

Boston Store Is the Mecca for Economists

Great value giving is the theme we work on. Prices are pulverized for your special benefit. Tomorrow's great sale extends throughout the entire establishment and is full of money saving opportunities for all. Profit by them.

BOSTON STORE

J. L. BRANDEIS & SONS
618 DOUGLAS

35c Corsets 19c

500 summer corsets, extra well made, good quality summer not, all sizes—go at..... 19c

75c Corsets 39c

Two large bargain tables with big lots of ladies' perfect fitting summer corsets, made of the best quality of summer net with two silk steels—worth regular \$7.50—go at..... 39c

Parasol-Umbrella Sale

\$3.50 and \$5.00 Parasols for \$1.59

1,000 fancy parasols made of the finest silks, in all shades, including black and white, plain, corded, braided, and hemstitched, with fine wide silk ruffles. These parasols are worth \$3.50 and \$5.00—go on sale at..... **\$1.59**

Big Sale of Silk Umbrellas

Grand lot of silk Umbrellas suitable for ladies or men in 26-inch and 28-inch size. Every umbrella well made, paragon frame covered with genuine gloria silk, medium and heavy weight taffeta and all silk serges, great variety of plain and fancy handles. There are umbrellas in this lot worth from \$2.00 to \$4.00, all go at **98c, \$1.39, \$1.69 and \$2.50**

Laces and Embroideries

New lace, new embroidery, new insertions, new all-over embroideries, new all-over laces.

10,000 yds fine quality French valenciennes lace and insertions in all widths, many to match, go on bargain counter at..... **2c, 3c, 5c**

5,000 yds of Normandy valenciennes and point d'esprit insertions in all widths, a variety of patterns, worth 15c—this sale at..... **5c yd**

3,000 yds of all-over embroidery and lace, great variety of styles and patterns, suitable for yokes and shirt waists, worth regular \$1.00—on sale at..... **49c yd**

Many thousand yards of embroidery and insertion, including swiss and nainsook, hundreds of styles in all widths from the very fine narrow edges to the extra wide, worth up to 35c, in this sale at..... **5c-7c and 10c yd**

250 pieces colored embroidery in all widths, all colors, suitable for trimming underwear and shirt waists, worth up to 25c, in this sale at..... **6c yd**

Special Hosiery Bargains

Many hundred dozen misses', children's and ladies' fast black hose in plain and fine, also heavy ribbed, full seamless, all sizes, worth up to 20c—go at, per pair..... **7c**

250 dozen ladies' fine imported French hosiery hose in fast black, fancy colors, stripes, plaids, plain and drop stitch effects, worth up to 50c, go at, per pair..... **25c**

A Noteworthy Dress Goods Event

ALWAYS SOMETHING NEW IN OUR POPULAR DRESS GOODS DEPARTMENT.

For Monday we will give astonishing values in new dress fabrics. These bargains are by far the greatest, in our judgment, that we ever offered to our customers.

49c yd. for **\$1.50 and \$3 Dress Goods**
In this immense assortment of goods worth from \$1.50 to \$3.00 yd. you will find Broadcloths, Home-spuns, Golf Suitings in gray, navy and brown mixtures, with handsome plaid backs; 50-inch crummers light and dark grounds, many stripes and floral designs, especially adapted for Kimonos, Whipcords, Crepons and Mohair Brilliantines. These are all new fresh goods and placed on front bargain square at 49c yd.

15c yard for **50c Challis**—1000 pieces of strictly all wool challis—15c
all fine dark grounds with floral designs, also one lot of striped challis, light grounds with floral designs—on sale on bargain square at 15c yard.

Monday's Millinery Bargains

Radical reduction on imported millinery—exceptional saving opportunity Monday

Belgian split straw sailors—those jaunty, stylish creations usually sold for \$2.00—the one great sailor hat sensation of the season—while they last Monday, 50 dozen, at..... **\$1.00**

French Flowers—Trimmed Hats—Imported Hats—
Extraordinary values, 1,000 Handsome stylish hats, form A few high cost imported sprays of French flowers for trimming summer hats..... **\$5** hats—phenomenal values—**\$10** at.....

Special Linen Sale in Basement

35c quality fast color Turkey red table damask—**19c**
35c quality heavy Scotch all linen cream table damask, yard..... **19c**

65c grade all linen German silver bleached table damask—64 to 70 inches wide—**39c** at yard.....

