

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, SEPTEMBER 19, 1897—TWENTY PAGES.

SINGLE COPY FIVE CENTS.



OPENING SALE

NOTHING SUCCEEDS LIKE SUCCESS

BARGAIN JUBILEE

Everything we undertake we pull through successfully

GRAND OPENING

We celebrate our opening in what we believe to be the most satisfactory and profitable way for our customers, by offering bargains the equal of which we know are unparalleled in the history of Omaha bargain giving.

ELEGANT SOUVENIRS. Grand and Brilliant Electrical Display BEAUTIFUL FLORAL Decorations.

OPEN EVERY EVENING DURING FAIR WEEK

BOSTON STORE

Cor. 16th and Douglas Omaha

Grand Concert All Day and Evening Packages and Bundles Checked Free.

TAKE ADVANTAGE OF THE CHEAP Excursion Rates TO ATTEND THIS SALE

STYLISH FALL DRESS GOODS

A matchless assembling of high class fabrics, all imported before the increased tariff duty.

- 100 pieces of English Curl Cloth, in black and colors, silk and wool figured Novelties, 54 inch English Mixtures, English Poplins, Camel's Hair and Cheviot in black and colors.

- French and English Covert Kersey Cloths in iridescent colors, diagonals, camel's hair serges, all wool storm serges, 50 inches wide, in our Opening Sale at 59c yard.

THE NEWEST SILKS.

Our assortment of Silks was never better—every color, every shade, every weave, every design and every quality that bears the stamp of beauty and fashion.

- AT 24c 50 Pieces Figured Taffetas, 20 different styles, all the latest shades—these are sold regular by most houses at 50c.

Ladies' capes made of all wool boucle, very full sweep and good length, trimmed with thibet fur, silk lined throughout and interlined, in this advance sale at \$3.98; worth \$6.50.

\$3.98

Ladies' all wool Kersey or Beaver Jackets half silk lined, made in the latest style, go in this advance sale at \$4.98; worth \$10.

\$4.98

Ladies' capes made of all wool kersey cloth, richly banded and edged with thibet, wattleau pleats, high storm collars, full sweep and 30 inches long, go in this advance sale at \$4.98; worth \$10.00.

\$4.98

\$7.50 for ladies' large curl Astrakhan Cloth Capes, good length, lined throughout, wattleau pleats, advance sale price \$7.50.

\$7.50

COLLARETTES Electric Seal Collarettes, silk lined, go in this sale at \$1.98; worth \$3.50.

\$1.98

COLLARETTES Genuine Astrakhan Fur Collarettes, silk lined, in this advance sale at \$2.98; worth \$5.

\$2.98

COLLARETTES Genuine Alaska seal collarettes with real Persian lamb pelts, made in the latest style, go in this sale at \$7.50; worth \$15.

\$7.50

Exceptional Values in Fine Silk Shirts—At our opening, on 2nd floor, a 45 black broad cloth, pure silk shirt, made in the latest style at \$2.98.

\$2.98

MILLINERY The most gorgeous display ever presented to the ladies of Omaha—on exhibition tomorrow and the entire week.

ON SALE—Trimmed Dakotas, leather binding and with leather band, all colors, at 60c.

Black Ostrich one-half Plumes, value \$1.00 and \$1.25, on sale at 49c.

Trimmed Dept. We show original styles here, other copy ours.

Special Sale of 50 New Made Hats Fancy braids, regular price \$6.00, \$7.00 and \$8.00—opening sale price, choice, 4.95

4.95

GRAND OPENING OF OUR GRAND NEW CLOTHING DEPT.

ON OUR MAIN FLOOR.

The grandest clothing stock in all Omaha. There's nothing to compare with it. Every garment is in the very latest style—every garment is a work of tailors' art—every material used is the very best for its purpose—every garment is cut to fit properly.

We propose to carry only such clothing as we can guarantee and recommend—all which we will sell at those low prices which have made Boston Store famous.

Men's high grade all wool suits—All the fresh fall colors—cassimeres, chevots and smooth and rough worsteds—all silk and satin lined.

