

TOMORROW'S BOSTON STORE BARGAIN DAY

Everybody's coming to us! Everybody talks about us! Everybody buys of us! Boston Store packages will be visible all over the whole town tomorrow! All you'll hear; all you'll see all day long will be "Boston Store bargains;" they're simply great.

MARVELOUS VALUES IN New Dress Goods

Never before has the opportunity presented itself to buy such fashionable dress goods at the opening of the season for such ridiculously low prices. In this sale we will endeavor to out-do all previous efforts in the direction of offering fashionable and superior dress goods for less than manufacturers' cost.

75c Dress Goods 29c Yard
Silk and wool Novelty dress goods—over 200 pieces to select from—in every known weave—both plain and fancy. The noblest combinations, fashionable styles and colors. These goods were manufactured to sell up to 75c yard. We place the entire line on front bargain square Monday, at yard..... **29c**

\$1.25 Dress Goods 49c Yard
Special sale for Monday. During the past week we have secured some exceptionally attractive values in those popular and stylish cloths so much in demand, including French Venetian, Broadcloth, English Cheviot, Home-spuns, Coverts and Habit Cloths. These goods have been steam finished, will not spot and are extra wide. No such values ever shown for the price. As a leader we place this line on sale Monday at, yard..... **49c**

\$2.00 Dress Goods 98c Yard
In Monday's offering we place on sale a new arrival of 100 pieces Imported Novelty Dress Goods. Every yard of these goods bear the imprint of superior quality, and they go at a price that is most remarkable. New Granite Cloths, Scotch Home-spuns, Whipcords, Diagonals, Clays, Express Cloth, Meltons and Vicuna Serges. In short the most stylish weaves and colors shown this season. Monday they go on sale in dress goods department at, yard..... **98c**

Black Silk Crepons, \$1.25, \$1.49, \$1.98 Yd
Exquisite Black Crepons. The finest and largest collection of these popular black fabrics ever shown in Omaha. Nothing newer—nothing more fashionable—nothing more correct than our display of Black Mohair and Silk Crepons. 50 pieces direct from the Importer, including the choicest raised blazer and puff Crepons. Go on special sale Monday in Black Dress Goods Department at, yard..... **\$1.25, \$1.49 and \$1.98**

50c Dress Goods 15c Yard
Extra special. 300 pieces double width Novelty Dress Goods—even and broken checks, plaids and mixtures—suitable for school dresses, wrappers, etc.—in a large variety of colors. These goods are worth 50c. Go on special sale Monday at, yard..... **15c**

SPECIAL SILK BARGAINS

You can save money on all kind of black and colored silks by visiting Boston Store silk department, which is headquarters for all that is new and handsome in reliable black and colored silks.

\$3.00 McCreery Silks for 69c Yard
Tomorrow we give you the choice of over 6,000 yards James McCreery & Co.'s finest and highest grade of Silks—running in lengths from 3-12 to 12 yards.. **69c**
Consisting of the best quality of colored taffeta, stripes, plaids and corded effects, Persian designs, poplins and Bengalines, that were sold in New York for \$3 yard. On sale Monday at silk department and bargain square for 69c yard.

50 pieces of black brocaded satin duchesse and brocaded silks in rich floral designs. Imported to sell for \$1.50 yard, on sale Monday at silk department for 49c yard..... **49c**

100 pieces of regular \$1.50 quality plain black figured gros grain faille, duchesse, rhadame, armure and peau de soie, both plain and figured, 24 inches wide, warranted to wear well, on sale Monday at, yard..... **98c**

75 pieces of fancy ombre stripes, printed warp taffeta, new crepe metor and taffeta metallique, the latest for fancy waist, sold everywhere for \$2.00, on sale Monday at \$1.19..... **1.19**

FASHIONABLE MILLINERY

Rich and elegant Hats, many of them imported model hats from the French and English milliners, as well as American patterns and copies from our own workroom—on sale tomorrow at—

\$5, \$7.50, \$10, \$12.50



Sale of the entire stock of Trimmed Golf & Walking Hats of one of the largest houses in New York AT LESS THAN HALF PRICE.
Ladies' ready to wear street hats, trimmed with quills and velvet, in all the new colors, worth \$1.00—on sale at..... **25c**
Ladies' and misses' golf hats, trimmed with silk and eagle quills, worth \$1.50—on sale at..... **59c**
Trimmed tam crown walking hats, trimmed with felt bows and quills, elsewhere sold at \$2.00—on sale at..... **75c**
The new "Sensation" latest style street hat, large braided tam crown, trimmed with velvet bow and eagle quills, shown only by us, at the popular price..... **1.98**

Tailor-Made Suits, Jackets, Capes, Furs Tailor-Made Skirts, Etc.—as They Should Be.

