

In All the World, No Store

Challenge Sale Values That Challenge All Competition

Your new store-our new store is now in the midst of the greatest sale of new fall merchandise in Omaha's history. We've closed out almost every vestige of the former stock of the old Bennett store. We've bought thousands upon thousands of dollars' worth of the WORLD'S VERY NEWEST FALL MER-

CHANDISE. This vast spread of beautiful new merchandise is now on sale in our first great Fall Challenge Sale. Positively this sale offers values that will make a still greater name for Orkin Brothers, the "house of greater values." We're determined to make our new department store the trading center of this entire territory, and GREATER VALUES WILL DO IT.

Sixteenth and Harney Streets.

Formerly tl

Challenge Handkerchief Sale



Regular 1240 values. Limit one-half lenge Sale Price, each 80

25c RIBBONS, 17c.

Hair bow ribbon in satin, taffeta and moire; 5½ inches wide; all desirable shades; 25c values. Challenge Sale Price.

Se RIBEONS, 2c. Taffets and satin ribbon, widths Regular 5c value. Challenge

Sale price, per yard.....

Imported Hosiery, including plain black and colored mercerized, lisles and lace lisles. All 50c and 75c grades. Challenge 25c Women's Plain Black and Children's 25c Hose, 15c-Chil-Fancy Cotton and Lisle Thread dren's 25c fine ribbed cotton

50c and 75c Women's Hosiery, 25c-An immense purchase of Women's

Our Wonderful Challenge Sale

Men's and Women's Fine

Hosiery and Underwear

and liste thread hose. A 15c Challenge Prices..... 10c \$2.00 and \$2.50 Women's Pure Silk Hose, fashioned regular; made with all silk or fisle tops and double heel and sole, \$2.00 and \$1.19

Women's 10c and 15c Low Neck and Sleaveless Vests. Challenge Sale

Hose, 25c values

69c Women's White or E ra Color Medium Weight Cotton Union Suits, 69c qual-

Children's White Cotton Pleeced Union Suits, drop seats, 50c quality. 39c

Women's \$1.50 and \$1.75

Sample Undervests a n d

Price 98c

Women's \$1.25 White Cotton, Fine Stitch, Cotton Fleece 79c Men's 15c Black or Colored Seamless

len's 15c Black of College Sale 7c Men's 25c and 85c Plain Col. red Cot-

ton lisle thread half hose. Challenge Price, 3 for 50c; pair 17c Men's 50c Plain Balbriggan Challenge Sale Price. . 33c Men's \$1.00, \$1.25 and \$1.50 Mesh or Ribbed Union 69c Suits, Challenge Price



Our First Great Fall Challeng

High Class Tailored Suits, \$2" \$39.50 Suits, Challenge Sale P

A Suit Sale of Extraordinary

We have been planning for weeks to put on an early opening sale new fall suits, which will outclass any previous attempt in this city's hi tory, coming at a time when you would expect to pay full regular prices We have searched the New York markets for models, both fereign

More Than 300 High Class \$27

and domestic, for this great sale of high class suits.

These beautiful suits are all man tailored and high class and cut on correct lines to suit the most fastidious tas wale serges; fancy tweeds; wool ratine; serges, Zibelines; plain and corduroy; velvets, etc. Every desirable color and

Over 300 suits to choose from; exclusive in style and \$35.00 and \$39.50. CHALLENGE SALE PRICE AT ONLY

Watch our show windows. Every wind holds something of special price or st

Challenge Notion Sale

5c Hooks and Byes, black and white two sizes. Challenge Sale Tape Measures, reversible metal edge, 60 in. long. Challenge 50

box. Challenge Sale Price. 100 12½c Skirt Braid, all shates; a vis. to the piece; value 12½c bolt. Challenge Eale Price.... 80

Sc Shape Skirt Binding, black and white, full width; value Sc. 20 Challenge Sale Price 30 sl and \$1.25 Bust Forms, covered with Jersey cloth: sizes 36 and 28, slightly soiled from handling, from \$1.00 to \$1.25 each. Chal- 750 huge Sale Price.

Good American-made Pins; 400 to the paper. Challenge Sale. 50

Crown Mair Pins; 12 to package: sizes. Challenge Sale Price.

Sc White Pearl Buttons, 3 sizes to select from, 5c values Chal-longe Sale Price, per doc. . . . 30 Shields, medium size, 10c and 15c grade. Challenge

Great Book Challenge



Lot 2-Books worth up to \$1.50. Challenge Sale Price. 290 \$1.25 Cards, Challenge Price ... 650 School Supplies

Challenge

Challenge Price oc Pencil Boxes. Milton Bradley Paints. Reduced Price



CHALLANGE LACE SALE

FLOUROISG, 89c.

