

BOSTON STORE BOSTON STORE BOSTON STORE BOSTON STORE BOSTON STORE BOSTON STORE BOSTON STORE

Embroidered French Flannels 49c Yard.

New Embroidered French Flannels, plain colors, silk dots, fleur de lis patterns, etc., also fancy printed flannels in polka dots and stripes, suitable for kimonos, waists, house gowns, etc., on sale at, per yard

49c

BRANDELS

"BOSTON STORE" & SONS

Imported Waist Patterns \$3.98, \$4.98

Imported silk embroidered French flannel waist patterns. These are all exclusive designs—no two alike—each pattern put up in separate box, with handsome embroidered and applique trimmings to match. Monday they go on special 3.98, 4.98 sale, per pattern

It will pay you to attend our sale of dress goods, silks and velvets tomorrow. We are offering the highest grade fabrics—of foreign and domestic manufacture—at considerably less than the usual selling prices.

High Grade Imported Lyons Silk Novelties
Over 300 pieces of new silks for street and evening costumes, including the new soft clinging fabrics, in all the latest weaves and colorings, also new 24-inch Peau de Cyrano, Peau Lambert and Peau de Levant, the latest for waists, worth \$1.50 and \$2.00 a yard—sale price

98c

Special Offer in New Velvet Cords
We have just received another shipment of the new velvet cords, the scarcest thing in the silk market—in the new browns, new blues, rose, chasseur, vieux rose, modes, white, etc. Also costume velours and new fancy velvets for waists—per yard

\$1.00

New Waist Material 69c

All of this season's newest and most fashionable waist fabrics, comprising handsome embroidered albatross, the new corded chudak cloth, finest imported French flannels in Persian, Dresden and floral designs, in a full range of colors, worth up to \$1.50 yard. The entire lot on special sale at, per yard

69c

Black Dress Goods at 98c Yard

50 pieces of extra heavy shrunken cheviot, 58 inches wide, for tailored skirts and tailor suits, also an immense line of the new moirase suitings, prunella cloth, Russian crash, broadcloth and Venetian cloth. These goods are positively worth up to \$2.50 yard. Go on special sale in our black dress goods department, per yard

98c

Dress Goods on Bargain Square

On our front bargain square we place on sale all of the latest fall dress goods, including English granite cloths, mixed homespun, camel's hair, zephyrus, French popline, storm serge, chevots, satin herbiers, mohair brilliants and other new desirable weaves. Many of these goods are 1 1/2 yards wide and are worth up to \$1.50 yard, go on special sale Monday, per yard

49c

Cloth Suitings at \$1.49 Yard

Cloth suitings are very much in vogue and for Monday we offer an immense variety of all the new heavy fabrics, including 1 1/2 yard wide kerseys, in the new herringbone stripes, steam shrunken meltons, pebble chevots, double warp homespun, broadcloths and Venetians. These goods are especially adapted for walking skirts and tailor suits, worth up to \$3 a yard, on special sale in dress goods department at, per yard

\$1.49

New Wool Dress Goods 15c Yard

100 pieces of 40-inch wide all wool heavy plaid suitings, in gray, taupe, blues and other colors. All good, serviceable plaids such as are seldom priced under 75c yard. Monday they go on special sale on bargain square—per yard

15c

69c Colored Taffetas 29c Yard
Extra special—100 pieces of all silk colored lining taffetas—in 20 different shades—worth 69c a yard—on sale Monday at, per yard

29c

\$1.00 Black Taffetas at 59c Yard
65 pieces of heavy rustling black taffetas, all pure silk, in either kid or skirt finish, suitable for skirts, waists and lining purposes, worth \$1.00 yard, Monday, yard

59c

\$1.00 Black Silk Velvets 65c Yard
We will place on special sale tomorrow 40 pieces of black silk velvets—worth \$1.00 a yard—

65c

Costumes, Tailor-Made Suits, Automobiles



Elaborate showing of all the correct new ideas in tailor-made suits, costumes, long coats and automobiles. We offer some special values for Monday's sale.

Ladies' tailor-made suits, blouse and Norfolk style, made of the very newest fabrics in the most desirable shades, splendid looking garments, perfect fitting, extra well made and lined, actual \$15 to \$18 values, at

12.50

Silk lined tailor-made suits, made of cheviots, venetians, etc., blouse and eton styles, skirts made with flounce and pleated fronts, silk drape very fetching garments, fully worth \$30, Monday special

22.50

Dressmaker made costumes of imported weaves, red mixed, green mixed, blue mixed, tan mixed, smooth and rough effects, waists made slightly blouse, all over tucked, silk and velvet-trimmed skirt handsomely draped, 35 of these beautiful costumes on sale Monday at,

15.00

Automobiles made of the finest kersey and meltons, silk lined, trimmed with inlaid velvet and sturps, handsome novelties, in the newest styles of collars and fronts, \$15 to \$18 values, at

12.50

Stunning automobiles, handsome novelties, the newest creations, made of choicest materials, finest silk linings, \$27.50 and \$30.00 values, at

19.00

Skirts and Petticoats

Silk Petticoats made up in the newest style, ruffled and flounced, of extra good quality taffeta, in black and all colors, beautifully made, very dainty garments—



7.50

Others at \$5.00 and \$6.00.

