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Prices change, times change, people and stores change. Everything, money, politics, friends change. But the greatest change of all is the change of price, when you change to trade at Boston Store. The time has come, and we are eager and ready to prove it again, that Boston Store prices are beyond competition. That's one of the reasons why



BOSTON STORE

N. W. Corner 16th and Douglas, OMAHA.

WILL COMMENCE TOMORROW ITS SECOND GREAT, MIGHTY, SUPREME AND IMPOSSIBLE TO IMITATE OR DUPLICATE

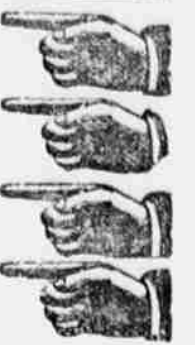
A Merchandise Distrbance Born of the Present Times Watch it Grow.

CHALLENGE SALE

GREATEST SALE THE TIMES HAVE PRODUCED.



Six weeks ago we jammed our store. Crowded it from roof to cellar. All Omaha was in it to attend our first Challenge Sale. People then gazed, wondered and bought, until even we thought the limit of buying was reached. But since then the change of circumstances have thrown such marvelous bargains in our way that in duty to ourselves and our customers, we must prove again that no store in the whole wide world can equal Boston Store, or even mimic our bargains. During the last two weeks we, Boston Store have received



OVER \$200,000 WORTH BRAND NEW DESIRABLE MERCHANDISE

This much in the last two weeks. Imagine then the colossal amount that has been crowded in our block and in our warehouses and stockrooms in the past 60 days, and every dollars worth paid for spot cash. No other store in the west can show such a record as this.

Most Extraordinary Challenge Sale Prices Dress Goods, Silks, Velvets. 350 pieces of 42-inch All Wool Novelty Suitings, 19c. 100 pieces of black and fall colors in 40-inch cashmeres, including evening shades, these are actually worth 39c a yard; in our challenge sale at 12c a yard. 12c. 100 imported dress goods at \$1.98 for entire pattern of 7 yards, in the greatest assortment of rough effects, novelty and fancy weaves, in Henriettes and cashmeres, in fact all these goods are strictly all wool and actually worth 69c a yard, but in our challenge sale on "Bargain Square" at \$1.98 a pattern. \$1.98. The greatest variety of black and colored crepons in Omaha, all 46 inches wide, \$1.25, \$1.50, \$1.98 and \$2.98 a yard. Worth up to \$6.00 a yard. \$1.25, \$1.50, \$1.98, \$2.98. 75c Silks 25c. 50c Silk Velvets and Velveteens 10c. Cloakings 50c.

Challenge Bargains, All New Goods, From the Bankrupt Milton Knitting Mill. Underwear, Hosiery, Gloves, Mittens, Knit Goods. Ladies' entire suit fast black wool underwear, VESTS AND PANTS, 30c. Ladies' extra heavy cotton fleeced lined derby ribbed VESTS AND PANTS, 29c. Ladies' Saxony ribbed wool VESTS AND PANTS, 39c and 49c. Ladies' strictly all wool underwear and medicated scarlet VESTS AND PANTS, 49c. All kinds of Children's Underwear -AND- Camel's Hair Vests and Pant's -FOR- 15c 19c and 25c. Boys' and girls' all wool Camel's Hair Underwear and wear Medicated Scarlet VESTS AND PANTS -GO AT- 25c and 39c.

CHALLENGE BARGAINS in Dress Linings. Selling the Dress Lining, Extra Twilled Silesias, all colors, 10c. All Pure Linen Canvas, Scrim and Grass Cloth, any color, a yard, 10c. Best quality 33-inch book fold Crinoline, Black, Brown and Drab a yard, 6 1/2c. Splendid quality 26-inch Cotton Hair, 8 1/2c. All colors of Sheet Wadding a sheet, 1 1/2c. Ladies' hand knit and crocheted Fascinators worth \$1.00, 39c. Ladies' and Infants hoods silk caps and bonnets, 19c, 39c, 49c. Misses' and Children's German Wool Fascinators, 15c.

