

## A SENSATIONAL SALE BORN OF THE TIMES

Always ahead in everything in merchandising, we propose to inaugurate a series of sensations to be known as **BOSTON STORE EXPOSITION SALE DAYS**

which shall have for their object, the practical showing of the vast difference between spending your money with us or with others—Everyone of these "Boston Store Exposition Sales" will be a standing challenge to the world of dealers—big and little—to equal or duplicate the bargains we offer—Nay, more—we defy and prove them all unable to be bought elsewhere for less than almost twice the price we ask.

Today As the First and Forerunner of the Rest of These Sales

WE OFFER THE FOLLOWING

**IRRESISTIBLE, UNMATCHABLE, SENSATIONAL VALUES.**

# BOSTON STORE

16th and Douglas  
Omaha.  
J. L. BRANDEIS & SONS  
PROPRIETORS.



The largest retail concern in the west. Over 500 Salespeople. The Main Store on the Main Corner of the City. The Store is as big as it is, by popular trading and its own merits. The people like our ways.

When you come to Omaha to visit the Trans-Mississippi Exposition, make your headquarters with us. We invite you to make our establishment your meeting place, your resting place, your office, yours for any purpose you see fit, your wash-up and your lunch room, your package room, your home during the day. We will take care of all your things, and check them for you, free of charge. Our third floor is fitted up especially for this.



**SATURDAY, A DAY FULL OF BARGAINS. Shirt Waist Sale**  
Lot 1—Ladies' Waists at 23c.  
100 doz. in this lot, percale and lawn waists, pretty and neat plaids and stripes, detachable collars, value 50 cents, on sale at..... **23c**

**Ladies' Waists at 39c**  
60 doz. fine percale and lawn waists, in checks, plaids, stripes, blouse fronts, detachable collars, sold usually at 75 cents, on sale Saturday at—each..... **39c**

**LADIES' WAISTS 49c and 75c**  
200 handsome assorted, pretty patterns and plain white lawn waists, and an assortment of pretty plaids, stripes, checks in Scotch gingham, percales, plaid backs, sold elsewhere for \$1.35 and \$1.50 on sale at..... **59c and 75c**

**SILK WAISTS \$3.98**  
LADIES' SILK WAISTS AT \$3.98—Choice of 100 patterns, changeable Tartan Waists, all the new colors, also plaids—all of them extra well made—perfect fitting, self collars, blouse fronts, actually worth \$10.00, on sale at \$3.98.....

**LINEN CRASH SKIRTS 29c**  
Full sweep, wide hem, regular \$1 skirts, will be sold while they last, Saturday, at 29 cents each, second floor.

**SKIRTS 49c**  
Linen Crash Skirts with white duck skirt, fancy plaid linen skirts, at 49 cents, regular price \$1.50.....

**A MIXED LOT OF SKIRTS 75c and 98c**  
A mixed lot of skirts, some of them trimmed with navy blue braids or plaids, made of a variety of materials, pique, ducks, linen crashes, etc., all of them in the latest style, and over 200 to select from, go at 75c and 98c each.....

**SILK SKIRTS \$4.98**  
Stylish Mode Skirts, silk brocades, small and large designs, all made in the new style, and every one really worth \$10.00, on front counter in cloak department at \$4.98.....

**Ladies' Fine Lawn Suits \$2.50**  
Trimmed with ruffles and lace, light and dark grounds, all sizes, new style waists, actually worth \$5.98, while they last at \$2.50.....

**Special Bargains in Fine Millinery**  
HIGH CLASS TRIMMED HATS at a FRACTION OF THEIR REAL VALUE.  
**\$19 Hats for \$5**  
**\$7.50 Hats for \$2.50**

**1000 UNTRIMMED HATS—15c**  
including all latest styles, short back sailors, Shepherdess, etc, that cost up to \$2 early in the season, in white, black and all colors, on bargain table in millinery department, at 15 cents each.

**Trimmed Hats 50c**  
that are actually worth up to \$2.50, in white, black and all colors, including a variety of straws (worth again as much as those we sold last week,) go at same price, 50c each, every one this season's style

**FLOWERS 10c**  
SPECIAL PRICES ON NEW FLOWERS. Every variety imaginable of Rubber Stem flowers all colors—never sold less than 25c—on sale Saturday at.....

**HANDKERCHIEF SALE.**  
20,000 dozen ladies' and gents' handkerchiefs, in plain white and many styles of fancy borders and Hemstitched Handkerchiefs, go at 3 1/2c, worth 15c.....  
100 dozen finest quality Indian Hemstitched Handkerchiefs, plain white and fancy bordered, go at 6 1/2c, worth up to 25c.....  
Thousands of dozens of the finest quality Imported Swiss and Irish Linen Handkerchiefs—some are handsomely embroidered, others drawn thread hemstitched, others with fancy lace insertions, in many different styles and patterns, all go at 10c each, worth up to 35c.....

