

## A PAGE FULL OF IRRESISTABLE PRICES

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



# BOSTON STORE

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

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.

## FLAGS.

For the 4th of July. Just received, thousands of all wool bunting flags, from the great auction sale of Townsend & Montant. At A FRACTION of Their Value

### SHIRT WAISTS, SHIRT WAISTS...



All the 59c, 69c and 79c Shirt Waists, with laundered collars and cuffs, go Saturday at 35c each.

All the 98c and \$1.25 Shirt Waists, in organdy, lawn, percale, etc., with laundered collars and cuffs, reduced for Saturday to 49c.

200 Shirt Waists in percale, madras, lawns and dimities, for Saturday, 75c and 98c Each

All the high priced Waists, in colors and black, reduced to 1/2 their former price.

Bargains in Duck, Fancy Lawn and Pique Waists—all sizes from \$1.50 to \$2.50

100 dozen fine Taffeta Silk Waists in all the leading new colors, all sizes, reduced from \$7.50 and \$10.00 to \$3.98

100 dozen fine lace effect open work Lawn Wrappers, lace trimmed, in light and dark grounds—these are actually worth \$1.50—go at 49c each.

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

Linen Crash Suits, trimmed with braid, all sizes, at \$3.98

Pure Linen Crash Suits, skirt and blazer trimmed with linen insertion, reduced from \$12.50 to \$6.98

### SKIRTS--Tremendous Special Sale on Separate Summer Dress Skirts.



White and Colored Duck, linen, crash and washable Covert Skirts, all sizes, at 75c

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

Crash Skirts, all sizes, \$1.00 quality for Saturday at 25c

All the white imported Pique Skirts, with five-inch hem, fan back, \$2.00 quality, at 98c

Ladies' Linen Crash Skirts, trimmed with navy blue and white pique or sou-touche braid, apron front and French flounce effect, on sale at \$1.98

All the highest priced Skirts, in pure Linen Crash, White Imported Pique, made in all the latest styles, new backs, at \$2.50 \$2.98 \$4.98

### Startling Reductions in MILLINERY

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.

The first lot—50 handsome Leghorn Hats, trimmed in the height of summer's prevailing fashion, real beauties, regular \$10.00 hats, at \$4.50

The second lot—75 white hats trimmed with mousseline de soie, wings, birds, violets, etc., regular \$7.50 hats, at \$3.00

### SAILORS The Most Popular Exposition Hats



We have sold thousands of these Pretty Sailor Hats, in white, black and colors, all of them ribbons trimmed ready to wear, but we have hundreds left that we want to close out this week, no matter what the value, whether \$1.50 or \$2.50—your choice at 50c

Dress Shape Hats, every one this season's style, including short back sailor and shepherdess, many of them worth up to \$2.00, in white, black and all colors, choice at 15c

### Grand Special Sale HOSIERY

15c quality of ladies', misses', children's and boys' hose, fast black and tan, some are slightly damp and imperfect, go at 3 1/2c pair

2 bargain tables of ladies', misses' and boys' plain and Derby ribbed, fast black and tan, full seamless hose, go at 7 1/2c pair, worth up to 25c

All the ladies' finest quality of imported silk finished, plain and fancy lisle thread hose, made with double soles and high split heel, go at 17 1/2c, 25c and 35c pair, worth up to 75c

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

Hundreds of dozens of all styles of gents' half-hose, in plain black, tan, balbriggan and fancy plaids and stripes, go at 10c and 15c pair, worth up to 35c.

### HOT WEATHER CLOTHING

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 clothes will miss a rare chance by overlooking this opportunity. ALL STYLES—ALL CLOTHS—ALL SIZES.

Your choice of any of our <b>\$1.25 MEN'S LINEN CRASH PANTS</b> <b>59c</b>	Your choice of any of our <b>\$2.50 and \$3.00 MEN'S LINEN CRASH SUITS</b> all sizes <b>\$1.50</b>	Your choice of any of our <b>\$5.00 and \$7.50 MEN'S BICYCLE SUITS</b> <b>\$2.98</b>
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### MEN'S ALL WOOL SUITS

Men's Five Dollar Fine Wool Plaid SUITS <b>\$2.50</b>	Men's Seven Dollar light and dark color all wool Cheviot SUITS <b>\$3.50</b>	Men's \$19.00 Finest Grade cassimere and Worsted SUITS <b>\$9.50</b>
Men's all wool Ten Dollar Cheviot and Cassimere SUITS <b>\$4.50</b>	Men's \$15.00 All Wool Blue Serge SUITS <b>\$7.50</b>	Men's Finest \$20 Satin Lined Clay Worsted SUITS <b>\$11.50</b>

### BOYS HOT WEATHER CLOTHING

Boys' 25c Washable Duck Knee Pants <b>9c</b>	Boys' 50c Washable Duck Knee Pants SUITS <b>25c</b>	Boys' Dollar Washable Duck Knee Pants SUITS <b>39c</b>	Boys' \$2.00 All Wool Knee Pants SUITS <b>95c</b>	Boys' High Grade \$5.00 All Wool Knee Pants SUITS <b>\$2.48</b>
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### MEN'S AND BOYS' STRAW AND LINEN HATS

The entire stock of Loeb & Schrier, Cleveland, Ohio—sold by the insurance underwriters—must be closed out today—All the Men's and Boys' Straw Hats that were in any way damaged by water go at 5c

All the Men's and Boys' 25c and 35c Straw Hats <b>10c</b>	All Men's and Boys' 50c STRAW HATS Absolutely sound and perfect, go at <b>15c</b>	All the finest Men's and Boys' Straw and Linen Crash Hats go at <b>25c</b>
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### An Overstocked Manufacturer's Entire Stock of MEN'S SUMMER SHIRTS.

