

ESTABLISHED JUNE 19, 1871.

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SINGLE COPY FIVE CENTS.

DO YOU REALIZE HOW MUCH OUR STORE BENEFITS YOU EVERY DAY

DO YOU REALIZE THAT OUR IMMENSE TRADE AND OUR SURPLUS OF READY CASH ENABLES US TO BUY AS CHEAP AS ANY HOUSE IN AMERICA

What Wanamaker is to Philadelphia What Marshall Field is to Chicago What Macy is to New York

BOSTON STORE IS TO OMAHA.

Not only do we carry the finest and highest, grade of goods in the city, but also the largest stocks and most varied assortment.

BOSTON STORE

We point with pride to the fact that we have brought and still bring hundreds---yes, thousands---of strangers to Omaha to do their trading, and our house to-day---throughout the West---is a household word and an example of the Up-to-Date business world---to the glory of Omaha.

TOMORROW'S EXTRAORDINARY BARGAINS.

WILL FULLY BEAR OUT ALL THE ABOVE ASSERTIONS.

Boys & Children's WINTER CAPS on our second floor. We are now showing EVERYTHING THAT'S NEW In Boys' and Children's Winter Caps. 25c 35c and 49c All worth double.

Tomorrow, The Greatest CLOTHING sale ever held in America. 10,000 Men's and Boys' SUITS and OVERCOATS ON SALE AT JUST HALF what they cost to manufacture. All fine, high grade, custom made garments.

3,000 PIECES HIGH GRADE Dress Goods

A manufacturer of ladies' suits and dresses retiring from business closes out to us his entire stock of dress goods

AT ONE HALF THE ORIGINAL COST

to import. Remember these are all High Grade—all wool fabrics

\$1.00 Imported Dress Goods 49c

200 pieces of 50 inch, fine, high grade, imported French serges in black, blue, brown, green and red. If bought in the regular way would not be sold for less than \$1.00 yard, but tomorrow in dress goods department, at 49c yd.

49c

Black Dress Goods at 59c Yard

All the Celebrated Gold Medal Brand Black Novelty Dress Goods from this stock—they are guaranteed both in color and wear—they consist of a choice line of patterns, every yard is stamped "Gold Medal" the best wearing goods made—

59c

\$2.00 Imported Dress Goods at 98c

In this lot are all the very finest and highest priced novelties from this purchase, such as imported Coverts, English Meltons, French Broadcloths, Curled Honors, Madrases, Panama Cloths, French Hens and Real Emperors Cloth. In all the latest shades, among them are some of the most high class novelties ever shown in Omaha—tomorrow at 98c yd.

98c

35 pieces of All Wool Moreen Skirting in black only, the most popular material for ladies' underskirts—on sale elsewhere at 45c yard—on sale Monday at 29c yard.

29c

50c WOOL DRESS GOODS—19c

150 pieces of strictly all wool 40 inch checks and plaid suitings, in two-toned effects, all new colors, and the regular 50c quality—tomorrow 19c—but only one dress pattern to a customer

19c

Strictly All Wool Henrietta 29c

300 pieces of All Wool Silk Finished Imported Henrietta, in all the staple colors, including black—these would be a bargain to sell in regular way at 50c.

29c

75c WOOL DRESS GOODS 39c

An elegant line of plain and novelty dress fabrics, such as tufted Mohair, Berlin twills, two toned suitings and elegant new checks and plaids, in all the latest fall shades, would be a bargain at 75c, on sale tomorrow on bargain square at 39c yard.

39c

500 dozen medium and extra large size plain and fancy carved Pearl Buttons, in all sizes, styles and patterns, go at 15c a dozen, worth up to \$1.00; some slightly imperfect

15c

1,000 reols of Velvetreen Skirt Binding, in all colors, 1 1/2c yard

1 1/2c

500 bolts plain and fancy Jet Dress Trimmings, 150 different styles and patterns, go at 3 1/2c yard; worth up to 25 cents

3 1/2c

SILKS

GRAND SILL SALE.

New Silks and Satins at 21c Yard.

An elegant lot of Fancy Silks, China and Japanese Silk—also elegant satins for waists, trimmings and fancy work, at 21c yard

21c

30 pieces of dark colored SATIN BROCADE—the regular 75c quality for tomorrow only 38c yard

38c

40 pieces elegant Black Figured Silks

and satins for dresses and fancy waists, in all the latest combinations, including small figures, regular \$1.00 quality, go at 49c yard.

