



Copyrighted by Mr. C. A. Lockhart of New York and conducted by him in person is the magnet that will attract the multitude to the Boston Store this week with irresistible force. The magnetism contained in new, desirable merchandise at positively half a dollar price always did and always will draw the women, and men too for that matter, with dynamic force, and when such a sale is supplemented by the personal magnetism of such a man as Lockhart, who, by the way, has electrified all our heads of departments, the result can only be a perfect gulf stream of the best people in Omaha will whirl into our store at the opening hour tomorrow morning, 9 a. m.

We have turned the Boston Store over to Mr. Lockhart, with power to make his own prices, his own displays and use his own discretion. We know not a day passes but a Mill End sale is held by Lockhart in some of the large cities east, and we also know each and every one of these sales is an electrifying success. Now comes Omaha's turn, and naturally Boston Store is the place. The metropolitan trend of the women of Omaha is a fact well known everywhere, and the prediction has gone forth by those who ought to know that the Lockhart Mill End Sale will be the biggest merchandise event in the history of this city. The sale will continue day after day all this week, yet we warn the entire city not to miss this store tomorrow.

Store Opens at 9 A. M. Monday

**Mill Ends of Dress Linings**

1c yard for Mill Ends of Cambrie dress linings, all colors and black, worth so yard.

**Mill Ends of Silkoline**

3c yard for Mill Ends of Silkoline, the regular 12c quality.

**Mill Ends of Curtain Scrim**

3 1/2c yard for Mill Ends of Curtain Scrim, all kinds, worth up to 5c a yard.

**Mill Ends of Sateen**

10c yard for Mill Ends of Drapery Sateen, worth 40c a yard.

**Mill Ends of Aprons**

15c for large Gingham Aprons, Mill Ends, best grade, worth 25c regular. A big bargain.

**Mill Ends of Percalé**

6 1/2c yard for Mill Ends of Percalé, yard wide, light and dark colors, regular 12c kind.

**Mill Ends of Flannel**

5c yard for Mill Ends of fleeced black Warringer Flannel, worth fully 12c a yard.

**Mill Ends of Ticking**

10c yard for Mill Ends of Drapery Ticking, worth 40c a yard.

**Mill Ends of Towels**

5c each for Mill Ends of large Huck Towels, worth regular 15c each.

**Mill Ends of Flannel**

5c yard for light or dark fleecy Outing Flannel, the 10c quality in Mill Ends.

**Mill Ends of Gingham**

3 1/2c yard for Mill Ends of Apron Checked Gingham, regular 8c quality.

**Mill Ends of Flannel**

8 1/2c yard for Mill Ends of Outing Flannel, worth 15c a yard.

**Mill Ends of Eiderdown**

25c yard for Mill Ends of all-wool Eiderdown, worth 50c a yard, 10,000 yards on sale.

**Mill Ends of Sateen**

15c yard for Mill Ends of Mercerized Sateen, worth 40c a yard.

**Mill Ends of Table Covers**

39c for handsome fringed double-tie covers, embroidered and figured, worth \$1.

**Mill Ends of Ribbons**

A Million Yards  
In all colors and all widths, mill ends ranging in length from 1 to 8 yards—worth up to \$1.00 a yard—mill end price, per yard.

2c, 3c, 5c, 10c, 15c

**Mill End Sale of Hosiery**

The products of America's foremost hosiery mills have been gathered here for this sale. All odd lots of every grade of hosiery made will be sold at fractional prices. We mention below a few of the bargains to be found here. There are hundreds of others equally as great.  
Mill Ends of Ladies', Misses', Children's and Boys' fast black and tan hose, all sizes—made full seamless—per pair, only, 6 1/2c  
Mill Ends of Ladies' fine hose, black silk and lisle thread finish, all sizes, pair, 10c  
Mill Ends of Ladies' fine woolen hose in plain and heavy ribbed—all sizes—per pair, 10c  
Mill Ends of Girls' and Boys' fine and heavy ribbed school and bicycle hose—all sizes—pair, 10-15c  
Mill Ends of Infants' all wool, derby ribbed hose—per pair, 10c  
Mill Ends of Men's hose in fast black and tan, also fancy colors, full seamless, double soles—pair, 10c  
Mill Ends of Men's silk pleated 1/2 hose in black and purple, fast colors, 15c