Silk Dress Skirts—Nobby garments made up in the very newest style, beautiful effects, \$12.50 values, at

8.98

Corduroy golf skirts, very serviceable and nice appearing garments, made with stitched flounce, special values at

4.98

Attractive Sale of Splendid Fall Millinery

Our second floor millinery department is a veritable fairyland of rarest hat confections, along with the fact that here are to be seen more trimmed hats and millinery goods than are in all of Omaha's stores combined. Bear in mind that we not only provide the absolutely correct and most approved styles, but we save you at least 33-1-3 per cent on every dollar's worth you purchase. Note the very extraordinary low figures we quote to prove to you that we undersell everybody.

Peerless Trimmed Hats Beauties at \$7.95 Here is an offering of charming and dainty trimmed hats, elegant in confusing profusion, embodying every notable design that the season affords. There are lovely large black picture hats of velvet and ostrich plumes, then there are a number of smart novelties in pretty moiré hair effects, trimmed with birds and breasts, while chenille and silk effects have just as important a showing, making a most elaborate display at \$7.95 each as it is possible to produce. Many stores ask \$15 for inferior hats—



7.95

The Best \$5 Hats in America—Have you Trimmed Hats at Two Forty—600 seen our magnificent assemblage of hat beauties very desirable hats, medium size effects now so popular, in both black and colors, draped with good quality mohair felt and trimmed with breasts and ornaments, easily worth \$4.00, at

2.40

Spanish Coque Boas 75c—One and one-half yard length Spanish Coque Boas, imported to sell at \$2—a limited quantity in millinery department at

75c

Linen Sale

IN BASEMENT MONDAY

A big lot of colored table damask, checks, fancies and plain, all colors, regular price 35c—

15c

A big lot of extra heavy, cream Scotch, all linen table damask, beautiful patterns, go at, yard

49c

A big lot of 64-inch, extra heavy snow white table damask, washes most beautifully, and gives excellent wear, go at, yard

50c

One lot of 62-inch wide, all linen loom dice table damask, regular 50c quality, go at, yard

29c

A big lot of 64 and 70-inch all linen German silver bleached table damask, regular 75c kind, go at, yard

50c

One big lot full 72-inch wide round thread, embossed table damask, some with hemstitched borders, best wearing table damask made, washes beautifully—worth \$1.25 yard—on sale at

75c

One big lot of all kinds of napkins. Many were bought by us in job lot, many in this lot are worth nearly double the price we ask—dozen,

75c, 98c, \$1.25

One big lot of 8-4 pattern cloths—these are all ready for use—would be cheap at \$1.25—on sale at

69c

600 pattern cloths, 2 1/2 yards long, worth \$2.00, on sale at

98c

1,000 dozen cotton huck towels, regular 10c kind, in this sale

5c

One big lot of remnants of toweling from one yard to ten yards, in all grades, at about one-quarter regular price.

A Great Sale of High Class Rugs

The sale we have been telling you about all week and preparing for begins tomorrow.

A WELL known New York retail house desired to discontinue their carpet and drapery departments. Not wishing to dispose of their stocks to eastern concerns they were compelled to accept the offers the western houses made. We bought their entire stock of rugs at a trifle less than half the actual value, that's why we are able to offer you such remarkable bargains. Notwithstanding the extremely low prices we offer these rugs at, they are of superior quality and come in a wide range of high class and refined patterns. If you are wise you'll be on hand early tomorrow morning. Sales of such a character occur but seldom.

9x12 Rugs worth \$45, go at \$19.98
All the 9x12 large room size Moquette, Axminster, best grade of Smyrna and many other weaves that sell up to \$45.00 each, all in one big lot at

\$19.98

8-3x10-6 Rugs worth \$25.00, go at \$14.98
All of the 8-3x10-6 Axminster, Electro Moquette and all wool double faced Smyrna rugs of the best grade, in the newest and most beautiful patterns; they sold in New York at \$25 each, we offer them Monday at

\$14.98

9x12 Brussels Rugs worth \$22.50 for \$12.50
One lot of 9x12 Brussels rugs—these are one piece rugs, beautiful patterns and an excellent wearing rug; they sold on Broadway in New York at \$22.50—our price Monday

\$12.50

4x7 Rugs worth \$10, at \$3.98
A big lot of 4x7 Wilton, Axminster and Smyrna rugs in beautiful and artistic Oriental patterns, the Broadway price was \$10—tomorrow, as long as they last, at

