\$65.00**
- Tailored Suits that are worth \$75.00 at **\$49.00**
- Tailored Suits that are worth \$65.00 at **\$45.00**
- Tailored Suits that are worth \$50.00 at **\$35.00**

Fashionable Suits Are Charming for Easter

These are the Spring style aristocrats. No tailored Suit is so thoroughly correct for Omaha's smartly gowned women as the Fashionable. They show a marked superiority in tailoring. The new Butterflies, Eva Tanguays and Merry Widows, \$25.00 and the newer ideas in Prince Chap models predominate. Fashionable suits are always

Smart and Well Tailored Spring Suits, Special Price, \$15.00—These suits are shown now for the first time. The new fabrics, colors and style features are included. Many are shown with the new Kimono sleeves. These are suits that would regularly command up to \$25.00. We will make one very moderately priced group of them at..... **\$15.00**

Voile Skirts

These are in the favorite styles for 1908. Gore pleated, trimmed with taffeta bands or self trimmed. The new short walking lengths. Two specials—

\$4.98 and \$6.98

Spring Jackets

Just as dressy as they are practical. Well tailored broadcloths and mixtures; stunning little silk coats, at—

\$4.98 to \$14.85



Most Notable Assemblage

BEAUTIFUL MILLINERY FOR EASTER WEAR

Ever Beheld West of Chicago

Women who want style that is absolutely correct in their Easter Millinery come to Brandeis. Our Easter assemblage is glorious. May we expect you Saturday?



Net and Silk Waists

Styles show the Kimono sleeves—many are very elaborate and all are extremely stylish—a specially large assortment, at..... **3.98**

Lingerie Waists

In this group are those dainty and fetching lingerie waists with long or short sleeves that are so desirable for wear with new tailored suits, a special price for Saturday, at..... **98c**



Long Silk or Cloth Automobile or Dress Coats

These are loose or tight fitting coats—rubberized striped or plain taffetas—prices are—

\$9.98 up to \$30

Lingerie and Silk Dresses

In jumper styles and one piece Princess effects—many have lace and embroidery insertions—the styles are correct and the dresses greatly favored this season—prices are—

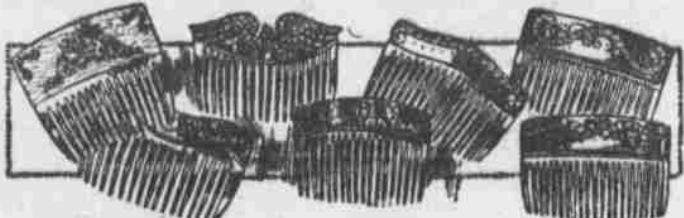
\$14.85, \$19 and \$25

Patrons who live in the west part of town will be glad to avail themselves of our new 17th street entrance which opens directly from 17th street to our millinery and women's suit departments. It is very convenient.

Greatest Sale Ever Held in the West

Beautiful Set Combs

Brandeis Bought the Entire Line of Drummers and Show Room Samples from a New York Importer at About One-Third their Actual Value



All are beautiful combs, newest styles—many elaborately set with brilliants—more than 100 different designs.

- All the Combs worth up to \$1 each will go Saturday at, each **25c**
- All the Combs worth up to \$3.50 each will go Saturday at, each..... **\$1**
- All the Combs worth up to \$2 each will go Saturday at, each **50c**
- All the Finest Combs made to retail at \$6, \$8, \$10, choice **\$2**

Special Sale of Silverware

Roger Bros.' 1847 Silver in the Vintage Pattern

- Berry Spoons—in French grey—Vintage Pattern, Charter Oak, Berkshire and Priscilla patterns, worth up to \$2, at each..... **1.25**
- 1847 Vintage Pattern Tea Spoons—six in fancy box, will go on sale, at..... **1.49**
- 1847 Vintage Pattern Gravy Ladies—a special for Saturday, and will go at..... **1.00**
- Men's 18 Sh. 17 Jewel Watch—Elgin or Waltham adjusted movement—in screw, basal dust proof case—Saturday, at..... **6.98**

Get our very special prices on watches Saturday.

A STUNNING NEW ARRIVAL SPECIALLY PRICED

The new Hat that has reached the highest point in fashionable favor on Fifth Avenue New York, is the high crown, rolling brim hat—in Leghorn and horse hair—the blacks, browns and burnt shades are very modish—graceful trimmings of ostrich plumes, fancy feathers and flowers—a magnificent Easter Special, at..... **\$15**

Large Rough Braid Sailor Hats Artistically Trimmed

In the most stylish of all the shapes—the favorite Merry Widow—we show new ones for Saturday—bewitching new large hats, with roses and foliage in profusion—never such a stunning hat, at..... **\$5**

Brandeis Exquisite Easter Hats, at \$25.00

Spring Hats were never so magnificent in outline and color harmony as are these original creations from the hands of French and American designers. Tendency of trimmings is toward the massive effects and the large, graceful shapes adapt themselves perfectly to the style requirements. There are hundreds of new models that will be seen Saturday for the first time and this group is superb at..... **\$25**

