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GRAND ELECTRIC DISPLAY ★ ★ SOUVENIRS ★ ★ PROMENADE CONCERT

BOSTON STORE

OPENING SALE **BARGAIN JUBILEE**

Bicycles Given Away. **Bicycles Given Away.**

GRAND OPENING

CLOAKS, FURS AND MILLINERY

At Boston Store, Omaha. the Big Store Buildd on Honor, Square Dealing, Matchless Bargains AND the CONSTANT PATRONAGE OF EVERYBODY in Omaha.

We Give Away Fine Bi-cycles for ladies and gents

We Give Away High Grade Bi-cycles for ladies and gents

CLOAKS, FURS AND MILLINERY

BOSTON STORE

Tomorrow we begin a sale of Most Colossal Proportions. A sale of a magnitude heretofore unprecedented, or evey attempted in Omaha merchandising. 52 Car Loads—Equal to 5 Ordinary Whole Train Loads.

ALL ABSOLUTELY NEW, FRESH FALL GOODS.

DIRECT FROM FASHION'S CENTERS FROM EUROPE AND FROM THE EAST. EACH and EVERY ITEM A MOST SENSATIONAL BARGAIN

Grandest Cloak AND Fur Stock EVER SHOWN IN OMAHA.

200 garments imported from Paris, Berlin and London—Thousands of the highest grade and latest style garments manufactured in the United States, and also the entire

Bankrupt Stock of the Novelty Cloak Company, Honston St., New York. Consisting of thousands of Ladies', Misses and Children's Cloaks, Jackets and Capes, enable us to offer and exhibit NOT ONLY the finest, highest grade and swellest garments ever made, but the MOST TREMENDOUS BARGAINS.



\$50 Jackets Of Novelty Cloth, fine Kerseys and Boucles, all of them lined throughout with fancy lining many of them elaborately braided and jetted, go at \$25 each. Remember there's only one of each kind. **\$25**

DOUBLE CAPES Trimm'd with braid and fur edged like above cut, should bring \$7.98, but for our opening sale at **\$3.98.**

JACKETS Ladies' extraheavy black all wool Beaver and Boucle like above cut, go in our opening sale at **\$4.98**

CAPIES In Novelty Cloth, Boucles, Plushes, Astrakhans, combinations of Plushes and Astrakhans, all elaborately trimm'd, and extra large sweep, all lined throughout with fancy silk. **\$25 - \$35 - \$50**

BOUCLE JACKETS Very stylish All lined throughout, for our Opening Sale **\$12.50**

Plush and Boucle Capes All extra wide sweep, edged with fur and elaborately braided **\$6.98, \$9.98 \$15**

In connection with these fine garments we will sell 100 stylish covert cloth jackets; extra large sleeves as illustrated, should bring \$3.98 but for our opening sale goes at **\$1.50**

55.00 covert cloth Carments—All large sleeves—Stylishly made will be sold at **\$1.50**

Handsome Capes trimm'd with fur **98c**

Ladies' **\$15.00** and **\$18.00** all wool Chinchilla Cloaks from this bankrupt stock go at **\$7.50**

Child's Cloaks and Jackets **\$2.50, \$4.98, \$6.98, \$9.98**

NEW FALL MILLINERY.

In order to make our millinery room the most attractive department in the city, we have imported the choicest and highest grade novelties that ever were brought out west. Miss Reynolds and Miss Isaacs—so well known in this city—have been in Paris all season and have selected

100 CHOICE PATTERN HATS

which we know will be appreciated by our customers. We have also secured fifty of the very best trimmers for our work rooms, and this force is headed by Miss Sinclair, who has been east, and is well known in Omaha for her ability in high class trimming. We are thus prepared to show the most stylish millinery at prices for patters hats ranging from \$18.00 down to \$3.00.



100 Choice Imported PATTERN HATS The very latest creations of Parisian, London and Berlin milliners' art; worth up to \$30 Will be sold from **\$18.00 DOWN TO \$3.00**

200 Exquisite New Style TRIMMED HATS In felts or velvet, trimm'd with real ostrich plumes, coque feathers, velvet flowers and fine laces; trimm'd in our own work room, and **EASILY WORTH \$5.00** For **\$1.98** WORTH UP TO \$12.00 AT **\$4.98**

FURS

BLACK CONEY FUR CAPES Full Sweep, Satin Lined. For Our Opening Sale..... **\$4.98**

500 Extra Long ASTRAKHAN CAPES 20 inches by 100. Heavy satin lined. For our Opening Sale..... **\$7.50**

250 ELECTRIC Seal Capes 30 inches by 100 Great Bargain **\$12.50**

Persian Lamb CAPES Genuine Astrakhan and Canadian Seal Capes. **\$22.50** Worth \$39

Ladies' dark and light Duck Suits **39c** worth \$2.50.

Ladies' Dimity Wrappers **49c** worth \$1.50.

Ladies' Elaborately Embroidered White Waists **49c** Worth \$2.50

Ladies' fur edged Fall Capes **98c** Worth \$3.50.

Great Variety Fur Capes **\$1.98** Worth \$7.50.

3 in a bunch Ostrich Tips **25c** Worth \$1.50.

Feather Neck Boas **39c** Worth \$1.50

Velvet hats, bonnets, Walking hat and felt hats, **9c Each**

Black & all colors China Silk **29c** Worth 50c.

\$4.50 Imported Broadcloth in all colors **69c**

\$7.50 4-panel Folding Screens **\$2.98**

Sheet Music Worth 40c, **1c**

Best Standard Prints **2c** yard

Best indigo blue Prints **3 1/2c** yard

Big lot of men's Underwear worth up to \$1.50 **25c**

Extra Fine Cotton Blankets **59** Worth \$1.25.

Men's and boys' Windsor Ties **1c** Worth 15c.

All colors in Silk Veiling **1c** yard Worth 15c.

Paper covered Novels **1 1/2c** Each Worth 25c.

Big lot Dressed Dolls **15c** Worth 50c.

Our entire stock Fancy Fans **1c** Each. Worth up to 25c.

1000 solid leather Shawl Straps **5c** Each Worth 25c.

BOSTON STORE OMAHA.