**Mill End Sale of Handkerchiefs**

Thousands of Ladies' and Men's handkerchiefs, hemstitched lace edged, embroidered and all linen, at mill end prices.  
Mill Ends of Children's colored, fancy bordered, school handkerchiefs, each, 1c  
Mill Ends of Ladies' and Men's handkerchiefs, plain white and fancy colored bordered, all widths of hemstitched, nice sheet quality mill end price, 3 1/2-5c  
Mill Ends of Ladies' handkerchiefs, including finest Swiss embroidered, lace edged, insertion trimmed, hundreds of styles, 5-10c  
Mill End sale of Ladies' and Men's linen handkerchiefs, guaranteed pure linen, all widths of hemstitched—10c

**Mill End Sale of Kid Gloves**

Mill Ends of very fine Kid Gloves—the very best standard makes—all colors and black—gloves that retail regular at \$1.00, \$1.25 and \$1.50 a pair—special mill end price only 25c, 49c

**Mill End Sale of Blankets**

This Mill End sale comes in the nick of time, just when you need blankets most.  
75c, 98c and \$1.25 pair for Mill Ends of Blankets, all colors, of burlers, and gray and white, made of fine cotton, worth up to \$2.50 pair. A chance to save half your money.  
Mill Ends of all kinds of fine Wool Blankets, red white, and gray, etc., worth up to \$12.50 a pair. Special mill end prices, \$2.50, \$3.50, \$4.50 and \$5.95 a pair.  
\$1.25 for Mill Ends of Comforter Calico and filled with best grade of white cotton, various patterns—worth fully \$2.00.

**Mill Ends of Dress Goods**

**Our Mill End Sale of Black, Colored and Imported Dress Goods,**

Begins Monday morning, at 9 a. m. We have made great preparations—the styles, qualities and immense varieties are the best ever gathered, possessing every attribute to make them the greatest values ever placed before the economical dress goods buyers of Omaha who gladly avail themselves of mill end prices.

Mill Ends of 15c Dress Goods, at 8c yd.  
4,000 yards of fancy jacquard wool dress goods in small designs, changeable combinations, also black, worth in the regular way 15c, in this mill end sale, per yard, 8c  
Mill Ends of 25c Dress Goods at 10c yd.  
Mill End sale of half wool dress goods worth 25c a yard, new and desirable patterns—per yard—10c  
Mill Ends of 35c Dress Goods at 15c yd.  
2,000 Mill End lengths and odd pieces of dress goods, black jacquards, wool chevots, plaids and checks, double width cashmeres in black and colors, every yard worth 35c, mill end sale price, per yard, 15c  
Mill Ends of 50c Dress Goods at 25c yd.  
1,000 Mill End lengths in all wool dress goods, black and colors, including cassimeres for men's and boys' wear, on sale at, per yard, 25c  
Mill Ends of \$1.00 Dress Goods at 35c yd.  
1,000 Mill End lengths of cloths, including broadcloths, covert cloths, silk and wool mixtures, worth \$1.00, mill end sale price, per yard, 35c  
Mill Ends of \$1.50 Dress Goods at 49c yd.  
500 Mill End lengths and odd pieces of 50-inch \$1.50 quality novelty black goods, reversible chevots and reversible golf cloth, plaid back, silk and wool mixtures, in this mill end sale, yard, 49c

**Mill End Sale; Silks and Velvets**

The Boston Store's unswerving policy of offering the choicest and most desirable silks at Mill End prices despite the fact that they would readily sell for much more money—is the keynote of the great success of our Mill End sale, and makes it the most meritorious sale of the year.  
Mill Ends of 50c Silks at 15c yard.  
1,000 yards of 50c quality colored wash silks, checks and plaids, in Mill Ends—per yard, 15c  
Mill Ends of \$1.25 Silks at 67c yard.  
27-inch heavy taffeta, black and all colors, broadened silk, the newest style satin duchesse, black and colored aureses, all in this Mill End sale, per yard, 67c  
Mill Ends of \$1.00 Silks at 50c yard.  
2,000 yds. black and colored taffeta, checks, plaids and broadens. The kind that retails for \$1.00 in this mill end sale, per yard, 50c  
Mill Ends of \$1.00 Velvets at 50c yard.  
1,000 Mill End lengths of velvet from 1/2 yard to 5 yards in length, black and all colors of the rainbow, for millinery purposes, trimmings, etc., on sale at per yard, 50c