BEAUTIFUL ROSES FOR TRIMMING—Roses of all descriptions, including the large American beauties—every shade and every size for trimming—all are imported roses, and worth up to \$1.00 bunch. On sale in Millinery Department, at, bunch..... **25c**

Moderately Priced Millinery in our Basement

- UNTRIMMED HATS—All the favorite new 1908 styles—ready to trim, at..... **25c**
- UNTRIMMED HATS—Large and medium shapes, all the newest spring styles and colors—extra special at..... **69c**
- HATS TRIMMED FREE IN OUR BASEMENT—
- TRIMMED HATS—in sailors and high crown styles—also the small shapes—special, at..... **1.50**
- TRIMMED HATS—Hundreds to choose from—all new and up-to-date styles, at..... **3.98**

Special Saturday

Housefurnishing Department, Basement, Old Store

ROLLER SKATES

Best Fun in the World—Improved extension sidewalk Skate, full strapped, high-grade steel top and trucks, light and strong— a pair up from..... **49c**

We invite you to visit our **FREE COOKING SCHOOL**

We Teach the Art of Scientific Cake Making

Housefurnishing Dept., Old Store, Basement

EASTER CARDS

On sale in our Book Department. Immense variety of New Easter Cards at 1c and up. Big assortment of Easter Post Cards.

Fancy Linen Bargains

BASEMENT

- Eyelet hand embroidered scalloped edge, all linen, the 6-inch tumbler dollies—worth 25c, at, each..... **10c**
- 12-inch, Japanese all linen hemstitched dollies with hand-drawn work, worth 25c, at, each..... **10c**
- 45-inch, hemstitched lunch cloths, with drawn work, worth \$1, each..... **50c**
- 54-inch, hemstitched lunch cloths, with drawn work, worth \$1.50, each..... **69c**

Children's Dresses

These are very daintily made and many of them are suitable for church and for dressy wear and for every purpose where a little girl should look her best. At—

98c, \$1.50 and \$1.98

Children's Coats

Very desirable for daily wear. They are well tailored and hold their shape. Very clever styles for spring—at

\$1.50, \$1.98, \$2.98 and \$3.98

Big Special Sales

In China Dept.—West Arcade

Cut Star Table Tumblers

[Like illustration]. The greatest bargain in Cut-Glass Tumblers ever offered in the history of Omaha, at, each..... **10c**

Just arrived—New Spring Line

Russian Jardinieres

[Like illustration]. A fine new assortment—a 25% reduction on every jardiniere in the entire stock for Saturday.

Fine Japanese Cups and Saucers—very large, decorated inside and outside with a very handsome Jap design—strictly high grade goods and the new spring patterns—very thin translucent china, at, each..... **10c**

Fancy Cake or Bread Plates—Handsome rose decoration and tints of delicate blue and green at, each..... **10c**

Big Special Wall Paper Sale

Another record breaker—bargains that will satisfy both taste and purse. Bargains that will make us talked about.

- Two-tone duplex, the 60c grade, at, roll..... **27 1/2c**
- Tapestries, worth 15c and 10c, at, roll..... **10c and 5c**
- 30-inch, plain papers, worth 25c, 50c and 60c, at, roll..... **12 1/2c, 25c and 35c**
- Florals, worth 25c to 10c, at, roll..... **15c and 5c**
- Papers, worth 15c, 10c, 8c, 6c and 5c, at, roll..... **8c, 6c, 5c, 4c and 2 1/2c**
- Big Hour Specials—Saturday only—8:30 p. m. till 9:30 p. m.
- Beautiful two-tones, worth 50c and 30c, at, roll, only..... **25c and 15c**

PACIFIC PRESSES ITS CASE

California Insurance Company Sends Officials Into Nebraska.

COME TO RECOVER LICENSE

Willing to Admit Nebraska Concerns To Their State, but Say They Do Not Meet the Requirements.

Barred from writing new business in the state of Nebraska by State Auditor Searle in retaliation for the refusal of the insurance commissioner of California to admit two Nebraska companies to write in that state, the Pacific Mutual Insurance company of San Francisco, one of the strongest companies on the western coast, has its attorneys in Omaha to look up the matter and make every effort to continue writing insurance in the Nebraska field.

President George I. Cochran and John F. Ross, secretary of the company, passed through Omaha Friday and held a short conference with D. M. Meyer, general agent of the company for Nebraska. Julius C. Rosenberg, western counsel for the Pacific Mutual company, remained in Omaha to look up the matter. Mr. Rosenberg said:

"The fact that we have been denied the privilege of writing new business in Nebraska does not invalidate the policies which are now in force in the state and not a single policyholder will lose a cent paid in premiums. In fact, they can go right on paying premiums, but we cannot issue new policies.

