



Our regular annual Challenge Sale starts out tomorrow with the same purpose that the previous ones had--to prove to you that we give better goods, newer goods and greater values for less money than any other house in Omaha--No matter what happens---there is absolutely no one able to undersell us. This has been conclusively proved every day for the last ten years.

CHALLENGE SALE

In the present Challenge Sale we offer such extraordinary bargains that they may seem impossible. We have no hesitation in saying they are impossible to any other house, but in our business we do not recognize such a word—we say we will—we do it and that settles it. You come for these bargains—you'll find them in plenty—exactly as we advertise them.

CHALLENGE SALE

\$1.50 Jerseys for 25c

Thousands of strictly all wool jerseys for ladies and misses, in black, red, brown and navy, all sizes, sold elsewhere at \$1.50, in this challenge sale.....

25c

BOSTON OMAHA STORE

J.L. BRANDEIS & SONS
161 DOUGLAS

CHALLENGE SALE

39c Veiling at 5c yd

Thousands of pieces of silk veiling with chenille dots, black with black dots and colored with colored dots go in this Challenge sale at.....

5c yd

In this Challenge Sale we'll give you such remarkable bargains that the whole business world of the city will stand amazed and aghast, and we'll not stop until every man, woman and child get all they want. We'll give you such sensational values that you'll not realize there's any other store in Omaha---but ours. We'll give you such marvelous bargains in new up-to-date, stylish, desirable goods that envy will be dumb and the whole city ring with our praise---saying, "surely there is but one bargain source and one bargain center, and that's Boston Store, Omaha."

CHALLENGE SALE Dress Goods and Silks

25c Dress Goods for 5c yard
In this challenge sale we offer choice of 100 pieces double width all wool mixed dress goods, in light spring colorings, also plaids and checks. Actually worth 25c, on sale at 5c yard.....

\$1.00 Dress Goods for 29c yard.
Choice of 100 pieces new style dress goods in de belges, black plain and figured brillianines, extra fine quality silk and wool mixtures, strictly all wool French serges, black jacquards, large and small figured. Every yard worth up to \$1.00; in this challenge sale 29c yard.....

\$1.50 Dress Goods for 49c yard.
175 pieces choice new dress goods, black crepons, mohair or silk mixtures, strictly all wool French and English jacquards, French serges, 50-inch German henriettes. In colored dress goods we offer 50-inch serges, all wool homespun, pure mohair diagonals very wide, silk gortras in evening shades, pure silk and wool broadens in all the new spring colors. These are strictly up-to-date new fresh goods and actually worth \$1.50; in this challenge sale 49c yard.....

50c Silk for 9c yard.
China silks in all colors, brocaded silks, changeable silks and plain silks. By far the greatest bargain ever offered in our store. Every yard worth 50c, in this challenge sale on bargain square, choice 9c yd.....

75c Silk for 25c yard.
500 pieces pure silk, yard wide china and drapery silks, black brocades, large and small designs, taffeta silk, foulard silks on black and blue grounds, polka dot patterns. Every yard of these silks worth up to 75c, in challenge sale 25c yd.....

\$1.00 Silk for 49c yard.
400 pieces of new taffeta silks for waists or entire suits, all new designs, all new colors, also exquisite stripes, checks and plaids. Every yard guaranteed worth \$1.00, go in this challenge sale at 49c yd.....

\$2.50 Black Silk Velvet at 69c yard,
\$2.50 silk black velvets in all colors, Panne velvets in the new shades, on sale in Velvet department at 69c yard.....

BARGAINS CHALLENGE SALE BARGAINS

75c DRESS TRIMMINGS at 5c, 3c and 1c yard
Many styles of dress trimmings, including silk braid, guipure, applique, insertions, beaded garnitures, jetted bands, pearl trimmings, and spangled cords. A small part of this grand lot of dress trimmings has been exhibited in our show window. They are worth up to 75c, challenge sale prices.....

25c Jet and Cut Steel Buckles at 5c each
10,000 dress trimming and neck buckles in jet and cut steel, worth 25c, go in this challenge sale at 5c each.....

15c laces in many styles and patterns, torchon and fancy wash laces, challenge sale price 3c and 1c yard.

2,000 sample strips all stylish embroidery and insertion, Challenge sale price, 3 1/2c yd.