49c

12 pieces of high grade 27-inch black Satin Duchesse—worth \$1, at 98c yard

69c

35 pieces of the Latest Novelties in Waist Silk

just received by express, they are all new effects and colors, fancy stripes, new reds, new green and new blue, some of the handsomest silks ever shown, at 98c yard.

98c

Never before in it's history was Boston Store equipped so thoroughly to do the CLOAK AND MILLINERY

Business of Omaha as it is right now. A visit to our magnificent second floor will convince you that we have the ideal Cloak stock and the ideal millinery display—For tomorrow we offer 1,500 Samples of the highest grade Ladies' and Misses' Cloaks, Suits and Jackets, bought from Wrightman & Co., 21 Waverly Place, New York; A. Freidlander Co., 377 Broadway, New York; Blinn Bros., 828 Broadway, New York; Richman, Schneider & Wolf, 5 Bond St., New York; Ash & Jaekel, 32 Waverly Place, New York; Benjamin Caspary, 502 Broadway, New York. At Just One-Half Their Cost to Manufacture. All Exclusive Styles—Only One Garment of Each Kind.

100 SAMPLE JACKETS, worth not less than \$7.50, made of Beaver and Cheviot Cloths, in fly front and box front styles—effects of them half silk lined—worth \$7.50—on sale at \$3.50

\$3.50

250 SAMPLE JACKETS, worth not less than \$12.50, of heavy Curled Boucle, all wool Beaver Cloth and fancy rough effects—with fly front and high storm collars—worth \$12.50—on sale at \$4.98

\$4.98

150 SAMPLE JACKETS, worth not less than \$15.00, made of all wool kersey, silky cut, rough effects, silk lined throughout, cloth and chevils; most of them all silk lined, fly front and refter front, with high storm collars; impossible to be found elsewhere for less than \$15.00—on sale at \$7.50

\$7.50



100 SAMPLE JACKETS, worth not less than \$9.00, in all the new cloths, smooth cut, rough effects, silk lined throughout, braided, fur trimmed or plain, in all the new colors and latest styles; any of these jackets would be a bargain at \$9.00—on sale at \$4.98

\$4.98

175 samples of Russian Blouse JACKETS—worth \$20.00 to \$45.00—made of imported Kersey Cloth—in all the new shades of blue, castor, brown, green and black—many of them trimmed with braid and edged with fur, lined with beautiful shades of satin duchesse to match—light fitting and blouse neck—Jackets cannot be bought anywhere else for less than \$20.00 to \$45.00—on sale at \$15.00 and \$19.00

\$15.00

\$19.00

200 samples of CHILDREN'S JACKETS—worth \$10.00, made of dark and light mixtures, checks and plaids, empire of coat back, and high storm collars, worth not less than \$10.00, on sale at \$5.98

\$5.98

100 samples of Children's JACKETS—worth \$15.00—made of two-toned boucle cloths—fancy Chevils and plain goods—in all the new shades—plaids and mixtures—beautifully trimmed with braid and ornaments—the cheapest of these jackets could not be bought for less than \$15.00—on sale at \$8.50

\$8.50

200 SAMPLE CAPES—worth \$7.50—made of astrakhan cloth, beaver and chevils—these made of astrakhan cloth are lined throughout and interlined—collars edged with Tibet Fur—The other, many of them are handomely braided and jetted—all good length and worth not less than \$7.50—on sale at \$3.50

\$3.50

500 SAMPLE CAPES—of the best English Plush, worth \$10.00 and \$20.00, plain or elaborately braided with silk braid and jetting of them made with new empire plaids—all nicely lined and interlined—high storm collars and cuffs with trim fur—they will be sold in two lots—\$4.98 and \$7.50

\$4.98

150 SAMPLE SUITS, worth \$30.00, made of fly front refter and Russian House styles, in all the new weaves of covert cloths, whip cords and chevils, all the new colors, many of them all silk lined, skirt and jacket—these suits would be a bargain at \$30.00—on sale at \$14.95

\$14.95



200 SAMPLE DRESS SKIRTS—worth up to \$25.00 in fancy figured and plain styles, in all the latest shades of checks and plaids, made in the latest style and good width, worth \$25.00, go at \$13.99

