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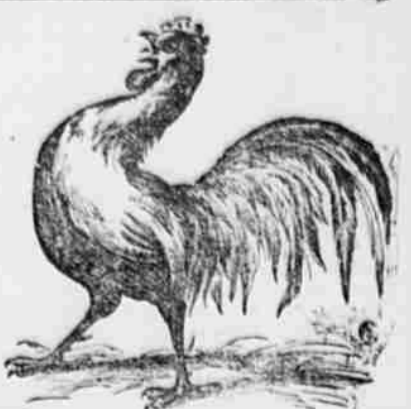
BOSTON STORE DEFILES THE WORLD TO NAME PRICES LIKE THESE

BOSTON STORE BOSTON STORE

BEGINS TOMORROW AND WILL CONTINUE A FULL WEEK.

THEIR GRAND AND SUPREME BARGAIN

CHALLENGE SALE



BOSTON STORE PROVES ITS RIGHT TO CROW

We have determined to make this sale the wonder of the western world. We have never yet shown the wonderful power or the entire possibilities of the Boston Store, but the time has come, and the opportunity is right here, to prove with one convincing sweep that there is not even enough of a shadow in the ability of any other store in the world, much less in Omaha, to give bargains as we do tomorrow and during this challenge sale.

This challenge sale proves that Boston Store owns their immense stock in such a manner that you can buy goods at Boston Store any day in the year and sell them again to the biggest stores in town at a big profit to yourself.

Half Rate Excursion to Omaha this Week



To Show the Immense Power of the Boston Store and What It Can Do.

Boston Store will hold tomorrow a SUPREME CHALLENGE SALE, Open to all the world. Boston Store defies any or all to hold a sale like it. New goods, fresh goods, stylish goods; goods bought within twenty days from headquarters. Good goods of every kind and description under the sun will be sold at prices that present times have made impossible to any other house in the state. It will be a challenge sale that will make all other sales ridiculous and insignificant, by comparison.

It will cause the greatest, mightiest and most colossal quick moving of hundreds of thousands of dollars worth of desirable merchandise and the utter forgetfulness of every store in the state except Boston Store. Boston Store will be the only place that people will go to as long as the sale continues. Watch this sale—it commences tomorrow. It marks the supremacy of the Boston Store over all others as quickly and as surely as fire melts ice.

There is not a minute in the day, or a moment in the course of the year, when Boston Store's regular prices are not way below, yes, half that of other houses' so-called bewildering bargains. What magic must there be then in this glorious challenge sale of ours! Think of this now and mark it well. In the hundreds of thousands of dollars' worth of merchandise offered in this great challenge sale of the Boston Store, every article is new, fresh, clean and stylish.

No cobwebs, no dust, no dirt, no accumulation of old stocks that have been carted around Nebraska. No old mossback patterns that have lain on the shelves of bankrupt, back-numbered stores for years. It is clean, new and stylish goods that the most particular would be proud to wear; yes, tickled to death to get at these prices.

It will pay you to come even hundreds of miles to this sale. Especially at these half fare excursion rates.

BOSTON STORE 16th and Douglas, OMAHA.

Come to this sale. These Bargains are yours for the next 6 days, at any time except Tuesday afternoon WHEN WE ALL CLOSE UP TO GO TO THE RACES.

These bargains are on sale every minute of the whole next 6 days, Excepting Tuesday afternoon. WHEN WE ALL CLOSE UP TO GO TO THE RACES.