CHALLENGE BARGAINS in the Basement. Best Standard Prints Worth 7 1/2c, 2 1/2c. Best 8 1/2c Black and Red Prints, 3 1/2c. Extra heavy twilled Roller Toweling, 3c. Fine all linen 10c grade Crash Toweling, 5c. 10c White Shaker Flannel, 3 3/4c. Finest grade white Wool California Blankets, Worth \$3, \$2.50 and \$10 just a trifle soiled air, \$2.98. 40-inch wide imported Dotted Drapery Swiss, Worth 35c, 12 1/2c. VERY BIG BARGAIN IN LITTLE THINGS. A dozen spools of Basting Thread for, 1c. Linen Thread, per Spool, 1c. Machine Thread per spool, 1c. Best Imported ZEPHYR YARN, per lap, 2 1/2c. Ice Wool, best grade, per box, 9c.

\$1.50 Worth \$7.50. LADIES' TAILOR-MADE SUITS. In wool serge, like this picture, worth \$7.50. \$1.50 All sizes.

ELECTRIC AND ASTRAKHAN FUR CAPES. Extra long, 120-inch sweep, worth \$25.00, go at \$12.50. \$12.50

All Wool Chinchilla - JACKET - Worth Fifteen Dollars. Lined Throughout. In the same style as this picture. \$7.50

Fur Edged, Handsomely Braided BEAVER CLOTH DOUBLE CAPE. Worth up to \$9.98 for \$3.98. Retail up to \$9.98, for \$3.98.

ALL WOOL BOUCLE OR SMOOTH CLOTH - JACKET - Black, brown and navys, like this picture. \$4.98

Plush and Velours : CAPES : In the greatest variety, elaborately trimmed with beads, in sale from \$7.50 TO \$35.

Eiderdown Flannel Wrapper. Extra heavy, velvet trimmed, worth \$3.50. \$1.98

Challenge Price \$3.00. Here's bargain No. 1-A complete line of ladies' hand turn Button and Lace Shoes, finest imported donola kid, extreme new style, needle and razor toe, in all sizes and widths from A to EEE, regular \$6.00 and \$6.00 shoes, for \$3.00 a pair.

Challenge Price \$3.00. Bargain No. 2-Full complete line of ladies' custom made welted sole fine kid Button and Lace Shoes, in all the extreme new styles, narrow square toe, square toe, needle toe, bent up or Tokyo toe, and 20th century shoes, etc., made on the English lasts, in box calf, worth \$5.00 and \$7.00, go at \$3.00, \$3.50 and \$4.50.

Challenge Price \$3.50. BARGAIN NO. 3-2200 pairs ladies' fine donola shoes, all styles -button, lace and congress, worth up to \$4.50 go at \$1.75, \$2, \$2.50.

Challenge Price \$3.00. Ladies' 4 Spring Heel Shoe, \$2.50.

Challenge Price \$3.00. 20th Century Boot for ladies, \$4.50. Challenge Bargains OVERGAITERS, 7c Over-gaiters, 25c. \$1.25 Overgaiters, Extra high cut, 49c. \$1.50 Overgaiters, Extra high cut, 59c.

Challenge Bargains MEN'S UNDERWEAR. From the Bankrupt Milton Knitting Mill. Six cases men's heavy gray French neck UNDERWEAR, 16c. Men's heavy wool underwear, men's double breast natural gray underwear, men's fancy colored striped underwear, all at 35c. Dr. Wright's health underwear, color fast, extra high cut, French English V-neck, French cashmere, and all other underwear, 75c.

Challenge Bargains 1500 BOYS' SUITS & OVERCOATS. 1000 BOYS' Heavy Winter SUITS (4 to 14 years). In all wool cashmeres and chevots -double and single breasted, worth up to \$7.50, go at \$1.59 AND \$2.50. Boys' heavy wool shirt and fancy ribbed UNDERWEAR, 25c. Worth 75c.

Challenge Bargains 500 SAMPLES Young Men's, Boys' and Child's OVERCOATS. With or without capes, worth up to \$10.00, go at \$2.50 AND \$3.50.

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