85c quality 72-inch wide, all linen, extra heavy German table damask, new and beautiful designs, yard..... **59c**

Napkins to match \$1.75 doz. **75c** quality bleached Napkins, per dozen **39c**

98c quality snow white mercerized table damask—These goods will retain their smoothness and finish after being laundered, and are as fine as the \$2.00 Irish damask, go at..... **59c** per yard.....

\$1.25 and \$1.50 quality round thread, very heavy embossed, original silver bleached table damask—75c in two widths, the 66-inch, yard..... **75c** The 72-inch, per yard **98c**. Two sizes of napkins to match, at..... **\$1.98 and \$2.98 doz.**

10,000 yards good bleached muslin, per yard—**2c** only..... **2c**

10,000 yards 36-inch percale in long mill remnants—**5c** per yard..... **5c**

10,000 dress patterns of satins in finished prints and corded lawn, 10 yards in a pattern, go at, per pattern..... **39c**

One big table lining cambric, per yard..... **1c**

One big table fancy checked nainsooks and white goods, some slightly mussed, go at yard..... **3c**

One big counter of all kinds of fancy lawns, lace lawns, dimities, organdies, etc., as long as they last, yard..... **5c**

One big counter fancy and plain lawns, worth 25c—go at, yard..... **5c**

One big counter all kinds of dimity, per yard—only..... **10c**

One big counter 32-inch wide fancy corded gingham—worth 25c, go at yard..... **5c**

Turkish Towel Sale

Grand Special Offering in Turkish Towels Monday.

From a well known Philadelphia manufacturer. We bought his entire accumulation of odds and ends, small lots two, three and four dozen of a kind, all kinds of high grade Turkish towels. This is the grandest line of towels ever placed on sale anywhere, and all at the following ridiculously low prices—

All the bleached and unbleached Turkish Towels that generally sell at 15c, we will sell at..... **5c** only.....

All the high class Towels that generally sell at 25 cents—we will offer tomorrow at..... **10c** only.....

All the Turkish towels from this mill that generally sell from 25c up to \$1.25 each, we offer tomorrow at 15c each. This lot includes, fine broche bordered large long towels, extra heavy Turkish towels, and large size bath blankets—worth up to \$1.25, only..... **15c**



Sale of Men's Shirts

At **25c** We offer 2,000 men's fancy colored shirts, Men's Summer Negligee Shirts, Men's Laundered Colored Shirts, with detached cuffs—all sizes—and 50 different styles your choice for 25 cents.

At **39c** We offer nearly 5,000 men's elegant, first-class made and perfect fitting shirts, in all sizes, in nearly sixty different styles, in madras, peacocks, penangs, chambrays, etc. Each shirt has two collars and one pair cuffs detached. At same price, 35c, we give you choice of an immense lot of men's Negligee Shirts, with collar and cuffs attached, in all the sweetest styles and in all sizes. Also a big lot of men's fine white laundered shirts, with reinforced linen bosom and back, stay-down seams, gussets and continuous facings throughout—all sizes—long and short bosoms and sleeves—your choice for 35c.

At **50c** You get the choice of three thousand men's finest custom made shirts, in union, amateur, two-mile summer shirts, with fancy silk bosoms—men's laundered shirts in percale, penang, madras, cheviat and linen, in plain white and all the newest fancy colored stripes and patterns—collars and cuffs detached, attached, or without—shirts with stiff bosoms, shirts with soft bosoms—in fact with the league and the cycling association pulling together, an inviting program of races and numerous recreation trips arranged for the benefit of visitors it is confidently expected the attendance will be a record breaker.

Following is an outline of the events scheduled: Tuesday, July 10: Opening at headquarters in the St. Charles hotel; registration of visiting wheelmen; issuing of badges and souvenir assignments to hotels; special trips about the city; receptions and concerts at clubs. Wednesday, July 11: Runs to parks and neighboring town; multicyle race down Grand avenue; schooner excursion on Lake Michigan. Thursday, July 12: Runs; boat rides on lake; afternoon and evening races at exposition; annual "smoker." Friday, July 13: Runs; picnic at North Milwaukee; ladies' outing at Whitefish bay; afternoon and evening races at exposition. Saturday, July 14: Runs; good roads day; afternoon and evening races at exposition. Sunday, July 15: Afternoon and evening racing at exposition.

