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SINGLE COPY FIVE CENTS.



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. It's all spot cash, both in buying and selling.

All Omaha Buys At Boston Store.







All new stylish patterns—the very latest, up-to-date styles—the kind you want and ought to buy. We show more IT WAS SOLD AT AUCTION AND WE COT IT CHEAP. Challenge Bargain different styles than all the rest of the stores put togetherand as for prices, we challenge the whole world to name as low figures as we do.

75c Dress Goods at 29c yard. All 40 inches wide, guaranteed strictly all wool, in mixtures of cheviots, two-fold rough-effects, henriettas, and including yard and a half wide ladles' cloth

100 pieces of Dress Goods at 30c a yard. All wool French Serges, plain or with small woven designs, Persian de-signs in plain grounds, checks and plaids so styl-ish for waists, worth up to \$1.00 a yard, on sale on front "Bargain Square" at.

These are all wool and run in short lengths, many of them worth up to \$1.50 a yard, navy blues and tans, go at, yard......

Black Dress Goods—Forty pieces of Black Crepons, Alligator Cloth, Granite Cloth with fancy weaves, Mohalr Brilliantines, Boucle and other rough effects, from 69c up to

SILKS

SILKS

Urapery

50 pieces of all silk gros grain, blacks and colors, changewith woven figures waists and trim-mings, all worth \$1 Silk department at.

Velvet and Plushes,

Checks and Plaids, in Taffetas and Gros in Silk department.

FASCINATORS

Shawl Fascinators

worth \$1.00

Finest grade imported extra

Mose elegant line Children's

Hoods, Caps and Bonnets

Cotton Knit Socks that usually sell at 10c and

25c, now go at 5c and

and Infants' silk and wool

Men's fine seamless

ICE WOOL FASCINATORS

Ladies' extra large hand knit 700

39c

FROM THE BANKRUPT STOCK OF

Extra heavy weight, Would be a 50 bargain at 15c, at.

200 dozen ladies' imported seamless Hermsdorf dyed Fast Black Hose bargains at 15c, at......

Ladies' and misses' heavy ribbed and fine

Casamere All Wool Hose worth 35c

Ladies' finest and highest grade imported Fleece Lined Hose

Men's strictly all wool imported Cashmere

seamless Socks In grays and camel's hair, 220 would be a bargain at 25c..

Ladles' derby ribbed Saxony wool knit Vests and Pants, crocheted and silk ribbon trimmed, regular price \$1.00, go at 39c Ladies' 40-guage imported fleecy lined Hose, Hermsdorf dye, high spliced heel and double soles, worth 56c, at

Ladies' all wool medicated scarlet Vests and Pants, regular price \$1.25, go at 19c a Pair

500 ladies' wool Union Suits, button tops turquois and natural, 75c 500 pairs of infants' all wool cashmer Hose, worth 20c, go at

5c a Pair. 75c

Boys' and girls' extra heavy ribbed Schoo 15c a Pair.

Misses' and boys' all wool heavy and fine ribbed seamless Hose, all sizes, others ask 15c a Pair. Men's and boys' heavy ribbed full regular made double sole Bicycle Hose, all sizes, worth 75c, go at

N. W. Cor. 16th and Douglas St., Omaha.

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

Bargain No. 2: Full

complete lines ladies custom made welted

sole fine kid button and lace shoes,

in all the extreme new styles, narrow square toe, needle toe, bent

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



bent

From one of NEW YORK'S most prominent manufacturers' whose stock recently fell into the hands of the sheriff.



ets, inlaid velvet collar, qual- dies' hand turn Button ity and style right at \$6.00 and Lace Shoes, finest imported dongola kid, extreme new style, needle and razer

300 handsome black or blue all wool boucle Jackets half satin lined, regular \$9.98 Jacket, for this week at just half price, \$5.00

Stylish Short Jackets in Melton cloth in all sizes. worth \$4.50, for Monday JUL

In this purchase were a lot (no two alike) of The original cost to manufacture being about \$25 each



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

\$25.00 Cold weather Coats, made of extra heavy chinchilla and boucle cloth, all satin lined with large sleeves, and are made sleeves, and are made to sell at \$25.60, all will go on sale at..... \$9,98

500 Double Capes, made of plain cloth, beavers, extra long, large sweeps; a regular \$10.00 garment go at



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 cheviots, 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

00 Worth \$10.00

1000 Misses' Jacket in plain and boucle cloths -all the latest styles on sale at.....



Nomen's 4-button Glace and Pique Kid Gloves, in a new assortment of shades, large pearl buttons to match, silk em-broidered, in self color or black with white welts, regular \$1.25 and \$1.50 Gloves...... Women's Granoble Kid Gloves, 4 large pearl buttons plain or with 4 rows self or black embroidery; women's 4-button length Suede Mousquetaires, in black, brown, tans, gray and white, generally sold for \$1.75 and \$2.00. \$1.75 and \$2.09.

Women's Cape Gloves for street wear, with three horn buttons, terra cotta and wak tan shades; women's f-button heavy Pique Street Gloves, in black, tan and new reds, with heavy embroidery, usually sold at \$2.00 or \$2.25.

Best quality of FRENCH PUR FELT, la-dies' shapes and flats, black and colors, worth \$2.50, go at..... 1,000 real OSTRISH TIPS, worth \$1.50, go at 69c All our \$10 and \$15 PATTERN HATS \$1.58 Actually worth \$7,50.

CROCKERY.

Granite Cup and Saucer, 2c formerly 5c Challenge price

Quart Tin Tea or Coffee 50 Pot, formerly lic Challenge price...