500 dozen children's fancy colored border school handkerchiefs, Challenge sale price, 1c each.

Ladies' fine sheer handkerchiefs, all widths of hemstitched, worth 20c. Challenge sale price, 3 1/2c.

25c quality ladies' lace and embroidered, drawn thread hemstitched handkerchiefs, go in this challenge sale at 5c each.

Ladies' early spring underwear, long and short sleeves, silk trimmed, worth 25c. Go at 15c and 12 1/2c each

20c kind of ladies' and children's fast black hose, full seamless, Challenge sale price, 5c pair.

Ladies' fast black hose, double soles, lisle thread finished, worth 20c. Challenge sale price, 9c pair.

Large bargain table with many thousand yards net top oriental, duchesse, black and cream silk laces, worth up to 50c yard. Challenge sale price 10c and 5c yard.

Thousands yards extra fine quality embroidery and insertion, all widths, worth 35c, challenge sale price 10c and 7 1/2c yard.

1,000 silk finished moired taffeta skirt patterns with fancy borders, worth \$1.00, in this sale at 39c each.

20c quality fast black and all colors French pereline in this challenge sale 9c yard.

1,000 gross plain white pearl buttons, Challenge sale price, 2 1/2c dozen.

Best quality skirt protector brush binding, Challenge sale price, 3 1/2c yd.

2,000 ladies' beaded capes, many styles, worth up to \$1.50 each, go in the basement, in this challenge sale at 29c each.

CHALLENGE SALE Tailor-Made SUITS and CAPES

\$12.50 Tailor-Made Suits \$5.00
Choice of 800 new strictly all wool covert and homespun suits, also checks and plaids, with silk and satin lined jackets, in this challenge sale.....

\$17.50 Silk Lined Suits at \$9.98
50 tailor-made suits, silk lined throughout skirt and waist, in a variety of new styles, Etons, tight box front jackets and new style skirts, in this challenge sale.....

\$2.98 for fine all wool covert jackets. These are silk lined throughout, all the newest styles, all colors, in this challenge sale.....

\$1.50 Brilliantine Skirts 49c
200 black figured brilliantine skirts in this sale at.....

\$7.50 All Wool Skirts at \$1.98
400 strictly all wool skirts, in light and dark mixtures, every one strictly tailor-made, in this challenge sale.....

The Greatest Bargain in Tailor-Made Suits Ever Offered in Omaha.
1,000 fine strictly all wool ladies' skirts in all the new style materials, on sale at.....

\$2.98

CHALLENGE SALE MEN'S CLOTHING

This season's best and grandest clothing bargains. Challenge prices that show an object lesson of economy.

Men's dependable and durable business suits, made of wool worsteds in narrow stripes and small checks. They are extra well made and trimmed. A suit that we bought to sell for \$7.50, but for this challenge sale your choice at.....

\$12.50 Men's Wool Suits \$6.50
Men's fine suits in this season's very newest effects, in strictly all wool fancy castimers, fancy worsteds, black clay worsteds and gray clay worsteds. A suit bought to sell for \$12.50, but for this challenge sale.....

Men's Finest Business Suits \$12.50
Your choice tomorrow of the very newest and finest fancy striped worsteds, unfinished serges, imported clays, made up with single and double breasted coats, also single or double breasted vests. Over 2,000 suits to select from. Every suit in this lot bought to sell for \$15.00 and \$17.50, your choice tomorrow at.....

Challenge Sale Boys' Clothing
Boys' all wool suits, made up in the latest styles. The vestee suits run 3 to 8, the double breasted styles 8 to 15. Made in neat plaids, stripes and small checks, in castimers and worsteds. The pants have double knee and double seats. Would be a bargain at \$3.00, but for this challenge sale.....

Boys' strictly all wool suits in sizes 3 to 15, double breasted suits, vestee suits and sailor suits, all made from pure wool material in neat checks and fancy invisible effects, suits worth from \$3.50 to \$5.00, challenge price tomorrow.....

Boys' all wool knee pants with double seats and double knees

—go at, pair 29c

\$1.38

CHALLENGE SALE MILLINERY and FLOWERS

\$1.00 Trimmed Hats 39c
Thousands of ladies' and children's ready-to-wear trimmed hats in a variety of shapes and styles, in this challenge sale at.....

