

TODAY. A HOST OF BARGAINS

Something sensational, something to talk about; something to remember as long as you live. The Greatest and plainest explanation of real bargains ever presented. You can see it, feel it, and understand it thoroughly in everything in this sale.



TODAY. Our Greatness Shows

Today we present the most remarkable exhibition of bargains on the face of the earth. Today we demonstrate how great bargains we give. Today the greatest and most important lesson in buying and selling ever impressed upon the trade. Today's bargains are impossible in any other state.

GRAND CONCERT AND ELECTRICAL DISPLAY IN THE EVENING.

BOSTON STORE

GRAND CONCERT AND ELECTRICAL DISPLAY IN THE EVENING.

CONTINUATION OF THE GREATEST CLOTHING SALE EVER HELD IN AMERICA.

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| <p>Men's \$25 Suits for \$14.50.</p> <p>Men's new fall style strictly all wool imported rough and smooth Worsteds Scotch Cheviots, Cassimeres; all silk and satin lined, made to retail at \$25, go at the</p> <p>Opening Sale Price of \$14.50</p> | <p>Men's \$20 Suits for \$9.90</p> <p>Men's imported Wool Suits, in rough and smooth effects, straight and round cut, single and double breasted coats, manufactured to retail at \$20.00, will be sold at the</p> <p>Opening Sale Price of \$9.90</p> | <p>Men's \$15 Suits and \$18 Overcoats at \$7.50</p> <p>Men's Black Clay Worsteds Suits, Plaid Cheviot Suits, with over a dozen different styles to choose from, all made to retail at \$15, will be sold at \$7.50.</p> <p>Men's \$18 all Wool Ulsters and Overcoats made of heavy all wool Beaver, Irish Freize, Korsey and Melton, some satin lined, some wool lined, all made thoroughly and to retail for \$18, go at the</p> <p>Opening Sale Price of \$7.50</p> | <p>Men's \$12 Ulsters, Overcoats and Suits \$5.</p> <p>These are heavy Storm Ulsters in dark blue, black, steel mixtures and brown, with storm collars, muf pockets and warm lined. The sack overcoats are a splendid lot of coats in black, blue and brown. All of these were made to retail at \$12.00, but go in this sale at \$5.00 and the men's all wool suits in good winter weights, single and double breasted sack coats, first class make and trimmings in a dozen new styles and desirable patterns, made to retail at \$10.00, go at the</p> <p>Opening Sale Price of \$5.00</p> | <p>Men's \$7.50 Suits Men's \$7.50 Overcoats \$3.90</p> <p>Men's all wool suits in Cassimere, Tweeds and Cheviots, straight and round cut sacks, and men's overcoats of heavy Chinchilla, well lined, all made to retail at \$7.50, go at the</p> <p>Opening Sale Price of \$3.90</p> |
| <p>Young Men's \$10, \$12, \$15 Suits \$5</p> <p>This gives you a choice of any young man's Fall Suit in the purchase, including all wool imported worsteds, fancy chevots in neat patterns, plaids and checks in fancy cassimeres, made to retail at \$10, \$12 and \$15, go at our Opening Sale in the special price of...</p> <p>\$5</p> | <p>Boys' \$5 and \$6 CAPE OVERCOATS \$1.98 \$3.50</p> <p>Here is a grand opportunity to buy a boy's heavy, warm Melton Cape Overcoat or Chinchilla Ulster—size 4 to 10 years—made to retail up to \$6.50—your choice at our Opening at the special price of</p> <p>\$1.98 \$2.50 \$3.50</p> | <p>Boys' \$10 Storm Ulsters. \$3.50</p> <p>These are made of the finest grade of heavy Chinchilla and Irish Freize, with largest storm collars and outside pockets, tailored to cost \$7.50 and \$10.00, go at our Opening Sale at the special price of</p> <p>\$3.50 and \$5.00</p> | <p>Boys' \$5 and \$6 Reefers \$1.98 \$3.50</p> <p>Made of heavy chinchilla and astrakhan, with storm collar, pecker collar or velvet collar, size 4 to 15 years, made to retail at \$7.50, go at our Opening Sale at</p> <p>\$1.98 \$2.98 \$3.50</p> | <p>Boys' \$7.50 Suits at \$1.59 \$3.50</p> <p>Are heavy warm double breasted suits, with knee pants, choice of 2 different patterns, all well made, sizes 4 to 14 years, made to retail for up to \$7.50, go at</p> <p>\$1.59 \$1.98 \$2.50 \$3.50</p> |

MEN'S ALL WOOL PANTS

These include every pair of Men's Pants in the entire purchase, giving you choice of hundreds of different patterns and materials. In pants that sold wholesale up to \$3.00 a pair, you can take your choice of the entire lot at—

\$1.25, \$1.59, \$1.98 and \$2.50

WONDERFUL SELLING—STARTLING BARGAINS—CLOAKS AND MILLINERY.