Monday 200 Special Jackets

—Every thread of which equals if not surpasses jackets that were bought so greedily last week, made up in many desirable styles, which are original with us and which have created so much commotion—our price for Monday..... **\$9.98**

Special Offering in Rainy Day Skirts.

All the best and newest materials in gold-plaid, 15-h color combinations and new heavy woolen chevots, made up especially to our order, a very nobby style, with eight or ten rows of tailor stitching, hip pockets and deep hems, made in black, navy, brown men's Scotch suitings—skirts well worth \$12.50—\$8.50 but as a bargain opportunity, yours for..... **8.50**

Ladies' Jackets

—made from heavy melton, double-breasted shawl fronts, buttoned through with six horn buttons, storm collar, silk stitched seams and edges and new platted sleeves, easily retailed at \$7.50, but your opportunity is tomorrow's sale..... **\$4.98**

Tailor-Made Suits

In tight-fitting, single and double breasted and the newest of cuts and shapes—in Home-spuns, Broad-cloths, Chevots, Serges, etc., etc., in black, browns, and the new gray oxford shades. Our name on a coat has become sufficient guarantee for style, cut and fit, and these carefully designed suits are to go tomorrow for **\$12.50**



\$17.50 Cheviot Suits \$9.98

These are very late arrivals, but have now reached us by express. We intended they should be sold for \$17.50. They are tight-fitting style and double stitched throughout. The jacket is lined with the best of taffeta, and the skirt with a very good quality of percaline—new, fashionable and distinctly up-to-date suits that we cheerfully will compare with any purchasable for half again as much money as we permit them to be sold for—Tomorrow's selling price for this item—only..... **\$9.98**

Kersey Jackets \$6.98

Positively the best jackets obtainable the world over, with box plaited and the new coat back, good quality satin lining. This coat is full strap seams and half tight fitting, double breasted front and coat collar, a very nobby jacket in black—only..... **\$6.98**

Children's and Misses' Jackets

We offer for tomorrow an extra quality two-toned boucle jacket, made with large storm collar and fancy button trimmed—a regular \$6.00 coat—for..... **\$2.98**

Fashionable Furs

We are pleased to state that our stock of ladies' Fur Coats, Jackets, Colarets, Muffs and Scarfs was never so complete or assortment so varied and we are in a position to fearlessly throw down the gauntlet when showing genuine Alaska seal, Russian sable, Hudson Bay sable, chinchilla, stone marten, Persian lamb, ermine, beaver etc. For example, 500 black marten scarfs, full fur and large skins, with cluster of six tails, a very desirable, showy and heavy rolling collar; tomorrow's sale of these will not fail to be enormous, so do not procrastinate..... **\$3.98**

BE SURE TO COME TO OUR SHOE SALE.

BOSTON STORE

ATTEND THE Big Sale Clothing

\$1.50 Kid Gloves 39c
One bargain square of all the odd lots of real French Kid Gloves—in hook, button and cheap, in black, white and all colors; some slightly mused. The regular price, if perfect, would be \$1.50 pair—all go at, pair..... **39c**

20c Hosiery 6c Pair.
Ladies' fast black Hose, in plain and heavy ribbed, full seamless, double heel and toe, all sizes, worth up to 20c, go on bargain square at, pair..... **6c**

Boys' and girls' heavy and fine ribbed School Hose, fast black, full seamless—some with double knees—regular price up to 25c—go on bargain square at, pair..... **6c**

One large bargain square of misses', children's and boys' Underwear—in heavy fleeced, camel's hair natural wool and jersey ribbed, worth up to 50c, all go at, each.. **19c**

\$1.00 Underwear 39c
One large bargain square with hundreds of dozens ladies' fine Underwear, in fall and winter weights. In this lot will be found fleeces lined, Egyptian ribbed, Saxony wool, silver gray ribbed, camel's hair and natural gray Underwear—regular price up to \$1.00—all go at, each..... **39c**

10,000 pair all wool Yarn and Zephyr Knit Mittens for ladies, children and infants, worth up to 25c—all 5c and 10c go at, pair..... **5c and 10c**

500 dozen gents' extra fine hemstitched hand embroidered initial Handkerchiefs, with all widths of hems, 25c quality, go at, each..... **6 1/2c**
5,000 yards of good quality bias corded Velveteen Skirt Binding, go at, yard..... **2c**

MONDAY BARGAINS IN BOSTON STORE BASEMENT

10,000 yards Outing Flannel 1 1/2c Yard	10,000 yards full standard Comfort Prints 2c Yard	10,000 yards Twilled Toweling 1 1/2c Yard	10,000 yards 4-inch Wide All Silk Ribbon 1 1/2c Yard	10,000 yards Full Standard Unbleached Muslin 2 1/2c Yard	10,000 5-foot Curtain Poles, any color of wood 1c Each	10,000 Fringed Opaque best grade Window Shades, worth 50c, 15c Each	10,000 yards all linen 22-inch Plaid Toweling, worth 20c, 5c Yd.	10,000 yards best grade Windsor Dress Sateen, worth 32c, 5c Yd.	50 dozen All Linen Plaid Towels, worth 12 1/2c, 5c Each	600 dozen all linen Satin Damask Towels, worth 85c, go at 15c Each
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CLOTHING SALE



