When you come to Omaha to visit the Trans-Mississippi Exposition, make your headquarters with us. We invite you to make our establish-

ment 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

The largest retail concern in the west.

Over 500 Salespeople

on the Main Corner

The Store is as big as it is, by popular trading and its own merits. The people like

Of the City.

The Main Store

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

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.

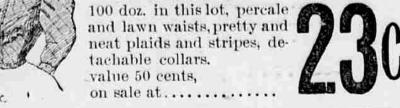
Today As the First and Forerunner of the Rest of These Sales

WE OFFER THE FOLLOWING

16th and Douglas

CHICAGO WHOLES ALE

Such marvelous bargains as these have never been equalled. Ex



Lot 1-Ladies' Waists at 23c.

Ladies' Waists at 39c | LADIES' WAISTS 49c and 75c

lawn waists, in checks, plaids, stripes, blouse fruts, detachable collars, sold usually sold usually a: 75 cents, on sale Saturday at-each

and plain white lawn waists, and an asoriment of pretty plaids, stripes, checks in Scotch ginghams, percales, plaited backs, sold elsewhere for \$1.35 and \$1.50 on sale at 59c and 75c

200 handsome assorted pretty patterns

SILK WAISTS LINEN Full sweep, wide hem, regular \$1 skirts, will be sold

LADIES' SILK WAISTS AT \$3.98-Choice of 100 patterns, changeable Taffeta 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 \$3.93 .

SKIRTS Linen Crash Skirts with white duck skirt,

CRASH while they last, Saturday, 29c fancy plaid at 49 cents, regular pris fancy plaid linen skirts, SKIRTS at 29 cents each, second floor.

regular price \$1.50..... A MIXED LOT A mixed lot of skirts, some of them trimmed with navy blue braids or pique, made of a variety of materials, piques, ducks, linen crashes, etc., all of them in the latest style, and over 200 to select from, go at 75c and 98c

Stylish Moire 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

Ladies' Fine dark grounds, all sizes, new style waists, actually worth \$5.98, while they last at Lawn Suits \$2.50

Men's five dollar

All wool knee pants Suits JJ6

Crash Suits

Boys' \$2.00



Special Bargains in

Fine Millinery

\$19 Hats for **\$5** \$7.50 Hats for \$2.50

1000 UNTRIMMED HATS-

including all latest styles, short back sailors, Sheperdess, 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.

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

DC SPECIAL PRICES ON NEW FLOWERS.

Every variety imaginable of Rubber Stem flowers WLID all colors—never sold less than 25c on sale Saturday at.....

HANDKERCHIEF SALE.

29,900 dozen ladies' and gents' handker-chiefs, in plain white and many styles of fancy borders and Hemstitched Handker-chiefs, go at 13½c, worth 15c.

500 dozen finest quality India Lawn and French Muslin Handsomely Hemstitched Handkerchiefs, plain white and fancy bor-bered, go at 6½c, worth up to 25c. Thousands of dozens of the finest quality Imported Swiss and Irish Linen Handker-chiefs—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

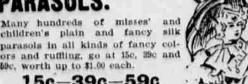
6½C

3½C

PARASOLS.

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

15c-39c-59c



UMBRELLAS.

All the high grade umbrellas made of the finest silk serge, taffeta silk and satin duchesse, with all styles of plain and fancy handles, go at \$1.25, \$1.49, \$1.98 and \$2.50; worth up to \$5.00.

\$1.25,\$1.48,\$1.98;\$2.50

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.

98c, \$1.98, \$2.50 and \$3.98

At 38c, choice of 1,000 Gloria Silk and silk serge umbrellas, all kinds of plain and fancy sterling silver handles and fancy cellullod handles, all go at 38c each; worth up to \$2.00..... 98c

SATURDAY, A DAY FULL OF BARGAINS. Shirt Waist Sale

CLOTHIERS SURPLUS

EVERY GARMENT NEW THIS SPRING

WHOLE-SALE PRICE

neat small plaids and checks, Italian cloth lining, splendidly made, sewed with silk 437 men's all wool suits, light and dark colored, nice stripes and light colored plaids, French facing, nicely trimmed, perfect

tra salesmen for the occasion.

