

# THE MOST EXTRAORDINARY SPECIAL SALE THAT EVER WAS HELD IN OMAHA



Take Advantage of the Special Excursion Rates on all railroads, To come to Omaha, see the Exposition, and save yourself big money By Attending Our Great "Special Sales."

Will take place Saturday at "BOSTON STORE" for the following excellent reasons:— 1st—We have made a number of exceptionally good deals, insuring most sensational bargains for everybody. 2nd—We have been preparing a sale for the opening week of The Greater America Exposition for some time, for the sole purpose of demonstrating to the thousands of visitors as well as everyone in Omaha the

Wonderful Resources, the Immense Advantages and Colossal Purchasing Power of our establishment. We intend to prove to you by actual tangible facts, by your own personal experience, that no other store can or will, give you as great value for your money as we do. A price by itself is nothing, but join such prices as these to the values we offer and you have before you

## The Greatest Mercantile Sensation of a Whole Life-time. BOSTON STORE

OMAHA J.L. BRANDEIS & SONS. 612 DOUGLAS

Come on the Excursion Special Railroad Rates On all roads to Omaha. And When You Do, We Invite You to Make "Boston Store" Our Store,

your meeting place, your resting place, your office, yours for any purpose you see fit; your wash-up, your lunch room, your package room, your resting place during the day. We will take care of your packages and check them free of charge. A special reception room for ladies.



### Ladies' Hats For Summer Wear—

Summer headgear for ladies' wear is certainly more stylish, appropriate and comfortable this season than ever before, and it's less costly, too, than we have ever known it to be in all the long years of our experience. Our milliners trim more hats now than ever before, and it's all because they do it better and cheaper than others. It is the period between seasons at present and in order to keep our millinery artists at work we have decided to give Omaha a series of millinery surprises.



Here are Today's Offerings:



Ladies' \$3 and \$4 Trimmed Hats—In a splendid variety—not very many, of course of any one particular style—but hundreds of different styles to choose from, nevertheless. Today, Saturday, you can choose from any in the lot for \$1.00

Ladies' \$8 and \$10 Trimmed Hats—Some of the choicest specimens of the milliner's art produced anywhere this season—hats that are good enough and stylish enough for any lady in the land to wear—Saturday at \$2.50 and \$4.98

60 Dozen Rough Straw Golf Hats—The "Maud Adams" the hit of the season, really worth \$1.50, Saturday a special bargain 98c and 38c

60 Dozen Ladies' Rough Straw Sailor Hats—In white, black banded and fitted with leatherette sweat bands, sold elsewhere at 50c—Saturday here at 25c

Untrimmed Hats—All the new and stylish shapes, in fancy straw Milan and sewed braids—at 10c, 39c, 59c and 98c

### The Grandest Sale of LADIES' SHIRT WAISTS That Ever Took Place in Omaha.

\$1.00 Ladies' Shirt Waists for 49c Hundreds of stylish patterns in percale, madras cloth, colored pique and lawn, all with very full fronts—plain, tucked and braided, pointed yoke back, detachable collars, nicely laundered, tremendous assortment, all sizes—

Special Price Today 49c

\$1.50 Ladies' Shirt Waists for 75c An endless variety of extra fine, well made, perfect fitting; beautifully laundered percale, gingham, lawn, pique Shirt Waists, with detachable collars, stylish backs, all sizes—

Special Price Today 75c

\$2.00 Ladies' Shirt Waists for 98c Excellent quality, solid colors and fancy percales, French gingham, chambrays, white lawns, etc, all nicely made, with yoke back, full fronts, plain, tucked and insertion trimmed, detachable collars and narrow cuffs, exquisitely laundered and perfect fitting—a mammoth assortment at a very

Special Price Today 98c

500 dozen misses', children's and boys' Summer Underwear, worth up to 35c, go in lots at 3c, 5c, 10c and 15c each Ladies' Blue Jersey ribbed cotton, French Hosiery and silk Hosiery Underwear, go in lots at 10c, 15c, 25c each

EXTRA SPECIAL SALE OF LADIES', MEN'S and CHILDREN'S HOSIERY. Large bargain tables with ladies', misses' and children's jersey ribbed, fast black and tan, full seamless Hosiery, go at 3 1/2c and 6c pair. Ladies' extra fine gauge, fast black and fancy striped and plaid Hosiery, made full seamless and with double soles, worth up to 25c, go at 10c and 12 1/2c pair.

All the ladies' fine imported French Lisle Thread Hosiery, in black, tan and polka dot, also fancy plaids and stripes, worth up to 75c, go at 19c and 25c pair.

Large bargain squares, with big lots of men's Half Hose, extra fine quality, fast black and tan, plaids and fancy colored lisle thread and silk plaids, worth up to 75c, go in two lots at 10c and 19c pair

SPECIAL BARGAINS IN HOT WEATHER CORSETS. Ladies' perfect fitting Summer Corsets, made of the best quality of net, including some of the best well-known brands—the regular price \$1.00—all go at 19c, 35c, 49c. Big lots of Jersey Silk Mitts in black, tan and white—on bargain square at 12c pair.