Men's 75c summer percale shirts—attached collars and cuffs. <b>39c</b>	Men's fine madras and oxford shirts, regular \$1 quality.... <b>50c</b>	Men's \$1.25 high grade—madras shirts— at..... <b>75c</b>
Men's \$1.50 Summer Shirts, all styles..... <b>98c</b>	Men's summer working shirts, attached collars and cuffs..... <b>11c</b>	Men's laundered shirts— with and without collars..... <b>17c</b>

### A Grand Purchase of MEN'S SUMMER UNDERWEAR

MEN'S BALBRIGGAN SHIRTS AND DRAWERS Pearl buttons, elastic neck shirts—plain finished drawers—fine quality yarn and finish—worth up to 50c, go at <b>25c</b>	MEN'S FRENCH BALBRIGGAN SHIRTS AND DRAWERS Taped, pearl buttons, drill faced drawers—fine two thread pearl button shirts—ribbed cuffs—regular 75c grade—go at <b>39c</b>	MEN'S HIGH CLASS FRENCH BALBRIGGAN SHIRTS AND DRAWERS—Regular dollar and a quarter quality—go at <b>50c</b>
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### Extra special bargains in ladies', misses', boys' UNDERWEAR

15c quality of ladies' and children's Summer Vests, white, cream and ecru, go at 3 1/2c each..... <b>3 1/2c</b>	300 dozen ladies' finest cotton and French lisle thread summer underwear, go at 10c, 15c and 19c, worth up to 50c.
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All the Ladies' Summer Union Suits, handsomely silk trimmed, go at 29c suit, worth 75c..... **29c**

25c quality children's Nazareth Waists, go at 10c each, all sizes **10c**

### FINEST SHOES IN TOWN

Nowhere in the World Can Men Find Such Good Shoes for So Little Money.

AS THEY CAN AT BOSTON STORE

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



There is No Magic in This.

It is just simply that the shoes were bought at such a price and in such a manner that we can offer them to you at the price we do and still make money.

MEN'S \$2.50 SHOES \$1.59

1,200 pair men's calf shoes, in lace and congress, in any size and any style of toe that is worn—made to sell for \$2.50, go in this sale at..... **\$1.59**

MEN'S \$4.00 SHOES \$2.50

1,600 pair men's black and tan, plain and vesting top shoes, all the newest styles, made to sell at \$4, go at..... **\$2.50**

MEN'S \$5 SHOES FOR \$3.00

In this lot we can offer you shoes in all the different shades of tan or black, in all the different kinds of calf skin, in 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..... **\$3.00**

### 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. Infant's Shoes, sizes 2 to 5, 39c. Child's Shoes, sizes 5 to 8, 59c. Misses' and Children's Oxford Ties, in black and tan, worth \$1.00 and \$1.50, go at 50c, 59c and 75c. Men's Tennis Shoes with rubber soles at 39c pair. Misses, and Children's Button and Lace 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.

### GREAT SALE WOMEN'S SHOES

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

SATURDAY NEARLY HALF PRICE

Including Plaid Silk Top, Patent Leather Oxfords, Silk Top Patent Leather Lace Shoes, Fancy Vesting 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 that our shoes are in newer styles, better shapes, better fitting and more up to date than those in any other shoe store near by. Our immense trade prevents us from accumulating any old stock and our guarantee going with every pair of shoes, as it does, proves that we not only believe in the wearing quality of our shoes ourselves, but that our trade feels the same way.

Saturday we put on sale 2,600 pair of the finest Rochester made ladies' shoes, both in high and low cuts, in plain and fancy silk vesting tops, in black and in tans, in all the newest and latest shades, as well as all the up-to-date cuttings and designs. These shoes were made to retail at \$6, \$5, \$4 and \$3.50, you take your choice of the entire lot today at **\$1.98, \$2.50, \$3, \$3.50 and \$3.75.**

### OXFORD TIES.

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 slippers in leather and satin. We can give you any size, any color, any width. BOSTON STORE, OMAHA, 16th and Douglas Sts.



500 dozen perfect fitting **39c**

### Gorsets

Made long, extra long and medium long waists, all sizes, go at 39c each, worth up to 75c.



### 4 special bargains in HANDKERCHIEFS

15c quality of ladies' and gent's plain white and fancy bordered hemstitched handkerchiefs, go at 3 1/2c each.

One immense lot of Ladies' and Gent's fine, sheer India lawn, plain and drawn thread hemstitched handkerchiefs, go at 5c each..... **5c**

One bargain square piled high with all kinds of Swiss embroidered and plain Irish linen handkerchiefs, go at 10c each. worth 25c..... **10c**

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 6 1/2c each, worth up to 25c..... **6 1/2c**