260 men's fine wool suits,

180 men's fine all wool cheviot and cassimere suits, the newest patterns, serge lined, French faced, and satm piped, elegantly made

cassimere and cheviot suits, elegantly made and trimmed, cut in the latest fashion, sewed through-850 all wool blue serge suits

140 men's small pattern

ble thing for summer wear, all sizes, round and square cut ... Men's fine silk mixed cassimere and imported clay worsted suits in sack and cutaway

the most stylish and fashiona-

Men's extra fine worsted wholesuits, some silk lined, some satin lined, 50 different patterns to select from

All wool Suits

Vestee

elegantly made and finished...

Boys' \$2.50

Linen Suits Crash

\$125 Boys' \$2.50

\$125 Boys' and child's

OUR PRICE

Boys' \$5.00 \$948 Highest Grade Shoes L All wool

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

Shoe Selling.



The finest grades and makes men's blackand tan beautiful vici kid and all the different kinds and colors of calf skin, soft, easy-fitting, the different kinds 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 \$2.50, \$3 and \$3.50

Men's calf skin shoes, in lace and congress -the congress with warranted gores-all styles of toes, all sizes, exactly the same kind that others retail for \$2.50, go in this

Men's Slippers

Every kind and style of men's slippers that can be asked for go at 59c, 75c, \$1.66,



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

\$1.98, \$2.50, \$3.00 and \$3.75

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



Ladies' Oxford Ties, Ladies' Comfort Slippers, Ladies' Strap Sandals.

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.



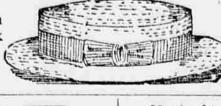
bought from

Fire Insurance Underwriters, being the wholesale stock of Loeb and Schrier of Cleveland, Ohio—sold to us at less than

for this.

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

All the Men's. Boys' and Childs' 25c and 35c Straw Hats go at

All the Men's and Boy's 50c STRAW HATS

Your choice of the finest Men's and Boys' absolutely sound and perfect-worth up to a dollar

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

Men's \$2.50 Hats for 98c

Your choice of the finest. Men's soft and stiff Hatsblack and brown—absolutely perfect, and an newest shapes—go at perfect, and all the

Your choice of all the Men's Linen Crash Hats in all the newest

Dollar

French

Balbriggan

shapes in this purchase

75c

Underwear

Fancy

Striped

Washable Suits JJG Grand Bargains in Men's SUMMER SHIRTS—UNDERWEAR

> Men's 75c Colored Laundered Shirts



Most popular Linen Department in Omaha

the reason why is these prices: 60-inch HEAVY BLEACHED DAMASK and 56-inch superior half bleached ALL LINEN DAMASK-others call it a bargain

Very fine grade of IRISH LINEN DAM-ASK, 64 inches wide—the 50c quality—we

25c Yard.

Cream and half bleached SCOTCH LINEN DAMASK, full two yards wide, selling in

Omaha at 59c-our price 39c Yard.

German silver bleached, soft finished, all PURE LINEN DAMASK, 64 inches wideome people call it a bargain at 75c-our

50c Yard. Strictly all linen BLEACHED BELGIUM DAMASK, extra heavy and good quality, 2

yards wide, 69c yard, would be a bargain 69c Yard,

DAMASK, the regular \$1.00 kind, 2 yards

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

\$1.25 Yard.

Grand Special Napkin Bargains. Full 24-inch very heavy silver bleached all linen GERMAN NAPKINS, worth \$2.00,

\$1.25. 22-inch all linen SCOTCH DAMASK NAP-KINS, snow drop patterns, worth \$2.25, as

long as they last Saturday 81.59 Our \$4.00 quality of fine double satin damask NAPKINS, at this sale only

\$2 50 Dozen.

We Do the Linen Business. Grand Special Basement

Over 2,000 pieces strictly all silk RIBBON go on sale today in the basement only. All the fine ALL SILK AND SATIN RIB-BON, generally sells at 10c yard, all colors,

3½c 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 SILLK RIBBON,

white, cream and black, also the new shades. worth up to 25c yard, go at 7½c Yard.

THREE SPECIAL

All pure linen bleached IRISH SATIN Bargains in the Basement Saturday 2,000 yards checked, plaid and striped

WHITE NAINSOOK, worth 18c, full pieces, no remnants, at

3½c Yard. 50 pieces FANCY LAWNS, the 10c, 121/40 and 15c kind, odd pieces only, no remnants,

as long as they last today only. 3½c yard.

THE BIG SATURDAY BARGAIN

IN BASEMENT.

300 pieces fine LAPETTE, CORDED LAWNS and PLAIN LAWNS, all new thin season's printing, worth up to 25c, full pieces, no remnants, at only

5c Yard.