Basement Bargains Saturday. Strictly all silk ribbon—worth 10c, at 1 1/2c yard.

Basement Bargains Saturday. Very wide strictly all silk ribbon worth 15c, at 3 1/2c yard.

Basement Bargains Saturday. Very heavy all silk ribbon, up to 5-in wide, worth 20c, at 5c Yard.

Basement Bargains Saturday. 12-in wide moire sash ribbon; worth 50c, at 5c Yard.

Basement Bargains Saturday. 10,000 yds. cotton challie, worth 5c, on sale at 10 o'clock, at 1c Yard.

Basement Bargains Saturday. 10,000 yards shirting prints, worth 6c, on sale at 10 o'clock, at 1 1/2c Yard.

Basement Bargains Saturday. 1,000 heavy chenille table covers, worth \$1.50 on sale at 10 o'clock at 59c

Basement Bargains Saturday. 1,000 yds. drapery velvet and corduroy, on sale at 10 o'clock at 15c yard.

## The Shoes we offer in this sale are known all Over the United States.

The leather in them is the best that money can purchase—the workmanship is absolutely unexcelled—and the fit perfect—The style is the very latest and most desirable—and the comfort to be derived in wearing them is a boon to mankind—We guarantee the wear and good qualities of every pair we sell—and we will give you your money back instantly if you can do anywhere near as well anywhere else—for even double the money.



Shoe Sensation Bargain No. 1 (on main floor). Your choice of 500 pairs Men's Fine Tan Shoes made to retail at FOUR DOLLARS and at FIVE DOLLARS a pair by Phelps, Dodge and Palmer Co., Chicago. Your choice for \$1.98 This includes Men's \$4 and \$5 Tan Russia Calf Shoes Men's \$4 and \$5 Tan Vici Kid Shoes Men's \$4 and \$5 Tan Willow Calf Shoes Men's \$4 and \$5 Tan Cloth Top Shoes in light and medium weight and heavy weight soles. All the newest Summer Styles.

Shoe Sensation Bargain No. 2 (on main floor). Your choice of 1200 pairs Men's Fine Shoes Made to retail in Chicago by "Foreman" at Five Dollars at Six Dollars at Seven Dollars a pair. for \$2.50 This includes "black"—Patent Leather high and low cut Shoes—Imported Enamel Shoes—Vici Kid Shoes—Calfskin Shoes—in all the newest styles and all widths—especially the "Slim feet."

Special Notice. SHOES You see advertised in all the magazines—such as the "Queen Quality" Shoe for women. "Julia Marlowe" Shoe for women. "Phit Eezy" Shoe for women. "Dr. Reed's Cushion" Shoe for men. Are sold by us and no one else in Omaha. We are special agents for these shoes.



Bargain No. 3 (on main floor). Your choice of 600 pairs Ladies' Black Vici Kid Cloth Vesting Top Lace Shoes in all sizes and widths made by H. B. Goodrich & Co. to sell at retail for Four Dollars a pair go in this sale at \$1.59 Bargains No. 4, 5 and 5 (in basement) 1,300 pairs Child's, Misses' and Young Ladies' TAN SHOES in button and lace—spring heels. Sizes 8 1/2 to 11 worth \$1.00 go at 69c Sizes 12 to 2 worth \$1.25 go at 79c Sizes 2 1/2 to 6 worth \$1.75 go at 98c Bargains No. 7, 8 and 9—1100 pairs. Ladies' Oxford Ties and Slippers Worth up to \$2 a pair, go at 59c, 75c, 98c Men's Good Shoes..... \$1.50 Ladies' Serge Congress Shoes ..... 69c Boys' \$1.50 Bicycle Shoes..... 75c Infant's Shoes (1 to 5)..... 39c Child's Shoes (5 to 8)..... 59c Ladies' \$3 Shoes, sizes 3, 3 1/2 and 4.. \$1.00

In addition to the above we place on sale more different styles and kinds of ladies' and men's, misses', child's and boys' new summer black and tan shoes slippers and oxfords than any two shoe stores in the west put together. It is almost impossible to ask for a style or grade of shoe we have not got and what is still better—we have it to sell for very much less money than you could get it elsewhere. We employ more shoe salesmen than any three stores in Omaha put together. That's because we have so much business and need them to wait on our customers. People like the way we sell shoes.

BOSTON STORE, OMAHA. J. L. BRANDEIS & SONS, Props. BOSTON STORE, OMAHA. J. L. BRANDEIS & SONS, Props. BOSTON STORE, OMAHA. J. L. BRANDEIS & SONS, Props. BOSTON STORE, OMAHA. J. L. BRANDEIS & SONS, Props. BOSTON STORE, OMAHA. J. L. BRANDEIS & SONS, Props.

