

A WHOLE WEEK OF SPECIAL SELLING

Such As Never Was Witnessed Before.

We want to show and prove to the immense crowds that will be in Omaha this week that the great bargains we are continually advertising are **ABSOLUTE FACTS--THAT** we, "BOSTON STORE, OMAHA," carry almost

A MILLION DOLLARS WORTH

Of Dry Goods, Millinery, Cloaks, Jackets, Capes, Men's and Boys' Clothing, Furnishing Goods, Hats, Caps, Carpets, Draperies, Boots, Shoes, Rubbers, Etc. **And That We Sell More Goods and Better Goods For Less Money Than Any Other House Anywhere.**

We have made immense preparations for this week's events and this grand special sale and now that the time is here we are ready to demonstrate—word by word—and bargain by bargain—that no store can equal ours.



MONDAY Mammoth Dress Goods Events.

Dress Goods

Tomorrow, with styles at their best and stocks complete, that great autumn dress goods sale takes place. All of these fabrics are superior in every way, and prices less than the lowest elsewhere. We start tomorrow a sale, without doubt, the most important ever held in Omaha.

The first special value in this mammoth dress goods sale is 1,000 dress patterns, each pattern containing seven yards of pure silk and wool Jamestown Mixtures, all in the latest combinations and colors, also large assortment of new autumn plaids and pure wool small checks and stripes. Every yard of these goods is guaranteed to be worth 50c.

Entire dress pattern for \$1.98 on front square

\$3.50 DRESS GOODS, \$1.50 Bargain No. 4— 48 inch pure wool and mohair imported dress goods, in plain black with braided effect and Bayadere stripes, also 2-toned combinations, black and garnet, black and royal, black and purple, every yard actually worth \$3, on sale at—yard..... **\$1.50**

Black Dress Goods. 44-inch PURE WOOL BLK DRESS GOODS in small and large designs, new crepon effects, on sale in Black Dress Goods department at 50c and 75c yard.

59c and 75c yard

BLACK MOHAIR BRILLIANTINE. So serviceable for traveling dresses, the \$1.25 quality, in black goods dept., at—yard..... **49c**

A special bargain in **DRESS PATTERNS.** containing **Seven Yards** of plaid checks, also storm serges, On our basement bargain square, **98c** for the entire dress pattern.

Bargain No. 2— 50 inch silk and wool novelties, Armours, Covert Cloths, Broadcloths, large checks and plaids for entire suits and separate skirts, every yard worth from \$1.00 to \$1.50. On 2nd bar— **39c and 49c** gain square.

Bargain No. 3— 50-inch black and colored, rough cheviots, also 48-inch black and colored poplins and cords, all on sale in dress goods department at—yard..... **75c**

BOSTON STORE

16th and Douglas Omaha. J. L. BRANDEIS & SONS PROPRIETORS.

Gigantic Sale of SILK

Monday and the whole week. Tomorrow 1,000 pieces of the most reliable, fashionable dress and waist silks in taffetas, brocades, gros grains, damas, plain taffetas, checked, plaid and Bayadere taffetas and a large variety of other desirable silks on sale.

39c AND 49c

Black Peau de Soie Silk, extra heavy and 24 inches wide, worth \$1 and \$1.50 yard, for tomorrow

75c AND 98c IN SILK DEPT.



Ladies' Tailor-Made Suits

Ladies' Tailor-made Suits of all wool dress goods or wide wale serge, in black, blues, browns, also covert cloths, with tight-fitting or box coats lined with taffeta silks, skirt lined with percaline, on sale at..... **\$9.98**

\$15.00, \$17.50 and \$22.00



MILLINERY

Our Trimmed Hats, Bonnets, Turbans

are the result of the efforts of our competent trimmers, especially for this sale, and go at \$4.98 and \$9.98

\$4.98 and \$9.98

Ladies should make their selections now while everything is fresh and new.

The new Fall Walking Hats in all the Paris and London fascinating effects show in our Millinery department. The **CYCLE HAT** in all colors and trimmed ready to wear goes at 98c

The Roosevelt Hat \$1.50 so stylish now, on sale at \$1.50

Military Hats in all the shades of castor and blue, at 75c **75c**

Basement Chuck Full of Bargains.