Men's Gauze summer UNDERWEAR 5c
Men's Balbriggan UNDERWEAR 25c
Men's Imported French Balbriggan UNDERWEAR 50c

CHALLENGE SALE DRESS GOODS
ALL WOOL SERGES, WOOL DIAGONALS, WOOL HENRIETTAS, WOOL CASHMERE, NOVELTY PLAID AND CHECK DRESS GOODS, Worth up to 26c yard, GO AT 9c

CHALLENGE SALE DRESS GOODS
THE CREAM Of our entire stock of high price BLACK NOVELTY DRESS GOODS, In the new woven and mohair jersey cloth, Mohair Vests, fine Mohair and Silk Crepes, Jacquards, etc., that sold from \$1.25 up to \$2.50, go at \$1.59

CHALLENGE SALE BOYS' CLOTHING
FIVE DOLLAR GRADE Boys' Suits \$1.59
1,480 Boys' Knee Pant SUITS, In ages 4 to 14 years, made of light colored chevots, homeopuns, hopackings and cassimeres, the latest and prettiest patterns of the season, made up in excellent styles, as good and as dainty as any \$5 suit the market affords, the sale on sale tomorrow at \$1.59 a suit.

CHALLENGE SALE BOYS' CLOTHING
Boys' GOOD SUITS \$2.98
1,000 Boys' and Young Men's Suits, With long trousers, Ages 14 to 18—of fine all wool fabrics, in a large variety of colors and patterns, the general excellence of which is far above what the price would indicate; bought in the regular way. These Suits would cost \$7.50, but by this purchase we are able to offer them tomorrow at \$2.98.

LADIES' \$1.50 KNITTING SILK all Colors, 5c ball
Home Linen Thread 1c spool
Standard Machine Thread 1 1/2c spool
Best Sewing Silk 2 1/2c spool

Men's Linen COLLARS all styles 2 1/2c
Men's Linen CUFFS all styles 4c pair
Men's WORKING SHIRTS Worth 50c 19c

CHALLENGE SALE NEW SILKS
All the CHINA SILKS, PRINTED INDIA SILKS, SURAH SILKS, Changeable TAFFETA SILKS, worth up to 75c a yard, go at 29c

CHALLENGE SALE NEW SILKS
High class Warp 75 different shades, 20 pieces elegant SPECIAL, BLACK SATIN DUCHESSE, All the season's styles BLACK AND COLORED TAFFETAS for skirts and waists, yard wide, BLACK CHINA SILKS, PURE SILK Worth \$1.25 a yard, 75c

BOYS' WOOL KNEE PANTS 15c
Boys Extra Quality KNEE PANTS 29c
BOYS' All Wool Jersey Knee Pants 50c
BOYS' Washable KNEE PANTS 12 1/2c
BOYS' BROWNIE OVERALLS 15c

MENS' SHOES Tan or Black, worth \$5, \$2.25
Colored or Black, worth \$5 and \$6, \$2.75 & \$3
Tan, worth \$2.25
LADIES' SHOES DARK TAN, worth \$6, \$3.00
BLACK KID, worth \$4, \$2.50
DONGOLA, worth \$2, \$1.25
LADIES' OXFORDS BLACK OR TAN, worth up to \$1.75, worth up to \$4, 75c, 89c, \$1.00, \$1.75, \$2, \$2.50

Richardson's Embroidery Silk, 4 1/2c doz
Crochet Cotton 2 1/2c ball
HEAVY DRESS DUCK REMNANTS, 5c worth 15c
Princess Duck REMNANTS, 6 1/2c worth 18c
CRINKLED PLISSES, 6 1/2c worth 25c

Men's \$1.50 Colored Percale Laundered SHIRTS 29c
Men's \$1.50 Colored Percale Laundered SHIRTS 59c
Black and Cream Silk Chantilly and net top Oriental Lace 15c worth 75c

CHALLENGE SALE Ladies' and Children's Underwear
Ladies' finest French lisle thread YESTS, silk crochet neck and arms in cream, pink, black and blue, 25c
Ladies' knee length Summer Union Suits 25c
Ladies' Swiss Ribbed Vests with crocheted shoulder straps worth 25c 10c

CHALLENGE SALE HOSIERY
1,000 Pairs Ladies' fine gauge Fast Black Hose 5c
Ladies' imported fast black lisle thread and silk finished, full regular made Tan Hose 25c
Men's imported Half Hose Hornsford fast black and gray mixed Full Regular Made Worth 20c 10c

