

ESTABLISHED JUNE 19, 1871.

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There's No Use Talking, It Can't Be Denied--

Good Goods and Boston Store Prices WIN EVERY TIME.

We own our goods for less money than any other store in existence and can afford to sell them to you at a much lower price than any other store

WE DO MORE BUSINESS than any other store. It's all spot cash, both in buying and selling.

All Omaha Buys At Boston Store.

CHALLENGE SALE

Dress Goods--Silks

All new stylish patterns—the very latest, up-to-date styles—the kind you want and ought to buy.

- 75c Dress Goods at 25c yard. All wool French Serges, plain or with small woven designs, Persian designs in plain grounds, checks and plaids so stylish for waists, worth up to \$1.00 a yard, on sale on front "Bargain Square" at 29c

SILKS

- 75c yard wide Drapery Silks all new designs go at 25c

FROM THE BANKRUPT STOCK OF MILTON KNITTING CO.

- 40 Cases ladies' absolutely Fast Black Hose Extra heavy weight. Would be a bargain at 15c, at 5c

UNDERWEAR.

- Ladies' soft fleecy finished natural and camel's hair Vests and Pants, worth 75c, at 29c each.

CHALLENGE SALE CHALLENGE SALE CHALLENGE SALE BOSTON STORE N. W. Cor, 16th and Douglas St., Omaha.

\$50,000 SPOT CASH PURCHASE From one of NEW YORK'S most prominent manufacturers' whose stock recently fell into the hands of the sheriff. IT WAS SOLD AT AUCTION AND WE GOT IT CHEAP.

100 extra fine Kersey Jackets, inlaid velvet collar, quality and style right at \$19.00, go this week at \$6.98

Plush and Velour Capes, trimmed elaborately with cut jet beads, fur and leather trimmings, many of the garments imported and on sale from \$7.50 up to \$39.00. All of them exceptional bargains. \$7.50 up to \$39.00

Children's Cloaks. An unparalleled offer is that of 750 long cloaks in ages 4 to 14. These cloaks are made of fine beavers, plain and fancy chevrons, some of them fur trimmed, some braided, some velvet piping—all of them are made in this season's best styles, but \$9.00 and \$10.00 values though they are. all go at \$3.98

TREMENDOUS GLOVE SALE Women's 4-button Glace and Pique Kid Gloves, in a new assortment of shades, large pearl buttons to match, silk embroidered, in self color or black with white welt, regular \$1.25 and \$1.50 Gloves, 75c

MILLINERY Best quality of FRENCH FUR FELT, ladies' shapes and hats, black and colors, worth \$2.50, go at \$1.25

CROCKERY. English Decorated Dinner Sets formerly \$5.00 Challenge price \$3.75

Tomorrow's Challenge Prices Show It Stronger Than Ever.

Boston Store Prices Are the Lowest

Boston Store Goods Are the Best.

NO MATTER what we promise, we invariably fulfill that promise. We have everything we advertise, plenty of it, and exactly as we advertise it.

If you expect a good bargain, you'll get a much bigger one. Our business keeps on growing all the time.

WE HAVE EARNED OUR TRADE

Nothing like this Shoe Sale was ever Experienced in Omaha Before. It's Quality that counts as well as Price. WE WARRANT EVERY SINGLE PAIR IN WHOLE STOCK.

Challenge Shoe Bargain Here's bargain No. 1: A complete line of ladies' hand turn Button and Lace Shoes, finest imported dongola kid, extreme new style, needle and razor toe, in all sizes and widths from A to EE, regular \$5.00 and \$6.00 shoes, for \$3.00 a pair.

Ladies' Marvel Rubbers 45c It's a pure gum rubber—all in one piece and moulded by machinery. Every other shoe store sells them at a dollar—we sell them for 45c.

WARM SHOES AND SLIPPERS Ladies' warm foot Slippers 59c

MEN'S -SHOES Men's \$4.00 Goodyear welt Congress Shoes \$2.00

SUITS. 1000 Boys' Heavy All Wool, Double Breasted SUITS Size 4 to 14 worth \$3.50 \$1.59

Overcoats - 500 Samples Youths' - Boys' - Children's Overcoats, Reefers and Ulsters, Actually worth \$7.50. \$2.50

MEN'S UNDERWEAR. Men's heavy wool Underwear, men's double breasted natural gray Underwear, Men's fancy colored striped Underwear, all worth \$1.50 \$3.50

YARNS Ice Wool Yarns in all shades, Black and white. 9c

Dress Linings Imported all linen Canvas for dress facing 10c

Crinoline All Colors book fold 6 1/2c

Grass Cloth Pure all linen 9c

Sheet Wadding All colors 1 1/2c

Herringbone Cotton Hair Cloth 7 1/2c