the absolute fidelity with which we back up our advertisements with facts---not only every day dur-

ing these many years, but especially also in our challenge sales---when we give such sensational values.

These challenge bargains are really so great that some few people have told us personally that they really did not

That's Just What We Want You to Do Too---You Come and See Tomorrow.

think it possible for anyone to give them so much for their money, but that they'd come and see anyhow.



MEN'S SUITS

We challenge anyone to show as fine clothing as we do and to sell it for so little money. The immense quantities of the very newest-swellest-most correct clothing of the seasonfor men and boys-which we now carry is in itself a proof of the trade we have and the contant increase in the demand for the high class garments we sell. In prost of it we offer temorrow most extraordinary

We Challenge

Any Store

in the

United States to

Equal These

Bargains

black sateen,

plain swiss, etc.

C

10,000 yards

36-inch wide

percale long

nants, worth

mill rem-

15c, go at

bleached

muslin, worth

10,000 yards

plain white

dotted drap-

ery and dress

swiss, worth

10,000 yards

corded ging-

ham mill

remnants.

worth 12½c,

10,000 yards

full standard

dress prints,

10,000 yards

lawns, worth

IC

10,000 yards

36-inch wide

10,000 yards

32-inch wide

worth 25c, at

10,000 yards

bicycle cloth,

worth 121c,

go at

imported

ginghams,

imported

percales,

go at

new fancy

pieces, not

remnants,

goat

8 c. full

worth 71c,

go at

15c, go at

7½c, go at

long mill rem-

and Colored Black DRESS

\$2.50 Black Dress Goods 49c. 75c and 98c

10,000 yards grade black crepons in the new blister ef- and all evening tects, pure wool and mohair. These are shades, go Monday organdies, plain \$2.50 yard, but go on sale in dress goods nants, worth 15c.

A late arrival of new black fabrics, including extra fine mohair, brilliantines in plain and fancy weaves, seeded armures, hair sicilians, storm serges

\$1.50 Black Cheviots 98c

steam finished cheviots, guaranteed not to and cheviots, in all the late pastel shades. spot, the most popular spring fabrics, has the proper weight, and is actually worth \$1.50 yd., on special sale Monday... 10,000 yards full standard

GOODS

50c Colored Goods 25c 50c wool cashmeres in black,

Having bought 50 amorted pieces of high reds, blues, browns, cream

\$1 Novelty Dress Goods 69c 69c for choice of large assortment of the latest novelty weaves corded poplins, English granite cloth, two-toned vigoreaux, crystal bengaline. diagonals and cheviots, in all figured mohairs, Jacquards, very wide mo- the new and correct colors. These goods are positively line go on special sale

\$1.50 Tailor Suitings 98c

All the new tailor suitings, broadcloth department, we offer 10 pieces 58-inch English camel's hair, satin faced venetians Never have been shown for less than \$1.50 yd. Monday they go on

75 pieces new plain taffetas, fine quality, in; cluding all the new scarce shades, positively

worth 85c, Monday's price \$1 Panne Liberty Silks 59c

75c Pongee Silks 39c

60 pieces new Panne Lib- 35 pieces natural pongee erty silk, the first in Omaha, 20 different shades, also black and white, worth \$1, special price 59c silk, the scarcest thing in the silk market, worth 75c, at 39c

\$1.00 Foulard and \$1.39 Taffeta Silks at 69c

60 pieces new Cheney Bros. imported foulards, all new styles and 24 inches wide, some exclusive patterns, new rose, grays, blues, heliotropes, worth \$1.00 yd., Moday's price

18 pieces guaranteed black taffeta. positively the best value ever given in black taffeta, every yard perfect and 27 inches wide, worth \$1.39, Monday's price, yard

10,000 yds. strictly all linen Scotch table damask, worth 50c, go at—yd

Extra heavy quality all pure linen, fine German table damask, worth 75c, go at

two-yard wide double satin damask at--yard.

69c, 85c and 98c Most of them worth double.

Grand special offering in Dinner Napkins at

39c, 59c, 69c, 98c, \$1.98, \$2.98

doz. Every one a genuine bargain Immense bargain in nearly 1,000 dozen all linen satin damask and knotted fringe

huck towels, worth 25c-Grand special sale of all-linen

roller toweling at 5c, 7c and 10c yard.