Full 10 yd. dress patterns, good substantial wash goods, entire pattern, go at..... **39c**

Good heavy unbleached muslin, at 3/4c yard..... **3c**

Fine quality 36-in. bleh'd muslin, worth 7/8c go at 3/4c yard..... **3c**

Grand special bargain in sheeting, 2, 2 1/2 and 3 yards wide, bleached and unbleached, extra heavy quality, worth up to 30c, go at 12c yard..... **12c**

Extra fine quality domed flannel, worth 7/8c go at 3/4c yard..... **3c**

Fine quality 25c outing flannel go at 8/4c yard..... **8c**

Double fleeced swan's down flannel, go at 8/4c yard..... **8c**

One big table all kinds drapery denims, tickings, cretonnes, and burlaps, all in one big lot, at 6c yard..... **6c**

Grand special comfort bargains for tomorrow, large size, hand knotted, silkline covered fine white cotton filling, go at \$1.25 each.

Extra fine quality Dolly Varden hand tufted comforts at \$1.50 each.

Grand special bargain in cotton blankets, full size, very soft and downy, at 49c, 75c, 98c and \$1.25 each.

Grand special bargains in wool blankets, \$1.98, \$2.50, \$3.50 and \$4.50 each.

Extra special bargains in U. S. Government blankets, contract price to the government \$4.00 each, but rejected on account of being over weight; we offer them tomorrow as long as they last at \$2.50 each.

TOMORROW THE BIGGEST AND GREATEST SHOE SALE EVER HELD. SHOES AT Half Price SHOES Less Than Half Price SHOES NEARLY HALF PRICE Read this and compare. Shoe for Shoe. Price for Price. Word for Word. As we advertise it.

Ladies' \$3.00 Shoes For \$1.50
Ladies' \$4.00 Shoes For \$2.50
Ladies' \$5.00 Shoes For \$3.00
Men's \$3.00 Shoes For \$1.59

Men's Low Rubbers 13c
Ladies' Storm Rubbers 17c
Ladies' 50c Black Overgaiters 19c
Infants' Moccasins 10c
BOYS' (3 to 6) Dollar and a half Heavy Sole Bicycle Shoes 75c
Ladies' Comfort House Slippers 59c



A week's selling of the biggest clothing bargains ever known

\$100,000 Bankrupt CLOTHING AT HALF THE ACTUAL VALUE

This whole entire stock was made for the finest Broadway, New York, trade, that tells the whole thing, and you know you are bound to get the best at positively half its real value.

The entire stock will go in two lots.
LOT 1—All the men's \$12 Suits go at \$6.50. In this lot are about 1,200 men's stylish all wool suits in straight and round cut sacks, in fine cassimere, cheviots, homespuns and worsteds, all made in the very latest style, all sizes from 34 to 44, not a suit in this lot but what would be cheap at \$12.50—but they all go at \$6.50—worth \$12.00.
LOT 2—All the men's \$25 Suits go at \$10.00. In this lot we offer you the very finest suits from this purchase, including silk lined Clay Worsteds silk and satin lined Cassimeres, Cheviots, Serges, Thibets. In fact there are no finer goods manufactured in men's ready-to-wear clothing, they all go at \$10.00.

Boys' Suits and Overcoats at Half Price Also
1,500 boys' and child's Knee Pants Suits go at \$1.25 and \$1.75.
2,000 boys' \$5.00 Knee Pants Suits go at \$1.98 and \$2.50.
2,000 boys' Long Pants Suits, worth up to \$10, go at \$2.98, \$3.38 and \$4.98.
All the Overcoats, Ulsters and Reefers go at \$1.50, \$1.98, \$2.98, \$3.98.
EXTRA SPECIAL
In addition to all the clothing in the bankrupt stock, we place on sale this week immense quantities of the newest style and **HIGHEST GRADE OF READY-TO-WEAR SUITS** made by the most prominent tailors in America. These garments are of the finest imported Cassimeres, Cheviots, Worsteds, Serges, etc., lined with best of silks and satens. No one ever offered finer ready-to-wear clothing than these suits. Prices range from **\$12.50 to \$17.50**

Underwear Sale values unequalled
Heavy wool fleeced underwear, all sizes, in blue, gray and mixed colors, 75c & \$1 values, in this sale at..... **50c**
All wool double breasted shirts, sizes 34 to 50, drawers to match, in natural and brown, \$1.50 and \$2 values, while they last, go at..... **\$1**
\$1 and \$1.50 Shirts at 49c
A Shirt Item of Special Interest—
White laundered, double front and back, 2,000 linen bosom, the regular \$1 and \$1.50 kind; negligee, collars and cuffs attached, an excellent assortment of patterns; white shirts with colored bosoms, Garner's percale your choice of this entire lot, at 49c.