"The barring of the Pacific Mutual from the Nebraska field is the direct result of the California insurance commissioner denying the Bankers Reserve Life company of Omaha and the Bankers' Life company of Lincoln the right to write business in California.

Did Not Pass Muster.

"We understand this was done because the Nebraska companies do not meet the requirements of the California insurance laws, which are very strict and require the highest standards.

"As far as the Pacific Mutual is concerned, we would welcome the Nebraska companies, and when the question came up the insurance commissioner of California was wired by our president and other officers to admit the Nebraska companies by all means. We received a reply by wire which advised us that the attorney general of California had instructed Commissioner Wolf to deny the privilege to Nebraska policyholders in his company that there is anything the matter with the company and that state auditor has assured many that their policies were as good as ever.

Vigilant Again in Commission.

NEW YORK, April 10.—The old America's cup defender, Vigilant, will be put in commission this summer and raced by William E. Iselin.

Mr. Rosenberg speaks in the highest terms of Auditor Searle and the Nebraska department, saying that the state auditor has been doing everything possible to remove the impression of Nebraska policyholders in his company that there is anything the matter with the company and that state auditor has assured many that their policies were as good as ever.

As to these guarantees.

President E. H. Robinson of the Bankers Reserve Life of Omaha put up a check for \$300 to guarantee the expenses of an expert from the insurance department of California to come to Omaha and look into the affairs of his company. The California insurance men say that the Pacific Mutual paid more than \$5000 expenses to have the company examined when the license was secured for doing business in Nebraska.

used by Millions

Calumet Baking Powder

Complete with the Pure Food Laws of every State.

Silver Aluminum Jelly Moulds FREE

Leaflet in each package

Jell-O

Explaining 10c package All grocers

ORDER TO STOP PAYMENT

Injunction Prevents South Omaha from Paying Claim for Fixtures.

A restraining order to prevent City Clerk Gillin and City Treasurer Melcher from paying a claim of \$1,984 in favor of Klapp & Bartlett company for vault fixtures allowed by the South Omaha city council Thursday night was granted Friday morning by Judge Redick on application of James W. White. The claim was in payment for vault fixtures for the new city hall and jail.

In the petition it is asserted Mayor Hector disregarded the bid of Klapp & Bartlett company and bought different and more expensive fixtures than were bid on. It also declares the claim is invalid because there is no appropriation out of which to pay it. The suit was filed in district court Friday morning by E. R. Leigh, representing Mr. White.

CONFIDENCE MEN TURN TRICK

Induce Italian to Advance His Savings to Secure Share of an Estate.

Rogio Bombage, an Italian living at 127 Chicago street, fell a victim to a novel confidence game, worked on him by two of his fellow countrymen, Thursday afternoon. About 2 p. m. two Italians approached Bombage, near the corner of Thirteenth and Davenport streets, and after a few remarks about the beauty of

the weather, they told Bombage the story that one of their friends had recently died and left \$2,000 to be distributed among the poor Italians of the city. The two strangers produced a parcel of imposing looking papers and announced that they were the executors of the dead Italian's property, but in order to carry out his wishes in distributing the money, it was necessary that they have \$60 to immediately realize on the papers.

During the conversation they intimated that if Bombage could secure them the necessary \$60, they would see that he secured a large sized chunk of the \$2,000. Bombage eagerly agreed to furnish the money and going to the bank he withdrew his savings, amounting to slightly over the required amount, and gave the two strangers the money they desired. In return they gave him the package, supposed to contain the securities, and told him to meet them at 7 o'clock in the evening. Seven o'clock came, 8 o'clock came, and still no strangers, and Bombage slowly came to the conclusion that he was the victim. He immediately complained to the police, giving a good description of the two, and leaving the package which was supposed to contain thousands of dollars worth of securities, but which when opened was discovered to contain a quantity of cheap note paper.

AGED MAN STRUCK BY CAR

While Trying to Show Skill as Bicycleist He Falls to Observe Vehicle.

CEDAR FALLS, Ia., April 10.—(Special.)—F. W. Wolcott, a man 60 years of age, was seriously, if not fatally, injured last evening by being struck by a street car and thrown from his bicycle directly against a passing farm wagon. He was unconscious for hours and sustained a broken nose, which was nearly cut from his face, several facial wounds and four broken ribs. It is feared there is a fracture of the skull and his recovery is still considered doubtful. Mr. Wolcott fully mounted his wheel to show the boys in the barber shop some of the stunts he could perform and by his gyrations did not observe the approaching electric car.

Alcohol

A Strong Tonic - Without Alcohol
A Body Builder - Without Alcohol
A Blood Purifier - Without Alcohol
A Great Alternative - Without Alcohol
A Doctor's Medicine - Without Alcohol
Ayer's Sarsaparilla, is not easily better without alcohol than with it. We have no secrets! We publish the formulas of all our medicines.

J. C. Ayer Co., Lowell, Mass.