



THE BOSTON STORE

With its one hundred departments, each larger than any ordinary store offers extraordinary advantages and inducements to you to do your Christmas shopping there. Every department is

BURSTING FULL OF PROPER; USEFUL; WEARABLE, BEAUTIFUL ARTICLES--EACH SPECIALLY ADAPTED AS HOLIDAY GIFTS.

The unanimous verdict of the public is: "There is no holiday display in Omaha that can be compared with that of the "Boston Store." There is but one holiday bazaar worthy of the name and that is right here at Boston Store. Our immense basement is piled up from floor to ceiling with thousands of toys and dolls, enough for every boy and girl in the whole state. People are dumbfounded on beholding the display. Our book department is immense. The handkerchief department is something wonderful. The plush goods, fancy goods, and glove departments are innovations that are bewildering in their greatness.

OPEN UNTIL NINE EVERY EVENING UNTIL CHRISTMAS

BOSTON STORE N. W. Corner 16th and Douglas Streets; Omaha.

CLEARING SALE OF 4,000 PIECES OF DRESS GOODS

We offer tomorrow and until sold 4,000 pieces of new dress goods. The entire stock of one of the largest importers in New York, at a fraction of its real value. This will be a big--a very

BIG SELLING OF DRESS GOODS.

NEW, FRESH Dress Goods worth \$1.00, \$1.50, \$2.00 a yard, 50c A YARD. ALL regular \$1, \$1.50 and \$2 goods go at 50c PER YARD. NEW, FRESH Dress Goods worth \$1.00, \$1.50, \$2.00 a yard, 50c A YARD.

IN THIS LOT ARE ONLY All Wool Dress Goods

AND INCLUDES HUNDREDS OF PIECES OF Black Henriettas, Fancy Black Imported Novelty Weaves, Plaids Striped, Checked Chevits, Plain Colored Cashmeres, Serges and Diagonals, in all the latest shades, also elegant lines of Crepes, Chevrons and Fancy Saxony Wool Imported Suitings--In fact, all classes of 42, 44, 46, 48 and 50 inch all wool Dress Goods.

Let us repeat it again--It is such important reading-- 4,000 Pieces \$1.00, \$1.25, \$1.50 \$2.00 Dress Goods AT 50c A YARD

Dress Patterns.

Beautiful Christmas Presents. 200 ELEGANT IMPORTED UNMADE DRESS PATTERNS \$5.00, \$12.50, \$15.00

BLACK SILK DRESS PATTERNS

What makes a more elegant Christmas Present than a Black Silk Dress? Each of these patterns contains enough silk for a complete dress and go at \$10, \$15, \$20.

GREAT FUR SALE

Pulled Coney Electric Seal FUR CAPES \$3.98 HOW THE FUR WILL FLY AT Electric Seal \$1.25 Seal \$1.50 Muffs: \$2.00 MUFFS. Handsome Black Muffs. Light Wolf Muffs. 98c ANIMAL NECK SCARFS From Seal, Mink, Wolf, Possum. \$1 00 to \$6.00

Boston Store.

TOMORROW--MONDAY WE BEGIN THE MOST GIGANTIC AND HITHERTO UNPARALLELED SALE OF

Ladies Cloaks

EVER HELD IN THE WORLD. YOUR CHOICE OF OVER 2,000 of our SWELLEST and NOBBIEST CLOAKS selected from our Mammoth Stock For this SPECIAL SALE Values \$25.00, \$22.50, \$19.50. All go Monday and balance of the week

Twelve Dollars and a Half.

They come in many different kinds--Plain and Fur Trimmed--all tailor made.

All silk Matchless Silk Lined Watteau Back Bishop Sleeves, Large Pearl Buttons, Would be A Bargain At \$25.00, But goes in This sale at \$12.50



A Handsome All Wool Velvety Novelty Cloth REEFER Trimmed with Real Beaver, Watteau Back, With Belt or Plain a back, a Genuine Bargain At \$25.00 even, But goes in This Sale at \$12.50

LADIES' Military Cape NEWMARKETS Of Novelty Cloth, With Large Pearl Buttons, Real Value \$19.50, But during This Sale goes at \$12.50

Plain Tan Kersey Coats, Plaid Silk Lining, Large Pearl Buttons, Never Shown Less than \$22.50, But goes at \$12.50

During this sale, Ladies' Best Quality REAL PLUSH REEFER JACKET Trimmed with electric seal or astrachan, real value \$19.50, but goes during the sale \$12.50

Tan of Navy Kersey English Box Coat, Loose in back and front, velvet collar, pearl buttons. This identical coat is sold here in Omaha at \$25 but during this sale goes at \$12.50

Ladies' Elegant CAPES Tan and black, handsomely embroidered, fur-edged, real value \$22.50, \$12.50

FUR LINED GARMENTS Each with real astrachan and bear, handsome imported diagonal. The warmest garment imaginable at just half its value, \$12.50

\$12.50

\$12.50

Just Received by Express One Thousand Dozen SILK MUFFLERS

These are from the great bankrupt sale of William Toppings, White street, New York, and were bought at one-tenth their value. They will be sold in three lots tomorrow.

200 DOZEN White Silk Mufflers, 49c worth \$1.25. 100 DOZEN ALL SILK MUFFLERS, 98c worth \$2.00. The very highest grade imported SILK MUFFLERS, \$1.50 worth \$4.50. In the richest designs and of the most costly manufacture. All in one grand lot at

A Remarkable Sale of Silk and Embroidered HANDKERCHIEFS

It is remarked every day that Boston Store has the largest handkerchief department and the lowest prices in Omaha.

100 Dozen Seconds LADIES' FINE EMBROIDERED SHEER LINEN Handkerchiefs 12 1/2c worth 50c. 500 DOZEN PURE SILK INITIAL Handkerchiefs 25c worth 75c. 800 DOZEN MEN'S Silk Embroidered Initial Handkerchiefs and LADIES' Highly Embroidered Silk Handkerchiefs 50c worth \$1.25.

DOLL Department.

China Dolls 5c. Fine kid body dolls 19c. Large satin dressed dolls 25c. Rubber dolls from 5c to \$1. Very large kid body dolls 50c, 75c, 98c and \$1.25. 36 inch indestructible dolls 98c. DOLL FURNITURE. Dolls' beds 19c to 49c. Dolls' brass beds 98c. Dolls' sideboards. Dolls' dressers. Dolls' trunks. Dolls' tables. Dolls' sets of dishes. Dolls' wash sets. We also place on sale tomorrow the entire sample line of Dolls from the largest doll house in America. There are no two alike in the lot and they range from the one cent doll to the stately character doll at \$5.



BOOK Department. THE LARGEST IN THE CITY.

Over a thousand elegant cloth bound NOVELS 15c by all the noted and popular authors. Worth \$1.00. Thousands of baby's picture books only 5c each. 1000 kinds of children's books 15c, 19c and 25c. Boys' Books FROM 19c to 85c. Red Line Poems, in beautiful gilt bindings, Cowper, Keats, Bryant, Goldsmith, Gray, 59c. Books for every home. Books of fiction, art, history, romance, war, solemn books, comic books, cookery books, all kinds of books.