### SATURDAY NIGHT CLOSING

Address to the Public by Six Leading Retail Firms of This City. To the Citizens of Omaha and Vicinity: The growth of our city has been rapid, so rapid indeed that we still unconsciously adhere to some of the customs which prevailed when we were a town of a few thousand inhabitants. One of those customs is the keeping open of our stores on Saturday evening until 10 o'clock. This is done at a great sacrifice of energy and considerable expense on the part of employers and employees, and yet no one has had the courage or forethought to suggest a change in keeping with the changed conditions of our city. The consequence is that we are somewhat behind the times and in the matter of early closing behind our sister cities, both east and west. A new law passed by the legislature of Nebraska, through the influence of the labor

bureaus of the state, requires that all women employed in public work should not labor more than ten hours in any one day and this law has brought to our attention in a practical way the fact that keeping open on Saturday evening necessitates employing both our men and women for twelve hours. This is much too long for a day's work for either men or women. Therefore, after careful and serious consideration, we, the undersigned merchants, have come to the conclusion that the only proper solution of the matter is to acknowledge the justice of the law and consequently close our places of business each evening of the week, including Saturday, at 6 o'clock. It might be possible to arrange with the women employed by us so that we could evade the law and have no trouble so far as the state was concerned, but we think the law a just one and that it is in keeping with the humane tendencies and spirit of our progressive age. We therefore feel it our duty, so far as is possible, to conform with its spirit, as well as its letter, and so

close our business at 6 o'clock, thus securing to ourselves and our employees, male and female, the needed rest, leisure and recreation which was the purpose of the law. In doing so we need the co-operation and assistance of the public, and we therefore respectfully and earnestly appeal to you to sustain us in this movement. You can do so in many ways. It is, indeed, almost wholly in the hands of the women of our city, and we are confident that when the matter is brought to their attention they will realize and appreciate the duty and responsibility which rests upon them. We appeal to the women of this community on behalf of the young women who are compelled to work for a living, and on behalf of all others, employers and employees. You can assist us in this without any actual sacrifice or self-denial, by arranging to make your purchases during the day, before 6 o'clock, including Saturday. Pledge yourself to do so, and as a matter of honor, and for the good of those who serve you, keep faith with your own sense of right.

That is all. We do not ask you to boycott anyone, or to change the channels of your trading. If you do what we ask then there will be no one to boycott, for without trade no one will keep open evenings. Early closing need in no way interfere with your convenience, and you should esteem it an honor to be able to help a genuine reform with so little trouble. Come early and do your shopping by daylight. Help us to conform with the spirit of the law which you, through your representatives, have enacted, and help our employees to obtain the fullness of the boon which you have thus provided in this law. We guarantee to you the prompt and careful attention that comes naturally from those who have had proper rest, leisure and recreation. W. H. BENNETT COMPANY, THOMPSON, BELDEN & CO. THOMAS KILPATRICK & CO. KELLEY, STIGER & CO. MRS. J. BENSON. H. HARDY & CO.

### WAR AMONG THE BOOTBLACKS

Owners of Sidewalk Stands Will Vigorously Resist Attempt to Impose License Fee Upon Them. When the city council gave ear to the request of some of the bootblacks of the city for the passage of an ordinance to license the sidewalk chairs the members had little idea of the real issue involved, which is nothing less than the leadership of the "parlors," which two prominent owners of "parlors" are struggling for. There is a division between the sidewalk bootblacks and those who work inside, but the lines are not strictly drawn, as one who may be said to be the leader of the anti-license faction is the owner of an indoor establishment. One of the bootblacks who appeared before the council last Monday to ask for the passage of a license ordinance works in a shop owned by Herman Cohen. His reasons, as published at the time, were that the street workmen came to the city

in the summer, paid no rent, and simply took away what money they could make during the season of the year in which they could keep their stands in the open. It was urged that they were not permanent residents of the city and that the bootblacks who were permanent residents needed protection from them. It was thought that a license fee would put them more nearly on an equal footing with the men who paid rent the year round and remained in the city through the dull winter season. The men of Cohen's shop claim that it is the journeymen bootblacks, and not the proprietors, who are demanding the license ordinance, and that the proprietors have no interest in the matter whatever. On the other hand the sidewalk faction claim that they do pay rent for every stand in the city, and pay in many cases a high rent. They deny also that they are foreigners, and claim the same right to do business without a license as is enjoyed by the owners of parlors. Mogy Bernstein, the owner of a parlor, who is on the

side of the sidewalk men and against the ordinance, says that when the men from Cohen's shop came to him with the proposition to demand an ordinance of the council he refused to join the movement and is strictly against it. He says that he is a loser by reason of the sidewalk stands, just as every owner of a parlor is, but that he does not consider that fact an excuse for trying to drive others out of business. "Live and let live" is the position he takes. Polish is another element in the complicated situation. Both Cohen and Bernstein are agents for Polish and this fact is probably the explanation of their struggle for leadership, although the Cohen men claim that the fact that Cohen is an agent for Polish proves that he could not be interested in driving any bootblack out of town. Cohen's adherents say that the council will have to pass the ordinance, while Mogy Bernstein is just as sure that they will never be allowed to. The largest soda-ash plant in the world is to be erected at Akron, O.