

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, OCTOBER 18, 1896—TWENTY PAGES.

SINGLE COPY FIVE CENTS.

Wide wale navy 9c, \$1.50 Men's 50c, Men's 75c and 50c, Boys' Pants 15c, Boys' Knee Pants 50c, 500 Boys', Girls', Child's CAPS 12c, 8 CASES YARD WIDE Unbleached Mull, UNBLEACHED SHEETING, Unbleached CHEESE CLOTH, 1c

2ND WEEK AND MOST CONVINCING BARGAIN ARGUMENTS FOR TOMORROW'S GREAT CHALLENGE SALE BOSTON 16th and Douglas OMAHA. STORE

CHALLENGE SALE DRESS GOODS SILKS, VELVETS, CORDUOYS.

Children's Tam O' Shanter Caps worth 60c, Challenge price, each 10c, Men's wool mixed Knit Sox, worth 15c, Challenge price, pair 4c, Ladies' 25c Plaid Belts, with large buckle, Challenge price, 7c

Children's natural gray ribbed Vests, worth 15c each, Challenge price 3c, Children's Silk Bonnets and Cloth Tam O'Shanter, worth up to 75c each, Challenge price 25c, Misses' and boys' fast black, fleece lined, Seamless Hose, all sizes, worth 20c pair, Challenge price 6 1/2c, Ladies' French cashmere full seamless fast black Hose, worth 50c, Challenge price 25c, \$1.00 quality ladies, Knit Skirts, Challenge price 39c, 5 1/2-inch wide Chenille dotted Veling, all colors, worth 35c yard, Challenge price 5c, \$1.50 ladies' wool plaid Vests, trimmed with velvet, Challenge price, in Cloak department 25c, \$1.00 Combination Suits for ladies, natural gray, Challenge price 39c, 50c heavy Taffeta Silk Gloves, Challenge price, pair 15c, Yard and a half wide Repellant Cloth, worth 60c, Challenge price yard 25c, 50c odd Chenille Portieres, no two alike, suitable for couch covers, go at \$1.25 \$1.75 \$1.93, An immense lot of Tapestry Portieres—fringed top and bottom, per pair 2.98, Best grade of Opusque Window Shades, all colors, regular price 60c, Challenge price 29c, 1900 Felt Window Shades, all colors, 12 1/2c

All Wool Storm Serges, All Wool Scotch Tweeds and Cheviots, in a matchless array of colors and handsome mixtures, and a yard and a half wide Ladies' Cloth, regular price 50c, on bargain squares, Challenge Sale price 25c, 40-inch new style rich plaids, with silk cross-hatch effects, in handsome mixtures of reds, blues, greens, etc., etc., especially suited for ladies' waists and children's wear, worth 49c, Challenge price 25c, 500 pieces of fancy fall dress goods, all wool and silk and wool mixtures, pin checks, stripes, plaids and Scotch Buftings, regular price 75c, Challenge price 39c, 45-inch Illuminated Novelty Bourette Brocades, a very popular and new fabric, in all combinations, imported to sell at \$1.25 yd, Challenge price 79c, Beautiful showing of French and English Storm Serges, Figured Momic Cloth, Brocades, Armures, Rocks, Duffs, Crescenta, Bourrelets, Trompans, Figured Mohair, Bedford Cord, Diagonals, Lazaard Cloth, Challenge price 49c and 69c yard, 25-inch black Gros Grains, heavy Satin Duchesse, Brocaded Silks, all worth up to \$1.50 yard, Challenge price for Monday, 75c yard, 75c quality of Silk Velvet, also extra wide Velveteens, a large variety of colorings, Challenge price 25c yd, 75c quality of Silk Velvet, also extra wide Velveteens, a large variety of colorings, Challenge price 25c yd, VELVET 25c, CORDUOYS 69c, \$1.25 quality, Challenge price 69c

\$7.50 JACKET \$2.98 | \$10.00 JACKET \$5.98 | \$15.00 JACKET \$12.50 | \$9.98 CAPE \$4.98 | \$5.50 CAPS \$1.98 | \$10.00 CAPE \$3.98

Illustrations of jackets and caps with descriptions: This handsome Jacket, made of splendid quality black cheviot heaver, worth \$7.50, Challenge Sale price \$2.98; A stylish Jacket, made of heavy boucie, in blacks and two-toned colorings, heavy silk lined throughout, Challenge Sale price \$5.98; Our Imported Jackets that are worth \$15 and \$22 each, no two alike, in greens, navys, blacks and tans, our Challenge Sale price \$9.98 AND \$12.50; A handsome plain stylish Cape, extra full sweep, also comes in astrakhan, worth \$9.98, Challenge Sale price \$4.98; Handsome Double Capes, braided and fur edged heavier cloth, in black only, in two lengths, medium and extra long, worth \$5.50, our Challenge Sale price \$1.98; This handsome full sweep Cape, made of silk seal plush, lined with silk, trimmed on collar and front with fur, worth \$10, Challenge Sale price \$3.98; This handsome skirt, made in checks and plaids, dark green, navy or black ground, lined throughout, worth \$2.50, Challenge Sale price 98c; Silk Skirts—Large Brocaded Silk Skirts, \$12.50; Ladies' Rhdame Skirts, made in the latest style and worth \$30.00, our Challenge Sale price, \$12.50; Ladies' Trimmed and Untrimmed Hats by the thousands in a bewildering array of exquisite styles at prices that absolutely defy competition. A thousand exquisitely TRIMMED HATS, \$4.98; SPECIAL—1,000 VELVET HATS, 98c