Immense bargains in Cotton Huck Towels, worth 15c.

At 31c and 5c each. Special offering in one big lot-22-inch wide all linen

whose cloth-would be cheap at 25c-go at yard

Immense bargain in 2-yard wide Dresser Scarfs, worth 25c, at



Grand Challenge Sale LACES.

Every yard guar-anteed to be onehalf regular price 500 bolts of every style and width of French Valenciennes Lace and Insertion, very nest and dainty patterns, worth up

ic, 2c and 3tc yard.

Torchon Laces and Insertions in extra Many special bargains in fine quality, all widths, in matched sers, worth up to 25c, go on bargain table at 21c and 5c yard.

10,000 yards New Laces for spring, almost very style you could ask for, including Normandy Valenciennes, Point d'Esprit, Net Top Oriental and Applique Laces, worth

at 10c and 5c yard.



white handkerchiefs, in all stitching, worth

Hundreds of dozen of all styles Fancy Colored Border Hundkerchiefs, all sizes, suitable for ladies, men and children, regular price 12%c, go on bargain counter at each.

Woodbury's Grand Toilet Articles Are nearest perfection for daily use in toilet, bath and nursery. They are pure, sweet, harmiess and can be used with perfect safety on the most delicate skin. A weeks' trial will fully demonstrate their

Woodbury's Facial Sonp, Fa-cial Cream, Violet Powder and Sental Cream, regular price 25c, our price, 18 cents

49c in Drug Dept.

Monday



Monday. Knowing that we would close out nearly every hat on Saturday before Easter, we have purchased

Will Arrive

and go on Sale

3000 New Pattern Hats which will arrive here for Monday's Sale. These are all the latest creations

in Trimmed Leghorns, all black hats, walking shapes and dress shapes, including the new heliotrope shades, grays, tans and browns. These hats have never been bandled or picked over, and 5 we invite the ladies of Omaha to visit our millinery department Mon-Special \$5 lot, including trimmed Leghorns, of

Turbans, Walking Hats, dress shapes. In this immense assortment you will find the very best trimmed hats for the money that can be produced. Your choice of these hats, which are displayed on four bargain tables, at

Our \$2.50 Hats are beautiful, every one of the latest shape. trimmed with sheer material,

\$950

50c \$2.50 For a big lot of Odd Jackets in the new shapes, all woo 1 coverts, each 10c

DRAPERIES AND LAGE CURTANS

also Irish Point, Fish Net, etc., all worth up to \$5-go at

\$5.00 Lace Curtains \$2.98 Many lines of very fine Nottingham lace curtains, \$7

\$3.50 Nottingham Curtains \$1.98-

\$10.00 Lace Curtains \$5.98

10 styles of beautiful

de calais, all high class curtains,

none worth less than \$10.00, go

scrim, worth 10c yard,

10 styles of beautiful Brussels, Irish point, point

100 different styles fine Nottingham Lace curtains, extra large size, fine quality, every pair guaranteed a bargain-Most of them worth \$3.50 pair-go at

10,000 yards lace curtain

-we offer in one big lot tomorrow-at.... 25 styles of elegant satin derby \$198 One big lot of the very latest portieres, full length, worth pair of the properties and colors, worth \$7 pair, go at..... \$398

pair styles and colors, worth \$7 pair, go at..... Bables wanted! All sizes, to fill vacancles to our dainty infants' shoes. We have an unusually attractive assortment of babies' shoes in all colors of the rain-

PAt 15c, 25c, 39c, 50c, 75c, 98c, \$1.25.

little baby and the littlest baby of all.

LADIES' SHOES THAN OTHERS SELL FOR \$2.50

LADIES' SHOES THAN OTHERS SELL FOR \$3.00.

LADIES' SHOES THAN OTHERS SELL FOR \$5.00.

FOR BETTER MEN'S SHOES THAN OTHERS SELL FOR \$2.50.



Beginning tomorrow, the third week of our annual challenge sale---we call your attention again to Challenge Sale Clothing

We Give Away Free

of a boys', youthe or child's suit

A Base Ball Bat, A Base Ball, Base Ball Mask or

Pair of Boxing Gloves.