\$13.99

200 SAMPLE CHILDREN'S FUR SETS in white curly lamb and angora fur, new fancy shaped muffs and scarfs, worth up to \$10.00, on sale at \$1.25

\$1.25

175 SAMPLE FUR COLLARETTES—in Canada seal and astrakhan fur—made in the latest styles—very high rolling collar worth \$7.50—on sale at \$3.98

\$3.98

50 sample COLLARETTES of genuine Marten, seal skin and muskrat, well made and beautiful styles, worth up to \$20.00, on sale at \$8.98

\$8.98

FINE MILLINERY

For originality of conception—novelty of design and artistic execution our hats are unsurpassed—You will always find them far below prices quoted elsewhere.



Our best Trimmed Hats

reduced to \$4.75 \$6.75 \$9.75 This includes hats that were \$12, \$15 & \$18.

500 Handsome Trimmed Hats—All the latest Tam O'Shanter, braided crowns, trimmed with ostrich tips, aigrettes and ornaments—Really worth \$5.00—on sale at \$2.98

\$2.98

600 Hats to select from—In the newest colors, all new nobby shapes, many of them velvet made hats, trimmed with ostrich tips and fur plumes—On Sale at \$6.00—

\$5.00

Aigrettes—worth 15c—on sale at 2c

2c

1000 QUILLS to select from—in all colors—on sale at 1c

1c

Fancy Feathers Coque Feathers and Wings 39c

39c

AT THE BUTTON DEPT.

2 solid cases of silk finished Moire Russe Taffeta Skirt Lining, the best quality, 6c yard; worth 15c. 10 pieces of all linen Elastic Canvas for skirt stiffening, 10c yard. Two boxes best quality of white and gray Sheet Wadding, at 1 1/2c sheet; worth 5c. 100 bolts plain and fancy heavy Twilled Selvia, extra quality, 10c yard; worth 20c. 5,000 yards best quality Crinolone for interlining, 3 1/2c yard.

AT THE LINEN DEPT.

1,000 cards of plain and fancy Pearl Buttons, in white, cream and smoked, go at 5c a dozen, worth 10c. 500 dozen medium and extra large size plain and fancy carved Pearl Buttons, in all sizes, styles and patterns, go at 15c a dozen, worth up to \$1.00; some slightly imperfect. 1,000 reols of Velvetreen Skirt Binding, in all colors, 1 1/2c yard. 500 bolts plain and fancy Jet Dress Trimmings, 150 different styles and patterns, go at 3 1/2c yard; worth up to 25 cents.

From the FIRE UNDERWRITERS SALE

The Stock of Kirkaldy Linoleum Co., (Scotland) Herbert Plympton, Agent.

Kirkaldy Linoleum Co.,

Is removed to 405 Washington Street, New York and Sold at PUBLIC AUCTION, by J. Cohen and Sons of New York. It consists of Linoleums, Cork Carpet and Floor Oil Cloth in all widths. BOSTON STORE with its ever ready cash captures the cream of this gigantic sale, and we offer

Tomorrow the Biggest Bargains

in Floor Oil Cloths, Linoleums and Cork Carpet ever seen in the west. All the best grades of

Scotch Inlaid Linoleum

beautiful new patterns, worth up to \$2.50 a yard, some are slightly damaged on the edges, others are absolutely sound and perfect, they all go in one big lot at

59c per sq. yd.

This is a most extraordinary bargain.

All the Oil Cloth, All the Different Qualities, no matter what the regular price is, they go in this sale tomorrow at

15c per sq. yd.

All the Corkasine, Cork Carpet, which is acknowledged the

Best Floor Covering Known nearly a quarter inch thick, often retails at \$3.00 a yard, go tomorrow

at 75c a yard.

Absolutely sound and perfect.

Immense Bargains in Oil Cloth Squares, suitable for rugs and under stoves, they are all sizes—they go at

59c for the 3-4 size.