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| <p>Collarettes</p> <p>Electric Seal Collarettes, very full ripple style, with tight curl astrakhan yokes, roll collar, fancy lined, a nobby and stylish little garment that would really be cheap for 1/2 more money.</p> <p>\$4.98</p> | <p>Ladies' Jackets</p> <p>At \$12.75 we offer a wonderful value—Ladies' Jackets made of extra fine quality Kersey, in tan, brown and the new oxford mixtures; these garments are made by men tailors, are lined throughout with fancy silk lining and put in the new fly front style—28 inches long—bargain sale price</p> <p>\$12.75</p> | <p>Ladies' Jackets</p> <p>As a special offer for tomorrow we will sell ladies' Jackets, like cut, made of elegant quality curly boucle, lined throughout with black satin rhadame, 28 in. long, a stylish, effective, durable Jacket, at much less than its regular worth, special price.....</p> <p>\$7.98</p> | <p>Ladies' Capes</p> <p>At \$5.98 we offer an elegant line of ladies' Capes, made from a splendid quality of black Kersey, richly trimmed with braid and jet, fancy star shaped storm collar, silk faced, double wateau plait, richly braided, special price—</p> <p>\$5.98</p> | <p>The Dakota</p> <p>for Cow Boy Hats, leather trimmed, in all colors at— 69c</p> <p>Trimmed Fedoras and all styles of Sailor Hats at— 49c</p> <p>SKIRTS—made of the handiest and newest fabrics, in crepon weaves, wide Waite, Scotch mixtures, Illuminated Fabrics, Cheviots and Storm Serges, extra fine lining, worth \$4.50, special \$2.50</p> <p>SKIRTS—of splendid quality, all wool and silk and wool mixtures, all wool crepon, a large variety of novelty weaves in black and colors, and also pure broadcut silk skirts, the material alone in these skirts is worth the price we ask, sale price \$5.75</p> <p>PURE SILK SKIRTS—large figured, made in the latest style, \$3.00 quality, special price \$2.08</p> | <p>Grand Opening All This Week STYLISH MILLINERY.</p> <p>Our special designs are works of art, copies may be had elsewhere, but they lack the tone of originality; our big millinery department is the place where you see variety and style and always at the smallest prices.</p> <p>Tomorrow we will show 300 hats, all the latest styles, \$4.98 worth \$6, \$7, \$8, \$9, and up to \$10, go at</p> <p>200 Hats, the best, worth \$12, \$14, \$15, \$16 and up to \$9.98 \$18, go at—</p> <p>Ladies' and Children's Trimmed Felt Sailors, \$1 quality, 15c</p> <p>Ladies' Black and Colored Silk Crown Sailors with velvet trimming, each— 25c</p> <p>Ladies' Trimmed Fedora Felt Hats, \$1.50 quality at— 49c</p> <p>Sale of a thousand dozed Fancy Quills, at each— 3c</p> <p>500 dozen Fancy Feathers, choice each— 5c</p> <p>Black and Colored Ostrich Plumes, worth 75c, go at each 39c</p> <p>50c quality Persian Millinery Ribbon, duce silk, on sale at 6c</p> |
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Today the Most Highly Sensational Bargain Sale of Fine Shoes Since Adam Went Barefoot

TWO PAIRS FOR ALMOST THE PRICE OF ONE

Men's \$5.00 Patent Leather Lace Shoes \$2.50

Men's Finest Hand Welt, Genuine Lace Shoes, made to retail at \$6, and men's Two-sole, Tan, Wine and Black Willow Calf and Box Calf Lace Shoes—made to retail at \$5 and \$6, go at \$3

\$3

Men's Calf Shoes in ten different styles, lace or congress—made to sell for \$5.50, go on sale at \$1.59

\$1.59

Men's Needle toe, Goodyear welt, cork sole shoes made to sell at \$6, on sale at \$2.50

\$2.50

Men's Genuine Goodyear Welt, Calf Shoes, all styles of toes in lace or congress, made to retail for \$4.00 and \$5.00, go at \$2.50

\$2.50

A full line of men's lace and congress shoes, made to retail for \$4, go at \$2.25

\$2.25

Men's Fine Calf Shoes, all lined with calf skin, made to sell for \$6, go at \$3.50

\$3.50

IT'S THE SHOE CHANCE OF A LIFETIME.

Our purchase of an entire wholesale stock of fine shoes at an enormous loss to the former owners permits us to offer you choice of the finest makes of shoes at just half the regular price.

THIS OFFER HAS NEVER BEEN MADE BEFORE.

