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OPENING SALE

28 Bargain Squares

BARGAIN JUBILEE

28 BARGAIN SQUARES

GRAND OPENING

WONDERFUL, MAGNIFICENT, IMPRESSIVE, DAZZLING, BRILLIANT, ELECTRIC DISPLAY AT NIGHT. GORGEOUS TROPICAL FLORAL DECORATIONS—COLOSSAL SHOW OF FANCY GOODS SUPERB MUSIC, AND DAINY SOUVENIRS WELL WORTHY OF SO IMPORTANT AN OCCASION

MUSIC Souvenirs Flowers

The big store has risen, Phoenix like, from the ashes. The evolution of Boston Store has resolved itself to the largest retail cash business of the west, and the most important mercantile success of the western age. It stands today an indestructible monument to the continued appreciation of the people of a never ending series of bargains. Boston Store's constant aim is the public service, and its forte is the giving of a good article at the price of an inferior one elsewhere. In addition to the pretty china souvenir we give away, we will, during the entire opening week, give such bargains that the results will be lasting souvenirs in themselves of the remarkable value giving powers of the Boston Store.

BOSTON STORE

N. W. Cor. 16th and Douglas Streets, Omaha, Nebraska,
28 GRAND BARGAIN SQUARES

On Bargain Square No. 1
at and \$1.50 Quality Black
and Colored
CASHMERE,
AH Wool New Style
NOVELTY GOODS,
Worth 50c and 75c,
39c and 49c yard.

On Bargain Square No. 3
An Importer's Entire
Sample Lot
LADIES' AND CHILD'S
HOSIERY,
Worth up to 50c, go at
15c and 25c.

On Bargain Square No. 5
50c EMERALD GREENS,
Direct from the manufac-
turer, go at
3 1/2c, 5c, 7 1/2c, 10c.

On Bargain Square No. 7
Remnants of High Cost
SILK VELVETS
and PLUSH
Worth \$1.50 to \$2.50 a yard
go at
35c.

On Bargain Square No. 2
All Wool Black and Colored
CASHMERE,
AH Wool New Style
NOVELTY GOODS,
Worth 50c and 75c,
Go at 29c and 39c.

On Bargain Square No. 4
Jobber's entire stock Finest
Imported Swiss and Em-
broided Linen and Lawn
HANDKERCHIEFS,
Worth up to 75c, go at
12 1/2c and 15c.

On Bargain Square No. 6
Full Size Hand Crocheted
White, Black and Colored
SHAWLS,
Worth from \$1.50 to \$5, go at
98c and \$1.39.

On Bargain Square No. 8
All Wool French Flannel
WRAPPERS and TEA GOWNS,
In light and dark colors,
Worth \$10.00, go at
\$2.98.

On Bargain Square No. 9
Finest Grade Heavy
ALL SILK RIBBONS,
In lengths from 3 to 5 yards,
Worth from 25c to \$1 a yard,
go at
3 1/2c, 5c, 10c, 15c, 19c.

On Bargain Square No. 10
All Kinds—Best Qualities
KID GLOVES,
Tans and Mouquetaires,
All sizes, worth up to \$1.75,
go at
50c pair.

Bargain Square No. 11.
Ladies' Full Shaped
THREAD VESTS,
Worth 25c,
5c.

Cro-kery Bargain.
English China, 100-Piece
DINNER SET,
Worth \$80,
\$6.88.

Bargain Square No. 13.
Crown and Balise 8-inch
Silk Laces,
Worth 75c, go at
13c yd.

Bargain Square No. 14.
OXFORD TABLE
DAMASK,
Worth 50c yd,
25c.

Bargain Square No. 15.
PLAIN and FANCY
VEILS,
Worth 25c, go at
10c.

Bargain Square No. 16.
Best grade bleached double
Sateen DAMASK,
Very wide, worth \$1.00,
50c yd.

Ladies' Early Fall
Dainty Ribbed 3/4c
Bargain Square No. 17.
Vests and Pants,
19c Each.

Bargain Square No. 18.
Bed Spreads
Worth up to \$2.50, go at
75c, 98c, \$1.50.

Bargain Square No. 19.
Ladies', Misses' and Child's
Black and Tan Hose,
Worth 15c, go at
4c.

Bargain Square No. 20.
Boys' Light and Dark
WAISTS
Worth 40c,
15c.

Bargain Square No. 20
Men's \$1.50 fancy colored
laundry and unlaundry'd
SHIRTS,
25c and 50c

Bargain Square No. 21
Greatest line of Men's
NECKWEAR
Ever shown in Omaha,
12 1/2c 15c, 39c.

Men's Calf, Kangaroo and
Cordovan
SHOES.
Worth \$5, \$7 and \$8,
\$2.50 \$3.50 \$4.00.

LADIES' WINE
COLORED
BOOTEE OXFORDS
Worth \$2.00
And a box of 50c
\$1.00 Dressing FREE

30c BARGAIN SQUARES
—IN—
BASEMENT.

8 1/2c GINGHAMS 3 1/2c
7 1/2c CALICOES 3 1/2c
15c DUCKINGS 3 1/2c
2 1/2c CUTTING FLANNELS 3 1/2c
10c SHAKER FLANNEL 3 1/2c

5c BARGAIN SQUARES.
12 1/2c LONSDALE CAMBRIC 5c
15c DRAPERY SATEENS 5c
20c DENIMS 5c

DRAPERY IN BASEMENT
\$1.50 LACE CURTAINS 15c
2 1/2 yards long
IRISH POINT and SWISS
CURTAINS, 1 1/2 and 2 yds.
long, worth in pairs up
to \$3, 59c
\$1.50 Silk Furniture Plush 43c

PUBLIC CONFIDENCE IS A PUBLIC TRUST

MODERN METHOD IS HONEST DEALING

UP TO DATE IN EVERYTHING

WE STRIVE TO SERVE THE PEOPLE

FOR WEEK'S
OPENING WEEK
WE GIVE
BARGAINS
THAT ARE IN THEMSELVES
SOUVENIRS

BOSTON OMAHA STORE

N.W. Cor. 16th STREET
& DOUGLAS ST.

OUR
OPENING SALE
BEGINS
SEPT. 1st 1894
AND CONTINUES
10 DAYS.