Grand Underwear Sale

Men's Underwear, in Egyptian cotton, anglo mixture, white, lisle finish, fancy tinted, coral, pink, blue, dark brown and fancy dark mixed, all sizes shirts (34 to 48)—drawers (30 to 40)—special sale price only..... **25c**

Men's Underwear, in fine basket weave, cellular knit—in coral and blue also fancy mixed—silk finished—all sizes, shirts and drawers—also an elegant line of halbriggs—in coral, blue, tans and brown—choice—per garment..... **39c**

Men's finest French Balbrigan Underwear, with double seated drawers, in blue, pink and dark striped—elastic seam jean drawers—medium weight halbrigan—light and dark shades—fancy mixed lisle thread—in blue and pink—your choice of lot only..... **50c**

Opening Sale of Straw Hats Every desirable style of men's and boys' straw hat sale. MEN'S STRAW HATS in all the leading shapes and braids, including Milan and Manila straws in plain and rough braids, yacht and soft braids, plain and fancy bands, four special lots, on sale at..... **25c, 50c, 75c and 98c.**

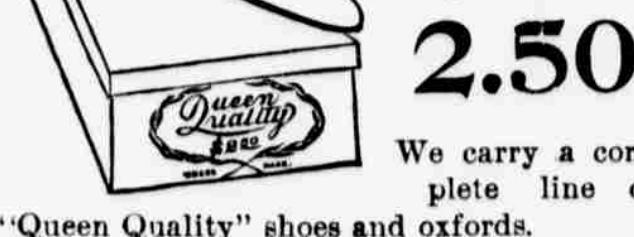
A Very Special Bargain in Men's Fine Straw Hats—The Knot style—These hats cannot be bought in a regular way for less than \$2.50—our special opening price only..... **\$1.50**

On Main Floor

We are sole agents for the celebrated "Queen Quality" Shoes at..... **3.00**

and "Queen Quality" Oxfords..... **2.50**

We carry a complete line of "Queen Quality" shoes and oxfords.



Summer Underwear

Immense bargains in ladies' jersey ribbed summer undervests, with no sleeves and long sleeves, high and low neck, made of the finest cotton, French lisle thread, silk taped and silk crocheted trimmed, in white, coral and fancy colors, all sizes, worth up to 50c, in this sale at..... **7c, 12c, 19c**

We are sole agents for Edwin C. Burt's ladies' Fine Shoes, **\$5.00**

Special Ladies' Oxfords in blacks and tans **\$1.50, \$1.98, \$2.50, \$3**



IN THE WHEELING WORLD.

Members of the League of American Wheelmen who desire a hot time, with electric fans on the side, should place the national meet at Milwaukee, July 10 to 15, on their visiting card. Indications point to a large crowd and the hospitality that made Milwaukee famous is so arranged for this occasion that it can be expanded to meet all demands by simply pushing the button. With the league and the cycling association pulling together, an inviting program of races and numerous recreation trips arranged for the benefit of visitors it is confidently expected the attendance will be a record breaker. Following is an outline of the events scheduled: Tuesday, July 10: Opening at headquarters in the St. Charles hotel; registration of visiting wheelmen; issuing of badges and souvenir assignments to hotels; special trips about the city; receptions and concerts at clubs. Wednesday, July 11: Runs to parks and neighboring town; multicyle race down Grand avenue; schooner excursion on Lake Michigan. Thursday, July 12: Runs; boat rides on lake; afternoon and evening races at exposition; annual "smoker." Friday, July 13: Runs; picnic at North Milwaukee; ladies' outing at Whitefish bay; afternoon and evening races at exposition. Saturday, July 14: Runs; good roads day; afternoon and evening races at exposition. Sunday, July 15: Afternoon and evening racing at exposition.

of the riders were able to get under the two-minute mark, but since the "infernal machines" have come into fashion miles close to 1:30 are not at all uncommon and a bicycle rider who could not come within a couple of seconds of that mark would not be considered in the game with the topnotch men. The increase has been marked since the present season opened. But the gain in speed through motor pacing does not compensate for the danger. The awful tragedy on the Waltham track on Decoration day, by which two riders lost their lives, disclosed the perils of mechanically-driven bicycles. In this instance the tandem had reached a speed of forty miles an hour. By a quick swerve it was forced from the track and over a bank and into a crowd of spectators, one rider being instantly killed, the other fatally injured, two spectators having limbs broken and three others being more or less injured. There was no escape from the blind energy of the machine when the riders lost control of it. It was a swerve, a plunge, a shriek of terror and the mischief was done. The exact provisions of the Massachusetts bicycle baggage act signed last week are capable of misunderstanding and mischief, in that it is a law without a penalty. It requires every railroad company "of standard gauge" to check and transport a bicycle between stations within the limits of the state for any passenger, subject to the same and no other charges, terms and liabilities as other baggage, but this requirement only applies when the passenger pays by mileage book or by ticket other than a season ticket.