**Mill End Sale of Dress Linings and Trimmings**

These prices are actually less than one-half the manufacturers' cost.  
Mill Ends of all kinds of Silesia and French percaline, per yard, 6c  
Mill Ends of mercedized silk finished lining, including perca, nero silk, like silk and spun glass, all the best linings suitable for lining the finest dresses—mill end price—per yard, 10c, 12c  
Mill Ends of all kinds of fancy, colored cotton braids, many styles and patterns, yard, 1c  
Mill Ends of silk and mohair guimps and braids, many styles in black and fancy head trimmings, many styles, at, 1c, 2c, 3c, 5c  
Mill Ends of headed and silk ornaments, plain and fancy colors, each, 2c  
Hundreds of styles all kinds buttons, Mill End sale price—per dozen, 1c  
Hundreds of plain jet and fancy trimming buckles, Mill End sale price, each, 5c  
Mill Ends of silk baby trimmings, all colors, per yard, 2c  
Mill Ends of pearl buttons, smoked and plain white—all sizes—per dozen, 2c

**MILL END SALE OF CARPETS AND RUGS**

1,000 Carpet Rugs—made up of mill ends of carpets—nicely fringed, very handsome patterns—worth \$2.00 each—mill end price only 75c  
Extra heavy Ingrain Carpet—very choice patterns—worth 40c a yard—mill end price 25c  
Mill Ends of all kinds of Ingrain Carpet at 19c, 25c, 50c and 75c a Yard.  
Extra heavy Velvet and Brussels Carpet, worth fully 75c a yard, special mill end price, 49c  
Mill Ends of all kinds of Brussels Carpets at 49c, 59c and 69c a yard.  
Mill ends of all kinds of Velvet, Moquette and Axminster Carpet, with or without border, yd 98c

**MILL END SALE OF CURTAINS**

1,000 Mill Ends of Lace Curtains, all odds and ends, slightly imperfect, worth 75c. Mill End price, each, 15c  
10,000 Irish Point Curtains in Mill Ends, 1 1/2 yards long. A great variety of styles of Irish Point Lace. Were they full lengths they would retail at up to \$25 a pair. Mill End price each, 39c  
Mill Ends of lace curtains, hundreds of styles to select from, the very newest on the market, full size and full width, worth double and triple our special Mill End prices, per pair, \$3.50, \$2.50, \$1.98, \$1.25, 98c.  
Mill Ends of tapestry portieres, the very finest, on the market, all odd pairs, on sale at Mill End prices. Per pair, \$1.98, \$2.98, \$3.98, \$4.98, \$7.50, \$12.

**MILL END SALE OF LACES AND EMBROIDERIES**

5c for bolt of 12 yards of Torchon Laces and Insertions. Hundreds of patterns to select from. The choicest mill ends ever brought out for sacrifice, worth double and triple the price.  
3 1/2c and 5c yard for mill ends of extra fine Torchon Laces and Insertions, narrow and wide widths—an excellent range of patterns to choose from—all the newest styles.  
5c, 7 1/2c and 10c a yard for mill ends of the finest Laces and Insertions, Valenciennes, Flat Val, Point d'Esprit—extra fine qualities, all widths, rare patterns—worth in many instances four times our price.  
Mill ends of fine Embroidery and Insertion, all kinds, hundreds of patterns to select from, worth up to a fine remnant, on sale while they last, each, one cent, 1c  
Mill ends of all the finest Embroideries and Insertions, including Swiss, Nainsook and Cambric, all widths, no cut of desirable styles, mill end prices, per yard, 5c, 7 1/2c and 15c  
Mill ends of black and cream silk Chantilly Laces, net top oriental laces—hundreds of styles—all widths—special mill end prices—per yard, 7 1/2c 10c and 15c

**Mill Ends of Ribbons**

A million yards—all colors, all widths, in mill ends, ranging in lengths from 1 to 8 yards, worth up to \$1.00 a yard, at

2c, 3c, 5c, 10c and 15c.

**Mill End Sale of Underwear**

Every style, kind and grade of Underwear worn by man, woman and child has been gathered here. They are odd lots, to be sure, but Mill End prices are in effect. It's a good opportunity to lay in your winter's supply.  
Anticipate Your Needs.

