

A House Full of Wonderful Bargains. Store Full of People all Day Today

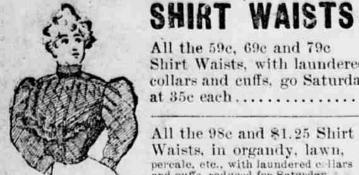
16th and Douglas

An effort to make Saturday the busiest day of the whole year. All signs point to its success. The biggest stock. The biggest bargains, and the greatest crowds.

For the 4th of July. wool bunting flags, from the great auction sale of Townsend & Montaut.

At A FRACTION of Their Value

SKIRTS.



All the 59c, 69c and 79c Shirt Waists, with laundered collars and cuffs, go Saturday

All the 98c and \$1.25 Shirt Waists, in organdy, lawn, percale, etc., with laundered collars and cutts, reduced for Saturday

200 Shirt Waists in per- 100 dozen fine cale, madras, lawns and dimi- Taffeta Silk Waists

ties, for Saturday, 75c and 98c Each

All the high priced Waists. in colors and black, reduced to 1 their former price.

Bargains in Duck, Fancy Lawn and Pique Waists-all sizes from

\$1.50 to \$2.50

200 LAWN SUITS, light and dark grounds, ruffle and lace trimmed, \$6.98 \$2.98

trimmed, in light

and dark grounds-

these are actually worth

in all the leading

100 dozen fine lace effect open

work Lawn Wrappers, lace

new colors, all sizes, reduced from

\$7.50 and \$10.00

\$1.50-go at 49e

Linen Crash Suits, trimmed with braid, all Pure Linen Crash Suits, skirt and blazer trimmed \$6.98



Tremendous Special Sale on Separate Summer Dress Skirts.

White and Colored Duck, linen, crash and washable Covert Skirts, all sizes,

at..... Ladies' Linen and White Skirts, also Plaid Ducks, extra full width, with deep hem, short and long lengths, perfect hanging, at 49c

Crash Skirts, all sizes, \$1.00 quality for Saturday at 25c All the white imported Pique Skirts, with five-inch 980

Ladies' Linen Crash Skirts, | All the highest priced Skirts, in pure trimmed with navy blue and Linen Crash, White Imported Pique, made white pique or soutoche braid, apron front and French flounce

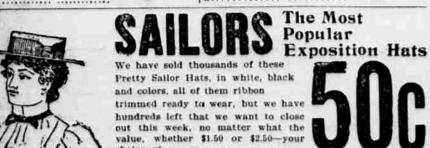
Startling Reductions

There are many hundred attractive Pattern Hats on our Second Floor Millinery Department that we are anxious to sell between now and the 4th of July. We offer these at a fraction of their real value.

Leghorn Hats, trimmed in the height of summer's pre-railing fashion, real beau-ties, regular \$10.00 hats,

effect, on sale

The first lot-50 handsome The second lot-75 white hats trimmed with mous seline de soie, wings, birds, violets, etc.. regular \$7.50 hats,



Dress Shape Hats, every one this season's style, including short back sailor and sheperdess, many of them worth up to \$2.00, in white, black and all colors, choice...



Grand Special Sale

15c quality of ladies', misses', children's and boys' hose, fast black and tan, some are slightly damp and imperfect, go at 31c pair

2 bargain tables of ladies', misses' and boys' plain and Derby ribbed, fast black and tan, full seamless hose, go at 7½c pair, worth up to 25e

All the ladies' finest quality of imported silk finished, plain and fancy liste thread se, made with double soles and high spliced heels, go at 174c, 25c and 35c pair,

17 1-2c. 25c, 35c, Worth up to 75c.

Hundreds of dozens of all styles of gent's half hose, in 25c quality children's Nazarath plain black, tan, balbriggan and fancy plaids and stripes, go at 10e and 15e pair, worth up to 35c.

The lowest prices ever known for good clothing - A sweeping stock reducing sale—Hundreds of the most desirable summer suits at positively less than cost to make-Any man who needs a suit of clotheswill miss a rare chance by overlooking this opportunity. ALL STYLES-ALL CLOTHS-ALL SIZES.

Your choice of any

of our \$1.25

Your choice of any of our

\$2.50 and \$3.00

Your choice of any of our

\$5.00 and \$7.50 MEN'S BICYCLE

Five Dollar Fine Wool Plaid SUITS

Ten Dollar Chaviot and Cassime e SUITS Neat Patterns

Seven Dollar \$ 950 SUITS

Men,s \$15.00 All Wool Blue Serge

Finest Grade cassimere and Worsted SUITS

Men's Einest \$20 Satin Lined Clay

Boy's High

BOYS HOT WEATHER CLOTHING



9с

Boys' Boys' Dollar 50c Washable Washable Duck Duck Knee Knee Pants () Pants 0010

All Wool Knee Pants (VIII)

Boys'

\$2,00 Grade \$5.00 All Wool Knee Pants ()

MEN'S AND BOYS' STRAW AND LINEN HATS The entire stock of Loeb & Schrier, Cleveland, Ohiosold by the insurance underwriters-must be closed out today-All the Men's and

All the Men's and Boys' 25c and 35c Straw Hats

Boys' Straw Hats that were in any way damaged by water go at All Men's and Boys' 50c STRAW HATS Absolutely sound

Men's and Boys' Straw and Linen Crash Hats go at

and perfect, go at An Overstocked Manufacturer's Entire Stock of 'S SUMMER



all styles.....