\$1.25 Trimmed Walking Hats 50c
Choice of 50 styles of trimmed walking hats, all new colors and combinations, this spring's styles, in our challenge sale at.....

50c Untrimmed Hats 8c
Ladies' and children's untrimmed hats, all this season's styles, short backs and other new shapes, in this challenge sale.....

\$1.00 Untrimmed Hats 25c
Hundreds of styles of ladies' and children's untrimmed hats in lace braids, hair braids, malines, imitation Napoleon braid, in all colors and all this season's styles, in this challenge sale at.....

Trimmed Hats \$1.00
Choice of hundreds of trimmed hats, made to sell at \$2.50, in this challenge sale.....

\$10.00 Trimmed Hats \$3.98
Choice of 500 latest style trimmed hats, exact copies from \$15.00 pattern hats, in this challenge sale.....

\$15.00 Hats at \$4.98
Great variety of ladies' new style trimmed hats, turbans, walking hats, short back hats, "Anna Held" hats, trimmed with chiffon, flowers, ornaments, lace and maline, in all the new combinations of color, in this challenge sale.....

Extra Special--FLOWERS --\$1 and \$1.50 Flowers 10c & 19c
An immense assortment of flowers, including every variety known, such as violets, roses, pansies, foliage, daisies, carnations, geraniums, black, sweet peas, morningglories, etc., on bargain square in this challenge sale at.....



CHALLENGE SALE IN OUR BASEMENT

10,000 yds full standard cambric lining, light blue and pink..... 1c yd

10,000 yds lawn, the 5c kind, at..... 1c yd

10,000 yds heavy black and white dotted twilled shirting, worth 15c, go at..... 5c yd

One big lot large flower twilled dress goods, worth 20c, go at..... 3 1/2c yd

Full size all linen fringed table cloths, the 98c kind, at each..... 25c

Full bleached damask napkins, worth, 75c, go at, doz..... 39c

Large size Turkish Towels, worth 15c, at..... 6c

Full standard dress prints, full piece, no remnants, at..... 3 1/2c yd

10,000 yds fancy lawns, and organdies, worth up to 25c, go at..... 5c yd

32-inch wide lawns, worth 15c, at..... 3 1/2c yd

CHALLENGE SALE Shoes

We will give you the choice of 2,000 pairs

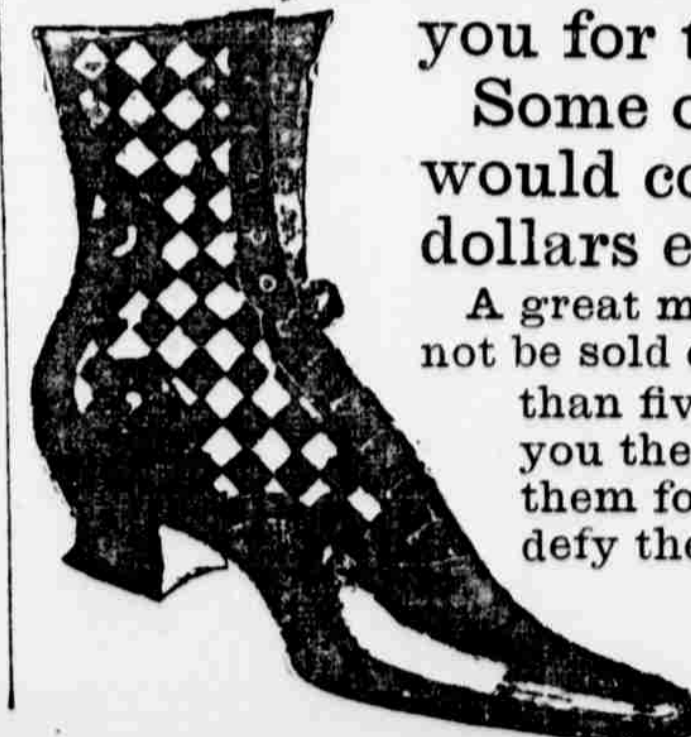
LADIES' TURN and WELT SHOES

AT \$1.39

The poorest of which are better than any other store would sell you for three dollars.

Some of these shoes would cost you four dollars elsewhere.

A great many of them could not be sold elsewhere for less than five dollars. We give you the choice of any of them for \$1.39 a pair and defy the world to do anything like it, 1.39



CHALLENGE SALE