Notions

Grand

Challenge

Sale

All the 25c

nut and bolt

go at only....

10c finishing

boltJu

steel shears

go at

braid,

Challenge Sale SILK LINED

Special values bought at less than manufacturers' cost and placed on sale tomorrow. As we buy, so we sell. Investigate this big offer. Every garment exclusive. No du plicates.

85 FOR SILK LINED SUITS-WORTH UP TO \$25.00. ALL SIZES AND ALL STYLES. EVERY SUIT A POSITIVE BARGAIN, Silk Lined Suits, worth up to \$40.00.

pliqued Etons, swell tight fitting effects,

ade of imported cheviots, pebble cheviots, Venetians, etc. Material would cost this For Silk Lined Suits worth up to \$50.00. Elegant tailored garments, elaborate trimmed and stitched effects, beautiful Etons and novelty

ideas, only found in this sample line-there will be no duplicates, For \$15.00 Suits, special offering for tomorrow, a lot of stylish etons, fly fronts, tight fitting, etc., made of fine coverts, homespuns and Vene-

tians, jackets silk lined, skirts with box backs. Worth up to \$15.00-special tomorrow-\$7.50,

For \$10.00 Taffeta Skirts, made in the new 1900 ideas, some with accordion plaited bottoms, every one worth double-tomorrow's price only

SEPARATE JACKETS--SAMPLES.

for choice of a lot of samples, no two alike and impossible to duplicate. These jackets are worth up to \$17.50 each-for tomorrow the price is

Immense Assortment of Low-Priced Hats in our Basement- \$4.98 For a special lot of nobby, up-to-date separate Jackets and box reef-

5c boxes steel hair pins, six

boxes, go for.... C

10c Delong hook and eye imitations, card

15c wood towel racks.... 30

worth 15c dozen, go at, dozen 0 only Z 10c envelopes -all styles, go at, package ..

Adamantine pins, the 2c kind, go,

Brooks machine thread, spool C Basting thread, 2 spools

for C Embroidery silk, dozen spools

yards Mercerized ball,

Leather.

Greatest Special Sale of High Class Lace Curtains Omaha has even

\$6.50 Curtains \$3.98

25 styles of Irish point, Brussels, Fish net and

2.50 Lace Curtains 39c-One miscellaneous lot of all kinds Nottingham Lace Curtains, that generally sell as high as \$2.50 pair

25c Ladies' Challenge Sale Brush Summer Un- Binding In all colors, suitable

32C yd

5c yd

25c quality almost every

Dress Buttons

10c quality Double Warp

derwearjersey ribbed undervests in plain white, for binding any kind ecru and fancy colors, some with ellk crosilk taped, go on bar-

10c, 71c and 5c.

Velveteen Skirt Binding 250 dozen Ladies' mercerized Silk and Swiss Ribbed Undervests, also Richelieu in black and all colors. Ribbed Undervests in white, cream, pink and blue, silk ribbon trimmed, also with lace yokes and lace shoulder straps, worth

39c, 25c, 15c.



Ladies' Fine German Lamb Skin Glovesin every weight and ing black and style as the Juby trimming,

GLOVES white, with very neatly mbroidered stitched backs, every pair guaranteed and fitted to the hand at glove de-

Ladies' Extra Quality Imported English Suede Gloves, almost every shade, also twoimported direct by us. All toned effects, regular price

partment-at per pair.....

the very latest new spring colors, beauti- 25c yd., on bargain table at fully embroidered back, go at Glove Department

go on bargain counter at ic doz 12½c quality all shades of color, includ- all silk dress trimmings, same

style and color of

go on bargain counter at, yd., 32C

2,000 yards strictly All-Silk Fringed Moss Trimming-

FOR BETTER

In Tans, In Patent

20c silk elastics, pair only 50 10e oil cloth bibs, each Zu 25c Canfield dress shield

seconds, pair..... 50 25c French pompadour

Drapery pins bow, and can fit the little tots, including the baby, the

> Pins, the 5c kind, go 1

two papers C

for 30 All silk baby ribbon, three for C

crochet silk, only 2 Best grade pure crochet

Crochet cotton, yard

silk, ball, 50