tape that is not heavily coated with solution is little better than so much twine, and as it is the solution that costs it is not surprising that it is used very sparingly on the cheap grades. When a rider has need of tire tape it is usually an urgent case, and the best is none too good for him. If it is generally solutonized it will stick closer to a brother to tire or whatever it may be applied to, and then the rider knows he has received his money's worth. But the 1-cent kind rarely has any stickiness to it and is thrown away if the right kind is readily procurable. According to the Chinese habit of doing most things backward a visitor in Shanghai says he fully expected to see the first Chinese cyclist he came across pedal backward. "To our astonishment," he wrote, "he rode forward in the proper manner. His attire was such as is not easily forgotten. The baggy trousers were hauled up over the knees, disclosing a pair of shiny sticks swathed in dish rags or something. This was done to prevent his trousers from tearing in the chain. Bare feet on rubber pedals, a big yellow balloon shirt bulging out like the spinnaker on a racing yacht and a flying pigtail under a small tin can of a cap topped by a button. He was a wealthy merchant, we were told, and looked as if wheeling agreed with him in spite of his clothes." The freshly-watered street is a bugbear to the wheelman. True, the dust is laid, but there is a chance, unless he be particularly wary, of the rider being laid. Care should be taken in riding over a greasy bit

of road. Many people, growing nervous, grip the handlebars fiercely. This is a mistake. It stiffens the position of the front wheel so that it cannot act easily. If you hold the handlebars lightly when going over slippery ground and rather favor the inclination of the front wheel than resist it, you will find that the tendency to sidleslip almost disappears. This is one of those things easily understood, but rather difficult to explain. Try it. This is advice given by a veteran who ought to know what he is talking about. Some people consider it a lazy way to mount a bicycle from the curbstone, and rather undignified to hop along the road on one foot, with the other on the step. The best way to mount, in the opinion of experts, is to hold the handlebars easily, walk along the left side of the machine rather sharply, and then, without stopping, put the left foot on the step and spring into the saddle. A good rider always seizes the moment for doing so when the right pedal is on the upward move, so that his foot catches it at the summit, and he is able to pedal right away. It is stated that the number of bicycles turned out this year will be 10 per cent greater than in 1899. And the figures go to show that there are 6,000,000 wheels in use in this country already. That is doubtful. There are 15,000,000 families in this country and there is not a wheel in every other household. The estimate is too liberal. Vote early and often.

BIG FIELD OF STARTERS

Long List of Local Riders Scheduled for Today's Bicycle Races.

The resuscitation of bicycle racing in Omaha will be accomplished this afternoon under the auspices of the Omaha Wheel club. The circumstances attending the initial meet of the season are most encouraging and indicate that an interest unprecedented in this popular sport has been aroused. The races will be held at the Omaha Driving park on the half-mile track, which is in excellent condition. Prizes to the amount of \$300 will be awarded the winners of the various events. The entrants are as follows: One Mile Novice—Archie Turner, James Dinnuboy, J. E. Brown, James Konvold, Frank Shakata, George Donnelly, F. Crispian, William Willard, Edward Johnston, Harry Newbank, R. C. Dunlavy, George Birch, William C. Peck. Half-Mile Open—E. M. Malmquist, Fred Parrott, R. G. Bennett, F. W. Sheeler, D. W. Shultz, A. J. Cochran, A. A. Carr, I. E. Brown. One-Mile Open—E. M. Malmquist, Fred Parrott, R. G. Bennett, F. W. Sheeler, D. W. Shultz, A. J. Cochran, J. E. Brown, J. E. Boque. Ten-Mile Handicap—James Konvold, 50 yards; George Birch, 50 yards; Archie Turner, 50 yards; E. M. Malmquist, 50 yards; William C. Peck, 50 yards; J. E. Boque, 40 yards; J. Dinnuboy, 30 yards; Fred Parrott, 30 yards; J. E. Brown, 20 yards; A. A. Carlie, 20 yards; J. E. Abernathy, 10 yards; A. J. Cochran, 10 yards; D. W. Shultz, 10 yards; F. W. Sheeler, scratch; R. G. Bennett, scratch. Vote early and often.