**PARASOLS. 15c-39c-59c**  
Many hundreds of misses' and children's plain and fancy silk parasols in all kinds of fancy colors and ruffling, go at 15c, 39c and 59c, worth up to \$1.00 each.

**UMBRELLAS. \$1.25, \$1.48, \$1.98, \$2.50**  
All the high grade umbrellas made of the finest silk serge, tafeta silk and satin duchesse, with all styles of plain and fancy handles, go at \$1.25, \$1.48, \$1.98 and \$2.50, worth up to \$5.00.....

**98c, \$1.98, \$2.50 and \$3.98**  
All the finest quality and latest styles of Ladies' Silk Parasols made of fancy striped and plain silk, silk chiffon and Mousselin de sole, go at 98c, \$1.98, \$2.50 and \$3.98, worth up to \$5.00 and \$6.00.



**CHICAGO WHOLESALE CLOTHIERS SURPLUS STOCK BOUGHT FOR EVERY GARMENT NEW THIS SPRING**  
Such marvelous bargains as these have never been equalled. Extra salesmen for the occasion.

260 men's fine wool suits, neat small plaids and checks, Italian cloth lining, splendidly made, sewed with silk.....	WHOLESALE PRICE \$5.00	USUAL RETAIL PRICE \$6.50	OUR PRICE \$2.50
437 men's all wool suits, light and dark colored, nice stripes and light colored plaids, French facing, nicely trimmed, perfect fitting.....	WHOLESALE PRICE \$6.00	USUAL RETAIL PRICE \$8.00	OUR PRICE \$3.50
180 men's fine all wool cheviot and cassimere suits, the newest patterns, serge lined, French faced, and satin piped, elegantly made.....	WHOLESALE PRICE \$6.50	USUAL RETAIL PRICE \$10.00	OUR PRICE \$4.50
140 men's small pattern cassimere and cheviot suits, elegantly made and trimmed, cut in the latest fashion, sewed throughout with silk.....	WHOLESALE PRICE \$12.00	USUAL RETAIL PRICE \$14.00	OUR PRICE \$6.50
850 all wool blue serge suits the most stylish and fashionable thing for summer wear, all sizes, round and square cut..	WHOLESALE PRICE \$13.00	USUAL RETAIL PRICE \$15.00	OUR PRICE \$7.50
Men's fine silk mixed cassimere and imported clay worsted suits in sack and cutaway elegantly made and finished..	WHOLESALE PRICE \$14.00	USUAL RETAIL PRICE \$20.00	OUR PRICE \$9.50
Men's extra fine worsted suits, some silk lined, some satin lined, 50 different patterns to select from.....	WHOLESALE PRICE \$16.50	USUAL RETAIL PRICE \$19.50	OUR PRICE \$11.50

Men's five dollar Suits \$2.50  
Linen Crash Suits \$1.25  
Boys' \$2.00 All wool knee pants Suits 95c

Boys' \$2.50 Suits \$1.25  
Boys' \$2-50 All wool Vestee Suits \$1.25

Boys' and child's Washable Duck Suits 39c  
Boys' \$5.00 Highest Grade All wool Shoes \$2.48

### These and such as these are the shoe bargains that have made ours the largest shoe business in the west--

Employing three times the number of salesmen that others do. We can fit you in any kind, color and style of shoe or slipper that is worn now.

#### ART, COMFORT AND ECONOMY IN SHOES

(Exposition Shoe Selling.) REDUCED TO A SCIENCE (Ours is the Goal Which Others Strive for but Cannot Reach.)

 The finest grades and makes of men's black and tan beautiful vicid kid and all the different kinds and colors of calf skin, soft, easy-fitting, stylish shoes, genuine welt soles, the same quality and styles which others retail at \$6.00, \$5.00 and \$4.00, go in this sale at <b>\$2.50, \$3 and \$3.50</b>	 Ladies' Shoes in all the extreme novelties and colors, in black, tan, brown, gray, plain kid tops, silk vesting tops and fancy vesting tops, as well as patent leathers, the finest shoe making turned out of the city of Rochester, shoes that others retail for \$6.00, \$5.00 and \$4.00, go in this sale at <b>\$1.98, \$2.50, \$3.00 and \$3.75</b>	 Where others show one kind we show twenty. We have everything in ladies' slippers and oxfords that can be asked for, provided it is new and stylish. The same Strap Sandals that we sell at \$1.50, others get \$2.50 for. The same fancy plaid silk top patent vamp Strap Sandal that we sell for \$2.75, others get \$5.00 for. The same black and tan vesting top and kid top Oxfords that we sell for \$2.00 and \$2.25, others get \$3.00 and \$3.50 for. And besides this we have Ladies' Slippers and Oxfords at 50c, 75c, 98c and \$1.50.
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**\$1.59 Men's Slippers**  
Every kind and style of men's slippers that can be asked for go at 50c, 75c, \$1.00, \$1.25 and \$1.50.