We make it our business to give you the best clothing you can buy for your money in Omaha. That is what has made our trade as big as it is; nothing else. A very little profit is all we require; our cash discount alone is more than enough to allow us to save you a very great deal; then the good qualities of our clothing are so apparent and the prices so very low in comparison to others; it is no wonder we do a tremendous business. Our clothing sales are always laden with extraordinary Bargains, but tomorrow we give values that exceed any we ever gave.

At \$4.95 Men's Reliable Business Suits—for fall and winter wear, made of casimere and tweed, single and double breasted styles—stripes, checks and mix ures—would otherwise cost \$7.50—we are able to sell them at..... **4.95**

At \$7.45 Men's good Fall and Winter Suits
All this season's newest styles, in imported English clay worsteds, cassimeres, fancy chevots, single and double breasted sack, cutaway and frock styles, lined with good serge and Italian cloth. Would otherwise cost \$12, but we are able to sell them at..... **7.45**

At \$9.95 Men's very fine fall and winter weight suits
An immense variety of this fall's most elegant patterns in all the most popular fabrics, including fancy worsteds, imported black colored and unfinished clay worsted and fancy chevot, with single and double breasted vests, lined in first class manner, made by experienced tailors, sewed with silk. Would otherwise cost \$15. We are able to sell for..... **9.95**

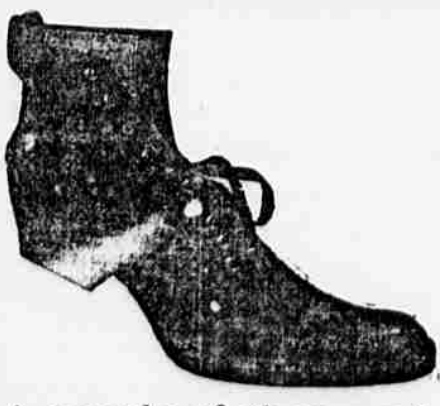
At \$12.50 Men's handsome fall and winter suits
All the most desirable goods, most popular patterns, in striped worsteds and cassimeres, as well as plain and fancy checks; made, cut, tailored and finished according to our orders. Would otherwise cost \$18. We are able to sell at..... **12.50**

At \$19 Men's Fine Fall and Winter Suits
Made from the very finest imported and domestic woolsens and worsteds, cut in the height of fashion, trimmed and lined in the very best way. Would otherwise cost at least \$30. We are able to sell them at..... **19.00**

At \$5 Men's Covert Cloth Top Coats
For fall and winter wear, in every new fashionable shade, from light tan to stylish oxford and brown—dresy and perfect fitting. Would otherwise cost \$7.50. We are able to offer them at..... **5.00**

At \$9.98 Men's Latest Covert Cloth Top Coats—For fall and winter wear. Entire body and sleeves of the coat lined with skinners' guaranteed silk, or latest two-toned fancy silk. Excellently tailored, extra custom work, every seam silk piped. Every style of pocket. Every correct shade and length. Would otherwise cost \$15.00. We are able to sell for..... **9.98**

500 Pairs Ladies' Fine Lined Boudoir Slippers,
In blacks and colors, worth a Dollar and a Quarter..... **69c**



We Continue the Great **\$1.69 SALE MEN'S SHOES** Actually Worth Three Dollars.

A couple of thousand pairs more go on sale tomorrow. The same genuine Good year welt sole, calfskin and coltskin shoes, in all the new winter styles and lasts as the first lot. Every pair warranted. Every pair made to retail for three dollars—but yet on sale Monday for one sixty-nine a pair. There's no limit. You can do as the others have done—buy three or four pairs—if you want. You'll be glad of the chance, when you see the shoes.



IT'S THE SAME WAY WITH THE **LADIES' FIVE DOLLAR welt SHOES** WE ARE SELLING FOR **\$2.50**
They're all sizes and widths from AA to E, from 2 1/2 to 9, all in the very latest styles. In **FINEST VICI KID** and in **WHITE BRGS. BEST BOX CALF**, in the new coin toe and the new mannish last, every pair worth Five Dollars.

200 PAIRS Ladies' Fancy Plaid Top Fine Vici Kid, New Coin Toe, Lace Shoes
—Go on Bargain Square at..... **\$1.98** All sizes and widths.

Special Shoe Snaps in Basement SHOES & SLIPPERS
At 7c, 25c, 39c, 59c, 69c, 75c, 85c, 98c, \$1.25.