Mill Ends of Misses', Children's and Boys' Vests, Pants and Drawers, good weight, made of fine camel's hair, derby ribbed, with soft fleecings—5c 10c 15c  
Mill Ends of Girls' and Boys' Vests, Pants and Drawers in medium and heavy weight, fleecy lined, Jersey ribbed, all sizes up to 54—Mill End price, 25c

Mill Ends of Ladies' Jersey Ribbed Vests and Pants, made of fine cotton, in medium and heavy weight, cream, ecru or gray. Pants with yoke bands—all sizes—Mill End Sale, 19c 25c 35c

Mill Ends of Ladies' Vests and Pants, fine Jersey ribbed, camel's hair and natural wool, all sizes. Mill End price, 49c 69c

Mill Ends of Misses' and Children's Union Suits, fine and heavy 39c 49c  
Mill Ends of Ladies' Fine Union Suits, made of the finest Egyptian cotton, fleecy lined and Saxony wool ribbed, all sizes, 49c 75c

**Mill End Sale of Wool Waists**

A chance to buy the newest styles of fine Wool Waists at Mill End prices.  
Mill Ends of Ladies' Blue Flannel Ready-made Waists. These are handsomely braided and worth 75c—Mill End price, 25c  
Mill Ends of strictly All-Wool Ladies' Cloth Waists in red and all colors, beautifully braided—Mill End Sale price, 98c  
Mill Ends of French Flannel Waists, made in the latest styles. Mill End Sale price, \$2.98

**Mill End Sale of Corsets**

10,000 pairs of Ladies' perfect fitting Corsets, all lengths, some of the best standard weaves, all sizes, in black and drab, universally sold at \$1.00—Our special Mill End prices only, 49c

**Mill End Sale of Linens**

Mill Ends of Linen, Huck and Damask Towels, hemstitched and drawn work, all kinds, various patterns, worth 35c—Mill End price, 15c  
Mill Ends of Table Damask—of all kinds on sale at less than half the regular price. Per yard—19c, 25c, 39c, 49c, 75c and 98c.  
Mill Ends of Napkins—All styles, all sizes; some in half-dozen lots, others in one-dozen lots. Per dozen—89c, 75c, \$1.25, \$1.50, \$1.98 and \$2.50.  
Odds and ends of all kinds of Towelling, Huck, Barnsey, Cotton, Linen and Half Linen. All on sale at special Mill End prices. Per yard—5c, 7c and 10c.

**Mill Ends of Muslin**

Unbleached Muslin, in Mill Ends, the regular 6c grade. Special per yard, 2 1/2c

**Mill Ends of Muslin**

Mill Ends of Unbleached Muslin, the regular 5c grade. Special Mill End price, per yard, 1 1/2c

**Mill Ends of Gingham**

10,000 yards of Corded Gingham in Mill Ends, worth 25c a yard. Mill End price, per yard, 5c

**Mill Ends of Muslin**

Mill Ends of all kinds of Bleached Muslin, the regular 5c quality. Mill end price—per yard, 5c

**Mill Ends of Muslin**

Mill Ends of all kinds of Bleached Muslin, worth 7 1/2c a yard—sale price—2 1/2c

**Mill Ends of Prints**

Mill Ends of Indigo Prints, Shirting Prints, Black and White Prints—worth 7c a yard—at, 2c

**Mill Ends of Cambric**

36-inch wide, also Long Cloths and India Linen, in Mill Ends—worth 10c a yard—mill end price, 6 1/2c

**Mill Ends of Linon**

Very finest India Linon in Mill Ends, 46 inches wide—worth 25c a yard—special mill end price, yard, 10c

**Mill Ends of Flannel**

Mill Ends of heavy Canton Flannel, all kinds—worth 5c a yard—mill end price—5c

**Mill Ends of Toweling**

Mill Ends of Cotton Toweling—worth 6c a yard—special mill end price—per yard, 1c

**Mill Ends of Wash Rags**

10,000 Turkish Wash Rags, all Mill Ends, on sale, 1c

**Mill Ends of Buttons**

Thousands of dozens of all kinds and all sizes of buttons, worth up to 10c a dozen, Mill End price per dozen, 1c

**Mill Ends of Mittens**

1,000 dozen infants' wool and silk and wool mittens, worth up to 25c a pair, Mill End price, 5c

**Mill Ends of Mittens**

Misses' and boys' all wool, double mittens, fancy and plain socks, worth 50c pair, Mill End price, 15c

**Mill Ends of Veiling**

Mill Ends of silk veiling. A great variety, all colors, per yard only, 5c