All the Stair Oil Cloth, 18 inches wide, go at, per running yard

5c

in the FLANNEL Dept

Grand special sale of flannel skirt patterns, full size, all wool flannel skirt patterns worth \$1.00, 49c tomorrow only 49c each

All the fancy astrakhan effect flannel skirt patterns, worth \$1.50 go at 75c each

All the fancy double napped swans, down flannel, suitable for dressing sack, and tea gowns, they are in the new Persian effects and fancy stripes, worth 25c, 3c, at 15c yd

All the fleeced back wrapper flannel worth 15c, go at 8c yard

Fancy outing flannel in light and dark colors, all French flannel effects, go at 8c yard

Immense bargains in Cinton Flannel, at 5c, 7 1/2c, 8 1/2c, 10c and 12 1/2c yard

Grand special sale of white Flannel at 15c, 19c, 25c and 35c yard.

Immense bargains in silk embroidered white Flannel at 39c, 49c, 59c and 75c yard.

Immense special sale of pad, checked striped and plain, strictly all wool flanne, worth 25c, Monday as long as it lasts—

15c

SALE OF THE \$20,000 BOYS' AND CHILD'S CLOTHING

Bought for \$14,000

2,000 Boys' and Child's (3 to 16) Strictly All Wool SUITS

made in juniors, vestee, middy, refter and plain double breasted styles, in plain and fancy mixtures, in chevils, unfinished worsteds, cassimeres and 15 ounce black, gray and brown clay worsteds—

\$1.98 \$2.50 \$2.98

Every suit worth double the money.

BLANKETS

From a hard pressed manufacturer we buy 2,500 pair of fine White Wool Blankets. They are from one of the leading mills and are all high class goods, no cheap, shoddy Blankets in the lot.

All of the \$5.00 strictly all wool white and scarlet Blankets in this lot, all 11-4 size, go at \$2.98 per pair

All the fine strictly all wool California Blankets, extra heavy and soft, worth \$7.50, go at \$3.98 pair

All the best white, gray and tinted all wool Blankets, none better at any price; often retail as high as \$12.50 pair—tomorrow a big bargain at \$4.98 pair

All the Michigan half wool silver gray Blankets, would be a bargain at \$2.50, go at \$1.98 pair

All the strictly all wool Blankets, made at the Davenport Woolen Mills; they sell right here in Omaha at \$5.00 a pair; in silver, natural gray and rich wool brown color; they go at \$2.98 pair

All the heavy 11-4 Half Wool Blankets—

A BIG SALE of manufacturers seconds White Cotton Blankets.

All the fine soft fleecy Cotton Blankets, selling right here in Omaha at 75c, go at 25c

200 BOYS' JUNIOR SUITS

in gray and brown plaids and mixtures—with or without vests—ages 3 to 8—

\$1.25

100 BOYS' CHINCHILLA REEFERS

—braided collars, gilt buttons, a very warm and serviceable garment—go on sale at—

\$1

BOYS' STORM ULSTERS

—sizes 8 to 20 years—made of all wool Frieze, Shellands and Chinchilla, all colors.

\$3.50 and \$4.90

OVERCOATS Ulsters Reefers

Boys' all wool Reefers in astrakhan and chinchilla, with refter collars, velvet collars or storm collars, ages 3 to 16—worth up to \$5—go at—

\$2.50

Boys' highest grade mutton and KERSEY REEFERS, 3 1/2 button, made, sizes 3 to 16 yrs, worth \$7.50

\$3.98

Boys' all wool blue and brown Cape Overcoats \$1.59

Boys' all wool imported cassimere CAPE OVERCOATS \$3.90

4 to 14 years.

THE FINEST SHOES THAT MONEY CAN BUY—ON SALE—TOMORROW.

Ladies' Hand Turn and Welt—Button and Lace SHOES

MADE BY FORD—of Rochester and Harding & Tod of Rochester.

Shoes in all the latest, newest and best styles—in fancy visting tops—fine kid tops and cloth tops—to retail at Five dollars a pair—

On Sale To morrow \$3 All Sizes All Widths All Toes All Styles

Ladies' White Satin Slippers..... \$1.00 Ladies' Purple Kid Strap Slippers..... 1.00 Ladies' Fancy Fur Trimmed Slippers 1.25 Ladies' Red Satin Fur Trim'd Slippers 1.50

Infans' 75c Soft Sole Shoes 29c

Ladies' \$2.25 Congola Button and Lace Shoes \$1.59

Ladies' 50c Over Gaiters 19c

MENS' REAL Alligator Slippers 1.50

MENS' FA' Velvet and SLIP 49c 59c