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GRAND OPENING

THE RESULT OF OUR PHENOMENAL SUCCESS

BOSTON STORE

16th and Douglas, OMAHA.

Again 1/3 Enlarged, Again 1/3 Increased, Another Building Joined Boston Store Now Occupies the Whole Block from Street to Alley.

GRAND OPENING
Fall Dress Goods & Silks
Assortment Complete. Styles Correct. Prices Invariable.

High class pure silk and wool, all new and fashionable combinations, all elegant, handsome and serviceable, at prices to surprise all Dress Goods buyers. 100 pieces, our own importation, of the above goods, silk and wool novelties, for our opening sale at 42-inch all wool, silk and wool plaid, checks, plain Henriettes and Novelty Mixtures, also 1 1/2 yards wide Boucles, for our opening sale at 46c a yard.....

200 pieces new fall Black Dress Goods, in all the latest patterns, Figured Mohairs, fancy Granite Cloths, Beaufort Cordes and Lizard effects; these goods were imported to sell for \$1.00 a yard, for our opening sale at 49c.....

98c
49c
49c

SILKS.

Black Gros Grain Silk 89c
Cru de Soie, Satin Duchesse 98c
Failles, in blacks and colors, at 98c and \$1.48; worth up to \$2.50 a yard.....

89c
98c
\$1.48

OUR NEW SHOE DEPARTMENT IS TWICE AS LARGE AS ANY SHOE STORE
In Omaha and we do more than twice as much business.

\$5 and \$6 Shoes for \$3
\$3 Shoes for \$1.75

Men's Shoes
BLACK—WINE—OR TAN
Cost \$5 and \$6 a pair, Tomorrow..... **\$3.00**

Men's SHOES—CALF OR DONCOLA.
Cost \$3.00, go at **\$1.50** AND **\$1.75**
Cost \$2.50, go at **\$1.50** AND **\$1.75**

WE WARRANT EVERY PAIR OF SHOES
That goes out of our store—that's what has made our shoe business increase—and what keeps it growing.

Ladies' Tan Shoes \$5.00 AT **\$2.75**
Satin Slippers TO MATCH ANY DRESS
Ladies' Black Kid Shoes \$5.00 AT **\$3**

Latest style—kid or cloth top, button or lace—cost \$5, \$6 at \$2.75.
We are the only store to carry every color, every size of satin slippers that may be called for.
Extreme new style—turn or welt—cost \$5, go at \$3.

GRANDEST STOCK
Capes, Jackets, Suits, Furs,
Ever Displayed in Omaha. Besides Showing Over
10,000 Cloaks of the Newest Styles,
Made by the finest Manufacturers in the United States.
We Will Place on Sale and Exhibition To-morrow for the First Time,
480 GARMENTS
Personally Selected and Imported from Paris, Berlin and London by one of our firm who has just returned from an extensive business trip in Europe. Every lady from in or out of town is invited to visit our Cloak Department.

Ladies' Heavy Melton Beaver or Cheviot
CAPES \$1.98
Trimmed with braid and fur, this season's make and style, cannot be duplicated for less than \$3.50, on sale at...

Ladies' Plush and All Wool Beaver Boucle or Fancy Cloth
CAPES and JACKETS \$4.98
Choice of an endless variety of new 1896 shapes, will cost you later on \$7.50, our price now.....

Ladies Plush and Imported Kersey, Cheviot, Beaver, Boucle and Covert Cloth Capes and Jackets, capes handsomely trim'ed with fur, braid and jets, jackets made with new improved backs and sleeves not a style in the lot that can be bought for less than \$12.50, our price now **\$7.50**

Ladies' plush and cloth capes or jackets, made from this season's most stylish materials in all the new shades and mixtures, thousands of beautiful garments to select from, including a big selection of the new Military Jackets, made to sell at \$17.50 our price now **\$9.98**

FUR COLLARETTES
A large variety of fur collarettes for early wear, handsomely lined, at **\$3.98, \$4.98 \$7.50**

800 new style high grade fur capes in electric seal, wool seal and astrakhan, 30 inches long, full sweep, at **\$7.50, \$9.98, \$12.50**

GRAND OPENING BARGAINS
IN OUR NEW AND ENLARGED
BOYS' CLOTHING
DEPARTMENT (On Main Floor).

Boys' Strictly All Wool
REEFER SUITS
Heavy winter weight (4 to 14)
\$1.59

Boys' Strictly All Wool
Jersey Suits
(3 to 8 years)
\$1.39

BOYS' IMPORTED
Cheviot and Cassimere
Combination Suits—Two pairs of Pants with each Suit—
\$2.50

BOYS' REEFER OVERCOATS
In Astrakhan cloth and fancy Cheviots—
\$2.50

MEN'S FURNISHINGS.

Tomorrow we place on Sale an immense cash purchase of
Over 2000 Dozen MEN'S SUMMER UNDERWEAR,
Men's Medium Weight UNDERWEAR,
Men's Winter Weight UNDERWEAR,
In 3 Lots, at **25c 50c 75c**
Each guaranteed to be worth from **2 TO 3 TIMES**
The Price we now ask.

500 Dozen Men's White Laundered
SHIRTS
Men's Fancy Percale Collar Attached
SHIRTS
Men's Fancy Percale (Detached Collars and Cuffs)
SHIRTS
ALL GO AT **50c**
These are all regular \$1.25 and \$1.50 **SHIRTS**
Tomorrow they go at 50c

Millinery.
98c for \$2.50 English Fedora Walking Hats in greens, browns, blacks and navy, the latest effect for street wear and like riding, can match almost any color suit.

25 beautiful early fall trimmed felt hats, all new shapes trimmed with bird of Paradise, tulle ribbons, all this fall's shades, blue and green, changeable purples and pinks all beautiful combinations, on sale at **\$2.50 and \$5.00**

Black O-trich tips, three in a bunch, \$1.75 quality, on sale in our millinery department at **25c**