\$3.98

36x72 Rugs worth \$7.50, at \$2.98
All the 36x72 Smyrna rugs; these are of an extra heavy grade, and from a well known mill, they sold in New York at \$7.50—on sale tomorrow, as long as they last, at

\$2.98

30x60 Rugs worth \$5.00, at \$1.98
All of the 30x60 Smyrna, Moquette and Axminster rugs that sold at \$5.00 each in New York—you have an opportunity to buy tomorrow, as long as they last, at

\$1.98

30x60 and 27x54 Rugs \$1.25
Mohawk and Frieze Breslon rugs, also the best grade of Smyrna rugs and one big lot of Hartford Carpet Co.'s finest Axminster rugs. These always sell at \$5.00 each—on sale at

\$1.25

The Art Squares From This Purchase Go at About Half Price

This concern handled nothing but the standard makes of Art Squares, all of superior quality, and we will sell them at about one-half their price.

Strictly all wool filled, cotton chain, Ingrain Art Squares, ranging in size from 7-6x9 to the big 9x12 size, they sold as high as \$10. You can buy any size Monday at

\$4.98

Union Ingrain & Granite Ingrain Art Squares
Size 7-6x9, their price was \$3.50, tomorrow at

1.98

Strictly all wool Ingrain Art Squares and Calgo or Pro Brussels Art Squares, in all sizes up to 9x9 feet—go at

5.98

Large size Art Squares up to 9x12 feet. These were sold at \$12.50. They are the most beautiful art squares made, look just like Brussels and wear better—on sale at

7.98

Misfit Carpets at Less Than Half Their Actual Value

This purchase included a big lot of misfit and made up carpets. They are in Wilton, Moquette, Axminster, Velvet, etc., in all sizes and of a superior class of goods, most beautiful patterns. Bring the measurements of your rooms and if you can find rugs to fit them you will secure the greatest bargains ever offered in the carpet business of Omaha.

Boys' Fine Suits and Overcoats



Boys' Vestee Suits and double breasted suits, made up in the newest styles—also boys' reefers of fine chinchilla and cheviot—worth up to \$2—all go on sale Monday at

98c

Boys' Vestee and Norfolk Suits and double breasted styles—also top coats and reefers—worth \$3.00—on sale at

\$1.50

Boys' Suits—vestee styles, Norfols, Russian blouse, double breasted and 3-piece suits, all made with double seat and knee, also cape and top coats, reefer and ulsters, at

\$1.98

Boys' Suits and Overcoats—The suits come in the new military style, Russian blouse and kal kal—Overcoats in new yoke style—also top coats—on sale at from

\$2.98 to \$5.00

A Watch Pair With Every Boys' Suit or Overcoat at \$2.98 and Upward.
25c a pair for boys' Corduroy Knee Pants—worth 75c—all sizes.

Underwear Samples at Half Price



Surplus stocks, odd lots and samples purchased from A. W. Porter & Co., New York, on sale at almost half the wholesale prices. This is your chance to save money on men's, women's and children's underwear.

Ladies' misses' and children's union suits, silk trimmed, medium weight—all sizes, worth \$1.00—on sale at

29c

Ladies' Jersey ribbed underwear—all sizes—on sale at

19c

Ladies' underwear—fine Egyptian cotton ribbed, and pants, at

25c

Ladies' underwear—extra fine, medium and heavy weight cotton ribbed vests and pants, A. W. P. & Co.'s price \$6 a dozen, on sale at

39c

Ladies' Union Suits—Jersey ribbed, wool Florence style, made to button across chest, A. W. P.'s price up to \$18.00 a dozen, on sale at

98c

Ladies' Underwear—Made of the finest Australian wool, all sizes, vests and pants, all styles, A. W. P.'s price up to \$18.00 a dozen, on sale at

98c

Children's Underwear—Samples from A. W. Porter & Co., that wholesaled at \$2.00 a dozen and up—

15c

Misses, children's and boys' underwear, medium weight vests, pants and drawers, worth up to \$3.50 a dozen—

19c

Men's double breasted fleeced lined underwear and wool fleeced underwear worth 75c, go at

35c

Men's camel's hair, natural wool and wool fleeced lined underwear, worth 85c and \$1, at

49c

Men's camel's hair and natural wool shirts, and fleeced lined sanitary wool shirts and drawers, worth \$1.50 garment,

75c

Men's single and double breasted natural wool and camel's hair and tan colored lamb's wool underwear, worth \$2.00, at

98c

Very Swell Shoes

New and extreme styles for women's wear at parties, receptions, theater, home and street in the new patent calfskin, new ideal kid, Corona kid and patent calfskin—all bright shoes—also in new vici kid skin, new box calf, new velours calf, in light, medium and heavy extension edge soles, in all the extreme new styles of toes and heels—



At \$3.00 \$3.50 \$4.00 \$5.00

Absolutely the finest shoes in Omaha, and yet at a saving of from one to two dollars on each pair—on sale on main floor.

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