Shirts,

A ras and oxford

U shirts, regular \$1 quality Men's summer

working shirts, attached collars and cuffs

high grademadras shirts at.... Men's laundered

shirtswith and without

A Grand Purchase of MEN'S SUMMER UNDERV MEN'S BALBRIGGAN SHIRTS MEN'S FRENCH BALBRIGGAN



go at 29c suit,

AND DRAWERS Pearl buttons, elastic neck shirtsplain finished drawers-fine quality yarn and finish-worth up to 50c,

Taped, pearl buttons, drill, faced drawers—fineltwo thread pearl but-ton shirts—ribbed cuffs—regular

SHIRTS AND DRAWERS-

BRIGGAN SHIRTS AND DRAW-ERS-Regular dollar

TOWN GREAT SALE WOMEN'S SHOES

Every Pair Warranted-Every Pair Guaranteed Sold by Us for Just About Haw the Price You Would Pay Elsewhere.



There is No Magic in This.

make money.

in lace and congress, in any lieve in the wearing quality of size and any style of toe that is our shoes ourselves, but that worn—made to sell for \$2.50, go in this S159 our trade feels the same way. sale at.........

MEN'S \$4,00 SHOES \$2.50

made to sell at \$4, \$2.50

shades of tan or black, in all \$3, \$3.50 and \$3.75. the different kinds of calf skin, plain calf, vici kid, box calf, Harvard calf or any other kind of leather, single or half double soles, in plain tops or vesting tops-exactly the same as are sold elsewhere for \$5, go in this sale to- @? day at..... 33.UU

In the Basement.

Small sizes in ladies' Slippers, worth up to \$1.50, go at 39c and 59c. Ladies' House Slippers and Comfort Slippers, 39c, 50c and 59c, Ladies' Oxford Ties, 75c. Ladies' \$1.50 Dongola Shoes, 98c. Ladies' Oxford Ties. worth up to \$2,

all sizes, 98c. Infants' Shoes, sizes 2 to 5, 39c. Child's Shoes, sizes 5 to 8, 59c. Misses' and Children's Oxford Ties. black and tan, worth \$1.00 and \$1.50, go at 50c, 59c and 75c. Men's Tennis Shoes with rubber soles

at 392 pair. Misses, and Children's Button and ace Shoes, 59c, 75c, 89c and \$1.00. Little Gents' Shoes, 89c and 98c. Boys' Shoes, \$1.00, \$1.15 and \$1.25 Men's Shoes, 98c, \$1.25, \$1.50. BOSTON STORE, OMAHA,

16th and Douglas Sts.

Thousands of Women's Highest Grade, Newest Style, Plain and Fancy Shoes and Oxfords.

AS THEY CAN AT BOSTON STORE SATURDAY NEARLY HALF PRICE

Including Plaid Silk Top, Patent Leather Oxfords, Silk Top Patent Leather Lace Shoes, Fancy Vests ing Top Shoes and Oxfords and Fancy Strap Sandals.



It is conceded on every hand that we not only do the largest business in the west, but It is just simply that the that our shoes are in newer shoes were bought at such a styles, better shapes, better price and in such a manner fitting and more up to date that we can offer them to you than those in any other shoe at the price we do and still store near by. Our immense trade prevents us from accumulating any old stock and our MEN'S \$2.50 SHOES \$1.59 guarantee going with every pair of shoes, as it does, 1,200 pair men's calf shoes, proves that we not only be-

Saturday we put on sale 2,600 pair of the finest Rochester made ladies' shoes, both in high and low cuts, in plain 1,600 pair men's black and and fancy silk vesting tops, in tan, plain and vesting top black and in tans, in all the shoes, all the newest styles, newest and latest shades, as well as all the up-to-date cuttings and designs. These MEN'S \$5 SHOES FOR \$3.00 snoes were made to redard to the state of the In this lot we can offer you your choice of the entire lot shoes in all the different today at \$1.98, \$2.50,



All the black and tan Oxford Ties, hand turned, made to retail at \$2.25, go at \$1.50.

All the black and tan, plain and fancy vesting top Oxford Ties, made to retail at \$3.00 and \$3.50, go at \$2.00 and \$2.25.

All the French heel hand turn Oxford Ties and other Fancy Oxford Ties, in black and tan, made to retail for \$4.00 and \$5.00, go at \$2.50 and \$3 00 Pair

Dancing and Stage Slippers

Ours is the only store in the west carrying a full line of colored dippers in leather and satin. We can give you any vize, any color, any width. BOSTON STORE, OMAHA, 16th and Douglas Sts.



500 dozen perfect fitting

Made long, extra long and medium long waists, all sizes, go at 39c each, worth up to

Extra special bargains in ladies', misses', boys'

15c quality of ladies' and children's Summer Vests, white, cream and ecru, go at 3½c each.....

300 dozen ladies' finest cotton and French lisle thread summer underwear, go at 10c, 15c and 19c, worth up to 50c.

worth 75e..... Waists, go at 10c each, all sizes

All the Ladies' Summer Union

Suits, handsomely silk trimmed,



4 special bargains in

15c quality of ladies' and gent's plain white and fancy bordered hemstitched handkerchiefs, go at 31c each.

One immense lot of Ladies' and Gent's fine, sheer India lawn, plain and drawn thread hemstitched handkerchiefs, go at 5c each..... One bargain square piled high with all kinds of Swiss embroidered and plain Irish linen handkerchiefs, go at 10c each.

25c quality of gent's handkerchiefs, including all the new styles of fancy printed, plain white, hemstitched and imitation Japonet silk handkerchiefs, all go at 6ic each, worth up to 25c.....