

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, AUGUST 30, 1896—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

Grand Electric Display.
Grand Concert at Night.
BE SURE TO COME

BOSTON STORE

THE WEEK WE CELEBRATE

BARGAIN JUBILEE

EVERYTHING WE UNDERTAKE WE PULL THROUGH SUCCESSFULLY

OPENING SALE
Nothing Succeeds Like Success

GRAND OPENING

THE RESULT OF OUR PHENOMENAL SUCCESS

BOSTON STORE
16th and Douglas, OMAHA.

Grand Electrical Display
Grand Evening Concert
Everybody Welcome

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 49c a yard.....

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

46 to 50-inch Novelty Mixtures, in all the new fall colorings of brown greens and navys, at 69c a yard.....

All our own importation and every one pure wool or silk and wool, each pattern containing 7 to 8 yards, enough for an entire suit, actually worth from 50c to 75c a yard, the entire pattern, \$1.98.....

36-inch fancy black Granite Cloth, black silk warp Henriettes, figured Brillantines and silk and wool novelties, regular price of these goods \$1.25, on sale Monday, 75c.....

50 pieces genuine warp printed Taffetas; these goods actually cost 50c a yard to import; your choice Monday at 49c a yard.....

Black Gros Grain Brocades, every design, for Monday 69c a yard.....

100 pieces Taffeta Glaces, in blue, greens and every imaginable combination, sold every where at 95c, for Monday 69c per yard.....

98c
49c
49c

SILKS.

Black Gros Grain Silk 89c

Man de Soie, Satin Duchesse 98c

1 Failles, in blacks and colors, at 95c and \$1.48; worth up to \$2.50 a yard..... \$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

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' \$5.00 Tan Shoes AT \$2.75

Satin Slippers TO MATCH ANY DRESS

Ladies' \$5.00 Black Kid Shoes 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 \$3.00.

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.

\$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, taffeta 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, \$1.70 quality, on sale in our millinery department at 25c.

25c