Challenge Sale MILLINERY
Great Sale of Fine TRIMMED GOODS, Including Our Best Hats.
\$20.00 Hats at \$10.00
\$15.00 Hats at \$7.50
\$10.00 Hats at \$5.00
\$7.50 Hats at \$3.75
\$5.00 Hats at \$2.50

Challenge Sale Ladies Waists
All our Ladies' dollar Waists of every description go at 39c
All the highest grades of Ladies' Waists 89c and \$1.25

Ladies' white and fancy bordered hemstitched sheer lawn 20c Handkerchiefs, 5c
Plain & fancy Plain Silk Windsor Bow with elastic, 15c
Ladies' imported Swiss and Irish linen Hemstitched Handkerchiefs, 12 1/2c
Ladies' \$1.50 Kid Gloves 59c
Ladies' Ton dollar Tea Gowns \$1.98

Best grade Child's Dress UNDERWEAR 9c each
Ombrella DRAWERS with cambrie founce, 6 rows lucks, 25c
BOSTON STORE OMAHA.

MATTING
Extra heavy, worth 25c, Jointless Japanese Matting, Challenge price 10c
Finest Linen Warp Mattings 15c
All the finest linen warp Mattings 25c

TO CLOSE OUT EVERY YARD OF THE WET CARPETS
Which must positively be closed out this week—regardless of cost—we offer
Come Early For the Damaged Carpets. These prices will finish the lot in a hurry.
All the Union INGRAIN CARPET Wet only on the ends—Worth 50c a yard—All new patterns—Go at 10c
All the Strictly All Wool INGRAIN CARPETS Best goods—wet on extreme ends only—would be cheap at 50c—Go at 19c
All the Absolutely All Wool Perfect CARPETS, Worth 80c, 49c

Challenge Sale Ladies Waists
Separate Linen Duck Skirts, fancy stripes good width, worth \$1.50, go at 49c
White and Shepherd Plaid Skirts, made of French Duck, good width, worth \$2.00, go at 69c
Linen Crash Skirts, extra wide, worth \$3.50, at \$1.98
Linen Homeopun Skirts, 5 yards wide, finished beautifully, worth \$5.00 go at 2.98
Fancy Brilliantine Skirts lined throughout with rustle lining, bound with velvet, worth \$3.50, go at \$1.39
Brilliantine Skirts, biggest bargain ever offered, 5 yards wide, in plain and figured brilliantine and wool serge, lined with rustle percale, perfect in finish, positively worth \$5.00, go at \$2.50
A large lot of Sample Skirts, made in all the latest styles and materials, \$1.50, \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00, \$11.00, \$12.00, \$13.00, \$14.00, \$15.00, \$16.00, \$17.00, \$18.00, \$19.00, \$20.00, \$21.00, \$22.00, \$23.00, \$24.00, \$25.00, \$26.00, \$27.00, \$28.00, \$29.00, \$30.00, \$31.00, \$32.00, \$33.00, \$34.00, \$35.00, \$36.00, \$37.00, \$38.00, \$39.00, \$40.00, \$41.00, \$42.00, \$43.00, \$44.00, \$45.00, \$46.00, \$47.00, \$48.00, \$49.00, \$50.00, \$51.00, \$52.00, \$53.00, \$54.00, \$55.00, \$56.00, \$57.00, \$58.00, \$59.00, \$60.00, \$61.00, \$62.00, \$63.00, \$64.00, \$65.00, \$66.00, \$67.00, \$68.00, \$69.00, \$70.00, \$71.00, \$72.00, \$73.00, \$74.00, \$75.00, \$76.00, \$77.00, \$78.00, \$79.00, \$80.00, \$81.00, \$82.00, \$83.00, \$84.00, \$85.00, \$86.00, \$87.00, \$88.00, \$89.00, \$90.00, \$91.00, \$92.00, \$93.00, \$94.00, \$95.00, \$96.00, \$97.00, \$98.00, \$99.00, \$100.00

BEST FRENCH GINGHAM 8 1/2c
Finest Henrietta SATEN 8 1/2c
Best Standard PRINTS 3 1/2c
Boys' Percale Shirt Waists 15c
BOSTON STORE OMAHA.