600 PAIRS OF **LADIES' SHOES**

In button and lace, with genuine welt, medium and tractor welt soles, in every style of toe that is worn, every width and size, made to retail for \$4.00 and \$4.50, go at \$2.50 and \$2.69

\$2.50 and \$2.69

One lot of ladies' Tailor Made Shoes, made of regular crepon, with genuine welt soles, made to retail for \$6.00, on sale at \$1.59

A full line of every kind of toe, lace and button, fine dongola shoes for ladies, made to retail for \$2.50, go in this sale at \$1.25

\$1.59 \$3 AND \$3.50

Choice of fully 600 pairs of ladies' hand turned and hand welt lace or button shoes, in black, green, purple, tan, white and brown, in kid top, cloth top and fancy vesting top, made to retail for \$5.00, \$5.50 and \$6.00, go at \$2.50 and \$3.50

Boys' and Youth's shoes—3,000 pair youths', little gent's and boy's shoes, sizes from 9 to 13, 12 to 2, 2 1/2 to 5 1/2, go at 75c, 89c, \$1.00, \$1.25 \$1.59, \$1.75.

Infant's shoes— Infants' fine hand turned DONGOLA SHOES, sizes 1 to 5, in black, tan and wine, 50c; sizes 5 to 8, 75c.

Children's shoes From 8 to 10 1/2, in every kind of leather, in kid, kangaroo calf, box calf and dongola. \$1.00 and \$1.25, worth up to \$2.00.

Ladies' 50c grade Overgaiters..... 19c

EXTRA SPECIAL On Front Hazard Square 500 pair Ladies' sample shoes and sample slippers—regular price cost up to \$6 a pair... **59c**

Immense Sale of Men's, Ladies' and Children's UNDERWEAR

An elegant line of heavy winter weight **Men's Natural Gray Underwear** 25c

Shirt or Drawers..... 25c

20 different styles all wool plain and fancy fleeced lined **Underwear** 50c

all regular dollar quality..... 50c

Your choice of twenty cases of the finest **Men's All Wool Underwear**, Not a garment in the lot worth less than dollar and a half.

75c and 98c

Three cases children's fine, soft, fleecy, natural gray & camel's hair effect Vests, Pants and Drawers, go at 15c each..... **15c**

Two cases Misses' and Boys' natural & Camel's Hair Underwear, in all sizes, go at 25c each, worth 50c..... **25c**

100 dozen ladies' Jersey Ribbed Half Wool Vests and Pants with zephyr checked necks, go at 25c each, worth 50c..... **39c**

At 50c 100 dozen ladies' finest quality Zephyr Wool Knit Vests and Pants, handknit, checked necks, and silk trimmed, go at 25c each, worth \$1..... **59c**

At 45c—Three cases Ladies' Natural Gray and Camel's Hair Jersey Ribbed, Pleace Lined Omelia Union Suits, worth up to \$5c..... **49c**

At 75c and 98c—At 75c and 98c—Three cases Ladies' All Wool Florence UNION SUITS, in Natural Gray and Camel's Hair, worth up to \$1.50 a suit..... **75c**

At 6c Pair—At 6c pair—Three cases Ladies' full seamless, heavy lined, fast black HOSE, worth 5c..... **6c**

At 10c Pair—At 10c pair—200 dozen ladies' fast black, full seamless HOSE, made with rippled heels and double soles, worth 20c pair..... **10c**

At 10c Pair—At 10c pair—Three cases Misses' children's and Boys' fast black, full seamless, fine and heavy DERRY HILDEN HOSE, worth 25c pair..... **10c**

At 15c Pair—At 15c pair—Two cases Boys' Fast Black Full Seamless, Heavy Ribbed School and Bicycle HOSE, worth 25c..... **15c**

MEN'S and BOYS' HATS

In our new and enlarged Hat Department we will offer bargains never equalled before.

Men's fine Derby and Fedora Hats the kind that usually sell at **1.00** go at..... **1.00**

Men's extra fine Derby and Fedora Hats, equal to any other \$3.00 hat **1.49**

Men's and Boys' Golf and Bicycle Caps, worth 45c..... **18c**

Men's and Boys' Golf Caps..... **49c**

Children's and Golf Caps..... **50c**

CURTAINS

Our display is grand. Nottingham Lace Curtains, 75c pair. Extra heavy Scotch Nottingham Lace Curtains at \$1.25 pair. Irish Point Lace Curtains from \$1.08 up. Tapestry Portieres, \$1.08 pair, worth \$3.50. Chenille Portieres from \$1.08 pair up. Altogether we are making the greatest special sale of Carpets and Drapery Omaha has ever known—you should not buy until you have decided this sale.

WE DO THE CARPET BUSINESS.

Nowhere in Omaha can you buy Carpets as cheap as at the Boston Store.

Best quality, strictly all wool Hartford Carpets, 50c yard, all new patterns—they are selling in Omaha at 70c yard.

Stromley's extra heavy Union Ingrain Carpets at 20c yard, equal to any 65c carpet in Omaha.

Extra Heavy Cotton Union Ingrain Carpet, 25c yard, all new and beautiful patterns.

The Rookery Carpet, staple as wheat in the bin, at \$1.25 yard, go at 75c yard, all the most beautiful patterns.

The biggest line of Moquette and fine Velvet Carpets in Omaha—We sell them at 95c yard. Some are selling right here in Omaha at \$1.25 per yard.