\$14.50

Men's satin lined clay worsteds—In sack and frock suits, made of 20 ounce weight imported clay worsted, lined with Skinner's satin.

\$12.50

Men's imported wool suits—In smooth and rough effects, straight or round cut—single or double breasted.

\$9.90

Men's black clay worsted suits—And elegant new plaid cheviot suits—over a dozen styles to select from.

\$7.50

Men's all wool sack suits—In 12 different colorings, cut in the latest fall style—a regular \$10.00 suit.

\$5.00

Boys' Double Breasted All Wool Suits—Over 100 different styles to select from—Cassimeres, Chevots, Clay Worsteds, ages 4 to 15 years.

\$2.50

Child's Novelty Suits, in ages 3 to 9 years, in all the latest novelties in suits for little fellows, in jacket, pants and fancy vest.

\$3.98

BOYS' LONG PANTS SUITS, Ages 14 to 19 years, pure wool Chevots, Cassimeres and Worsteds—extra well made.

\$4.98

Grand Opening Sale BLANKETS

Nowhere in Omaha is there such a Blanket Department as we have—nowhere such bargains.

Genuine California Scarlet Blankets, \$3.98 a pair; worth \$8.00. \$3.98 Pair

Davenport Woolen Mill's finest quality white All Wool Blankets, \$3.50 pair. \$3.50 Pair

From the Buell Woolen Mills the best grade all wool gray, tan and mole Blankets, at \$2.98 a pair. \$2.98 Pair

Extra large Beevy Cotton Blankets, 98c. 98c

Handsome Blankets, lighter weight, in gray, white or tan, 75c pair. 75c

Full size white or gray soft, Beevy Blankets, 49c pair. 49c

One immense lot of all kinds of kol ne and sa'ne fan-y knitted Comforts, many worth \$3.50, go in one lot at \$1.25 each. \$1.25 Each

Grand Opening Sale CARPETS

Strictly all wool Hartford Ingrain Carpet, bought before the raise in price, go at 50c a yard; the factory price in the present time in carload lots is 60c yard.

50c

Bromley's extra heavy Union Ingrain Carpet, bought before the raise, 30c yard; the factory price now is 50c.

39c

Union Cotton Ingrain Carpet, 25c yard; the factory price now is 30c.

25c

Immense bargains in Brussels Carpets, 100 new patterns at 50c yard.

50c

Extra heavy nine-wide Tapestry Carpet, worth wholesale 80c, go at 65c yard.

65c

Rockbery & Sanford's best Tapestry Carpet, wholesale price now \$1.00, go at 75c yard.

75c

Immense lot Miquette Carpets, all absolutely new patterns, factory price now \$1.25, we retail them at 98c yard.

98c

HOSIERY.

Five cases ladies' extra fine gauge Fast Black Hosiery, made with double soles and high spliced heels, go at 10c pair, worth 20c.

10c

Two cases gents' fine gauge Half Hosiery, in natural half-brig and fast black, 8 1/2c pair, worth 15c.

8 1/2c

Welcome, Strangers, and All Our Out-of-Town Trade. When in Omaha make our store your headquarters, your resting place, your wash-up place. We will check your packages for you free of charge, and do everything to make your trading easy and comfortable. Special reception room for ladies to rest in.



GRAND OPENING OF OUR GREAT ENLARGED EXTENDED SHOE DEPARTMENT

POSITIVELY THREE TIMES GREATER THAN ANY OTHER SHOE STORE IN TOWN. EVERY PAIR IN OUR ENTIRE STOCK BUILT NEW FOR THE FALL AND WINTER TRADE. SENSATIONALLY LOW PRICES FOR TOMORROW'S SALE. EVERYTHING IN SHOES FOR MEN, WOMEN, BOYS AND CHILDREN, AND EVERY PAIR WARRANTED.



OUR NEW FALL CATALOGUE is all ready now. Write for it. It costs you nothing. Our Mail Order Department is run for the convenience of our Out-of-Town Customers. We fill your orders the same day we receive it and give it most careful attention. You can save big money by shipping by mail, when you cannot come to town.