

ESTABLISHED JUNE 19, 1871.

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SINGLE COPY FIVE CENTS.



The Great and Mighty Boston Store hurls defiance in the teeth of the world and dares its storekeepers to follow our 'Bargain' lead. WE will offer such glorious unmatched, startling bargains that will make monkeys of them all. This challenge sale will teach a lesson which will not soon be forgotten, and open the eyes of thousands. It will be a

CHALLENGE SALE

That none dare follow, that none dare even ape or mimic. We will offer such marvelous bargains that the business world around us will stand amazed, until every man, woman and child have bought their fill. Verily in all the land there is but one such bargain source, and that is

2 Cases Double Fold Dress Goods 4c

BOSTON STORE 16th and Douglas, OMAHA.

8 Cases Yard Wide Unbleached Mull, Unbl'd Sheting, Unbleached Cheese Cloth 1c

There is nothing to stop us. We don't know what "can't" means. We will, and it's done. We "will" to make this Challenge Sale the supreme buying era of the 20th century. We will spread before you

OVER HALF A MILLION DOLLARS WORTH OF GOODS.

Gathered together from the greatest factories, mills, workrooms, wholesale houses and jobbing houses of America and Europe—bought from them by us with glittering gold at times when its powers were irresistible—We offer you all or as much as you can buy.

AT PRICES NEVER KNOWN BEFORE OR TO BE KNOWN AGAIN.

CHALLENGE SALE JACKETS - CAPES. Ladies', Misses', Children's Cloaks. Children's Cloak Bargains. 75c. 200 Long Fur Capes, \$9.98. Ladies' Box Coats and Empire Jackets. \$12.50. ALL OF STEELE'S \$1.50 SKIRTS, 29c.

CHALLENGE SALE MILLINERY. Pattern Hats, \$10.00. 400 Choice Pattern Hats, \$4.98. Ladies' Trimmed Turbans and Walking Hats, \$2.50.

CHALLENGE SALE MEN'S AND BOYS' HATS AND CAPS. Boys' Campaign Caps, 5c. Boys' and Girls' Golf Caps, 15c. Boys' and Girls' 75c Caps, all styles, 25c. Men's Windsor & Scotch Caps with 75c, 15c.

CHALLENGE SALE DRESS GOODS. SILK AND WOOL FIGURED POPLINS 49c. Very stylish Illuminated suitings 75c. Several Styles of SILK AND WOOL NOVELTIES 98c. Bargain Counter 39c. Dress Patterns \$1.98.

Challenge Sale \$1.98. Challenge Sale \$2.50. Challenge Sale \$3.00. Ladies' Fine Shoes \$4.00. Ladies' Button Shoes 59c. Ladies' Kid Shoes 75c. Ladies' Warm Faust Slippers 59c.

Infants' Shoes 10c. Misses' Don'tola Shoes 35c. Ladies' Shoes and Oxfords 25c. Men's Cassimere Suits \$3.98. Men's All Wool Suits \$4.98. Men's All Wool Suits \$7.50. Clay Worsted Suits \$9.98.

CHALLENGE SALE SILKS. SILK Fabrics 49c. Black Moire Antique 69c. Changeable Taffetas 49c. China Silks 29c. French Boucle Cloth 32c.

Challenge Sale \$1.98. Challenge Sale \$2.50. Challenge Sale \$3.00. Ladies' Fine Shoes \$4.00. Ladies' Button Shoes 59c. Ladies' Kid Shoes 75c. Ladies' Warm Faust Slippers 59c.

Men's Cassimere Suits \$3.98. Men's All Wool Suits \$4.98. Men's All Wool Suits \$7.50. Clay Worsted Suits \$9.98. Young Men's Suits \$2.98, \$3.98, \$4.98.

CHALLENGE SALE CARPETS. 10,000 remnants of all kinds of Carpets, Ingrains, Brussels, Mottos, Velvets, Wiltons, etc. 59c. Blankets 59c, \$1.25, \$2.50. Yarns 5c, 12c.

CHALLENGE SALE IN OUR BASEMENT. 5 cases full Standard Prints, worth 7 1/2c a yard, go at 2 1/2c. Best grade of India Blue Prints, full pieces, absolutely perfect 7 1/2c goods go at 3 1/2c a yard.

CHALLENGE SALE YARNS. ICE WOOL Full weight, Worth 15c, 10c a box. Saxony Yarn 8c. Best grade SPANISH YARN (none better) 12c.

\$100,000 BANKRUPT SALE CLOTHING, Hats, Caps, UNDERWEAR

SUITS \$198. Boy's Suits, \$1.59. Boys' Suits 98c. Men's Winter Underwear 35c, 50c, 75c, 98c. Neckwear 5c, 15c.

Men's Winter Underwear 35c, 50c, 75c, 98c. Neckwear 5c, 15c. Men's Shirts 50c, 75c, 98c, \$1.25.

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