CHALLENGE SALE MILLINERY. Ladies' Trimmed and Untrimmed Hats by the thousands in a bewildering array of exquisite styles at prices that absolutely defy competition. A thousand exquisitely TRIMMED HATS, \$4.98; SPECIAL—1,000 VELVET HATS, 98c

CHALLENGE SALE CARPETS 15 rolls of strictly all wool Ingrain Carpets, all new patterns, worth 60c, go at 39c, Heavy Union Ingrain Carpets, worth 45c, go at 19c, 3 rolls of our 60c BRUSSELS CARPET go at 25c, 25 rolls Sanford's Extra Quality Brussels Carpets, in all new patterns, 49c, At 65c for the piece, all our 64 Oil Cloth Mats for under stoves that sell everywhere for \$1.00—your choice of a big assortment of patterns, Challenge price, 65c, All the fine heavy Floor Oil Cloths, in 20-inch, 34-inch and 72-inch, that usually sell for 50c per square yard, Challenge price, 19c, All the very best Scotch Linoleum, big variety of designs, never sold for less than 75c, Challenge price, 45c

CHALLENGE SALE MEN'S and BOYS' SUITS AND OVERCOATS. BOYS' SUITS 39c, BOYS' SUITS 19c, BOYS' SUITS 25c, BOYS' SUITS 49c, MEN'S 65c, MEN'S 19c, MEN'S 45c. Children's & Boys' Cape over-coats & ulsters (3 to 14 years) \$1.75, Boys' & Childs' Overcoats and Ulsters \$3.98, Boys' Fine Astrakhan and Chinchilla REEFER Overcoats (3 to 10 years) 2.50, Men's all wool gray Cassimere Suits \$3.98, Men's all wool black Cheviot Suits \$4.98, Men's all wool Fancy Cheviot Suits \$4.98, 150 MEN'S SAMPLE SUITS \$7.50, Men's all wool gray Cassimere Suits \$9.98

CHALLENGE SALE BLANKETS One case of extra heavy white, gray and fancy striped Custom Blankets, worth \$12.50 a pair, go at 49c, Extra long fibre white wool Blankets, worth \$2.50, go at \$1.25, Strictly all wool extra fine silver gray western made Blankets, worth \$5.00 pair, go at \$2.98, Grand Challenge Sale of Comforts at 50c, 80c, \$1.25, \$1.50, \$1.75 and \$2.50, cannot be equalled in Omaha at nearly double the price, Extra heavy light gray Mottled Blankets, 75c a pair, 75c, One immense assorted lot of strictly all wool white, gray & tan Blankets, worth up to \$4.50 a pair, go at \$2.50 per pair, At \$2.50 a pair we offer an immense table of white or gray strictly all wool Blankets, these are agents' samples worth up to \$12.50 a pair, go tomorrow only at \$1.50 per pair, 35c, We will sell tomorrow 1,000 Feather Pillows, worth 75c apiece, at 50c each, 35c

SHOES AT HALF THE PRICE THEY WERE MADE FOR Half Price Sure \$1.98, \$2.50, \$3.00. In our basement Men's imitation Alligator slippers 50c, Women's Leather slippers 50c, Women's warm slippers 50c, Women's warm slippers 50c, Women's high cut warm slippers 50c, Infants' Shoes 25c, Small sizes Ladies' \$1.50 Shoes 25c, Child's Grain School Shoes 25c, Misses' Grain School Shoes 25c, Misses' Dongola Button Shoes 35c, Ladies' India Kid Shoes, all sizes 50c, Ladies' Kid Shoes, all sizes 50c, Boys' Shoes, 3 to 5 50c, Old lot Men's Shoes 75c, MEN'S ARTIC OVERSHOES 80c, All the above bargains in this column are in our basement shoe department. MENS' SHOES Look down here—and see— You'll find men's fine enamel and patent leather shoes, men's cordovan, calfskin, and kangaroo shoes, men's winter tan colored shoes and men's calf lined shoes, all made to sell for \$5 or \$6. Our price is but three do lars. All welt soles, silk stitched, hand finished—oak soles—oak counters—all sizes—all widths—all good—all new styles— Heavy and Light Soles \$3 Bull Dog, Razor, Needle, and all other togs