**\$1.59**  
1,000 pair of ladies' kid tip and patent tip, Dongola Lace Shoes, exactly the same as others retail for \$2.25 and \$2.50, go in this sale at **\$1.59**

**1,500 Cases Men's and Boys' HATS**  
bought from Fire Insurance Underwriters, being the wholesale stock of Loeb and Schrier of Cleveland, Ohio—sold to us at less than **25 CENTS ON THE DOLLAR**

All these hats new and stylish—Firm only six months in business. Nearly all Sound and Perfect.

All the Men's and Boys' Fancy Straw Hats and large Sun Hats that were slightly damaged, go at **5c**  
All the Men's, Boys' and Child's Straw Hats go at **9c**  
All the Men's and Boy's 50c STRAW HATS go at **15c**  
Your choice of the finest Men's and Boys' STRAW HATS absolutely sound and perfect—worth up to a dollar **25c**

Men's \$1.50 Hats' 49c  
All the Men's and Young Men's Derby Stiff Hats and fine Fedora Soft Hats that sold up to a dollar and a half, go at **49c**  
Men's \$2.50 Hats for 98c  
Your choice of the finest Men's soft and stiff Hats—black and brown—absolutely perfect, and all the newest shapes—go at **98c**  
Your choice of all the Men's Linen Crash Hats in all the newest shapes in this purchase **25c**

**Grand Bargains in Men's SUMMER SHIRTS—UNDERWEAR**

Men's 75c Colored Laundered Shirts <b>39c</b>	Men's \$1.25 Colored Laundered Shirts <b>50c</b>	Men's 75c Fancy Striped Underwear <b>25c</b>	Men's Dollar French Balbriggan Underwear <b>39c</b>
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**We Do the Linen Business.**  
Most popular Linen Department in Omaha—the reason why is these prices:  
60-inch HEAVY BLEACHED DAMASK and 66-inch superior half bleached ALL LINEN DAMASK—others call it a bargain at 39c, our price **25c Yard.**  
Very fine grade of IRISH LINEN DAMASK, 64 inches wide—the 50c quality—we sell at **35c.**  
Cream and half bleached SCOTCH LINEN DAMASK, full two yards wide, selling in Omaha at 50c—our price **39c Yard.**  
German silver bleached, soft finished, all PURE LINEN DAMASK, 64 inches wide—some people call it a bargain at 75c—our price **50c Yard.**  
Strictly all linen BLEACHED BELGIUM DAMASK, extra heavy and good quality, 2 yards wide, 69c yard, would be a bargain at 85c. **69c Yard,**  
All pure linen bleached IRISH SATIN DAMASK, the regular \$1.00 kind, 2 yards wide, at **75c Yard.**  
Very finest quality bleached Irish and Scotch DOUBLE SATIN DAMASK, the finest goods in the house, most elegant patterns, worth \$1.50 and \$1.98—for Saturday's sale 98c and **\$1.25 Yard.**  
Grand Special Napkin Bargains. Full 24-inch very heavy silver bleached all linen GERMAN NAPKINS, worth \$2.00, go at **\$1.25.**  
22-inch all linen SCOTCH DAMASK NAPKINS, snow drop patterns, worth \$2.25, as long as they last Saturday **\$1.59.**  
Our \$4.00 quality of fine double satin damask NAPKINS, at this sale only **\$2 50 Dozen.**

**Grand Special Basement Ribbon Sale**  
Over 2,000 pieces strictly all silk RIBBON go on sale today in the basement only. All the fine ALL SILK AND SATIN RIBBON, generally sells at 19c yard, all colors, go at **3 1/2c Yard.**  
All the wide fine quality silk and satin RIBBON, all colors, white, cream and black, worth 15c, go at **5c Yard.**  
All widths strictly ALL SILK RIBBON, white, cream and black, also the new shades, worth up to 25c yard, go at **7 1/2c Yard.**

**THREE SPECIAL WASH GOODS**  
Bargains in the Basement Saturday

2,000 yards checked, plaid and striped WHITE NAINSOOK, worth 18c, full pieces, no remnants, at <b>3 1/2c Yard.</b>	50 pieces FANCY LAWNS, the 10c, 12 1/2c and 15c kind, odd pieces only, no remnants, as long as they last today only, <b>3 1/2c yard.</b>
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**THE BIG SATURDAY BARGAIN IN BASEMENT.**  
300 pieces fine LAPETTE CORDED LAWNS and PLAIN LAWNS, all new this season's printing, worth up to 25c, full pieces, no remnants, at only **5c Yard.**