Genuine Steel Butcher Knives, formerly 252 Challenge price.....

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: 100 extra fine Kersey Jack- A complete line of laneedle and razor toe, in all sizes and widths from A to EE, regular \$5.00 and \$6.00 shoes, for \$3.00 a

\$7. at \$3, \$3.50 and \$4.50. Here's the first time this price was ever made on

Ladies' Marvel Rubbers 45C It's a pure gum rubber-all in one piece and moulded by machinery.



welt Congress Shoes Men's \$3.50 Kangaroo

Calf Lace Shoes Men's waterproof Cork (150 at six dollars.

Men's Fire Proof \$300 Shoes....... 20th Century \$375 Shoes \$375

WARM SHOES AND SLIPPERS | 1 case very largest 50c Damask Towels Slippers 59c Ladles' warm feet

Ladies' fancy Juliets, warm lined beaver

Ladies' fur trimmed beaver Juliets Ladies' warm high cut button and lace Shoes,

\$1.00, \$1.35, \$1.50 Men's warm lined heavy beaver or felt, congress shoes...... Men's Slippers,

Child's Shoes. 39c, 49c, 59c Misses' Shoes. 59c, 75c, 85c Boys' Shoes... 75, \$1.00, 1.25 Carpet Slippers...... 10c



SUITS. 1000 Boys' Heavy

All Wool, Double Breasted SUITS Size 4 to 14 51.5 500 Boys' Elegantly Made High Grade Imported All wool Cheviot and Cassimere Suits, Worth Five Dollars.

240 SAMPLE SUITS-These are Young Men's 3-piece Long Pant suits, (sizes 12 to 18 years) of the highest grade and finest quality, really worth \$12.50.

.25 Overcoats -

Overcoats, Reefers and Uisters,

Youths' -- Boys' -- Childs'

Boys' and Young Men,s Strictly All Wool OVERCOATS-In Dark and Light Colors Worth \$10.00,



MEN'S UNDERWEAR.

Men's heavy wool Underwear, men's double breasted natural gray Underwear, Men's fancy colored striped Underwear, all worth \$1.69 Men's all wool scarlet Underwear, medi-cated; men's Hygenic fleece lined Under-wear; Morris Mills fancy striped Under-wear, men's English wool derby ribbed Underwear, worth \$1.50

Dr. Wright's Health Underwear, color Jae-ger's imported Underwear, English vicuna French Cashmere and all other Under-wear, worth \$2.00....



Damask with Napkins to plarig at \$2.95 a yard Challenge price tomorrow...... 980

All the very fine silver bleached German Table Linen with finish, worth up to \$1.75, go in one lot at Challenge price. toe and 20th century shoes, etc., made on the English lasts, in box calf, worth \$5, \$6 and

Linen never sold less than 39c All the imported plain figure Scotch
Turkey Red

Damask Challenge Price all the very fine and extra heavy bleached Damask Damask Wapkins worth up \$1.75

Extra heavy and double twill Pure Linen Crash worth 18, 20 and 22 Inch wide Challenge price

n Devonshire Huck Towels hemmed and ready Challenge price. Worth 196

Towels Challenge price.. 12½0

25c with plain and knotted fringe Challenge price

Ladies' fancy brown beaver Prince Alberts \$1.50

Toweling very Challenge price..... 2 -4 Marseilles Pattern Bedspreads largest size made, worth \$2.00. Challenge saie 98c

An immense lot of Stamped Doylies, Centre Pieces and Fringed Table Covers at onehalf the every day selling

Black and white. Flesher's German

Knitting Yarn SAXONY Yarn Worth 12tc. Germantown Yarn 10c

Best Imported Spanish Yarn All colors, worth 35c. 122c

Imported all linen Canvas

tor dress facing Best quality double fold Dress Drilling 50

black, brown and drab All Colors book fold

Crinoline Extra heavy twilled

Silesias black brown and drab Pure all linen

Grass Cloth 90 All colors

Sheet Wadding Herringbone Cotton

UNDERWEAR.

29c each.

EXTRA SPECIAL—Ladies' soft wool rib-bed Vests and Pants, all handsome colors, lik crocheted necks and satin front, worth 1.50, go at

49c

Ladies' fast black Saxony wool ribbed Vests and Pants, handsomely crocheted and satin trimmings, worth \$1.50, go at

Many different styles of infants' part wool and all wool Vests, worth 75c each, at 25c and 35c each Misses' and children's natural gray and camel's hair Vests and Pants,

15c and 19c Misses' and boys' all wool camel's hair anitary gray Vests and Pants, all sizes, 19c and 39c 500 pieces children's natural gray Vests and Pants, small sizes, to close at

5c each

5c a Pair. Ladies' full seamless fast black fleecy lined Hose, 12½c a Pair.

19c and 25c a Pair. Ladies' all pure wool full seamless Hose fast black and natural wool, go at

Ladies' very fine imported Hose, silk fin-ish and imitation lisle, with spliced heel and soles, regular price 50c, go at 19c and 25c a Pair.

Misses' and children's derby ribbed cotton Hore, all sizes, 71/2 ca Pair.

29c a Pair.

Genuine OSTRICH COLLARS, value \$2.50..\$1.69 \$5 PATTERN HATS at \$1.58; some of the handsomest hats trimed in our work foms \$1.18 Ladies' trimmed MOURNING BONNETS and other Bonnets that were \$5.....

English Decorated \$3.75 Double Thick Stone Gob-4c

Granite Cup and Sau-21/2C