45-inch Swiss
Flouncing; large showy repeat patterns on excellent quality material Regular \$1.25, and \$1.50 values
Challenge Sale 890 per yd. Challenge 190
Sale, price, yd... 190 CHALLENGE COLLARS 50c TO 75c COLLARS, 35c.

Challenge Shoe Sale

Men's \$3 and \$3.50 Fall Shoes, \$1.95.

Visit our Men's new exclusive shoe and velour calfekin; in lace and button styles and tan calfskin in blucher style: Goodyear welt soles; in new fall models; shoes for everyday wear, work or dress; all sizes. Special for Challenge Sale Monday-

\$1.95

In our Men's new exclusive shoe section. Harney St. Entrance.

Girls' \$1.50 and \$1.75 Shoes, 89c. Girls' \$1.50 and \$1.75 Shoes, made of vici kidskin, patent

leather t'ps: good soles 89c Women's \$1.50 Juliets.

88c. Women's \$1.50 House Julietsflexible soles, with or without tips: sizes 4 to 8-

Challenge Sale 88c Boys' \$2 and \$2.25 Shoes

\$1,29.

Boys' \$2.00 and \$2.25 Shoes in buttors and bluchers; gun metal, box calf and patent coltakin; for Challenge Sale. \$1.29



Men's \$2.00 Pants, Challenge Price, \$1.25 - 300 men's working pants, regular \$2.00 values, Challenge

\$1.25 60c and 75c union made lenge Sale Price 45c Overalls, Chal-\$4.00 to \$6.00 Trousers. Challenge Sale Price \$2.55 -One day only, Monday we offer you your choice of 1,500 pairs of men's and young men's fancy trousers, all wool, reguarly sold at from \$4 to \$6; Monday Challenge Sale \$2.55

Men-The Clothing Challenge Is Record Smasher for Greater Values, and That's What You Are Looking For

\$18.00 \$20.00, \$22.50 and \$25.00 Suits for C1 Men and Young Men - Challenge Price 750 men's and young men's very high grade suits go in our great sale

Monday, all at one price of \$10.00. These suits are 10 tively all wool in medium and heavy weight worsteds and cassimere; elegantly tailored, and are the greate.t suit values ever shown. Worth \$18.00, \$20.00, \$22.50 and \$25.00. Monday Challenge

50) Fine True Blue Terge Suits - Actual \$20 to \$22.50 Serges - Challenge Sale Price

500 men's and young men's heavy weight blue sarge suits; very fine wale, and well tailored in every style to fit every build; stouts, slims and regulars. Positively worth \$20.00 and \$22.50. Monday Challenge Sale Price.

\$5.00 to \$6.00 Blue Serge Trousers, Challenge Sale Price, \$3 95 and \$2.95 - 1,000 pairs men's and young men's all wool, blue serge Monday. Challenge Price, \$8.95 and \$6.00: \$2.95

\$3.50 to \$5.00 Rainocats, Challenge Sale Price \$1.93-500 men's rubber surface slipon raincoats, regularly sold at \$2.56 to \$5.00; Monday, Challenge Sale Price....

Boys' \$5.00-97.50-\$10.00 Sults, Challenge Sale Price \$3.38 and



The Most Wonderful M

This Great Millinery Challenge Sale will be the most talked et si Monday for our first great Fall Challenge sale, the most extraordinal

Think of It. 1,000 Silk Velvet Trimmed Hats, Worth

\$5.00 to \$12.98

In Three Lots For the Great Fall Challenge Sale--\$3.98, \$2.98, \$1.98

To appreciate these wonderful bargains, you must see them for yourself. These are newly trimmed hats of fine material not a hat in this lot worth less than \$5.00 and up to \$12.98. For Challenge sale

> \$2.98 \$3.98 \$1.98

Fine Ostrich Trimmed Hats at \$4.98

Just 100 of these Ostrich Trimmed Hats. They are worth from \$12 to \$15. Come early and get your choice. They come in large variety of styles. Each hat is trimmed with three French plumes. Some are trimmed with our guaranteed will plumes. NOT A HAT IN THIS LOT worth less than \$12. For Challenge Sale.....

NO MILLINERY HOUSE IN AMERICA WILL OFFER SUCH RE-DUCTIONS AS WE DO FOR OUR CHALLENGE SALE.

Remember Our Policy of Sat-Islaction to Our

Our goods are marked in plain figures. price to all. Satisfaction guaranteed or your money back.

A small deposit will hold any Challenge Sale Bargain for future delivery.

\$1.95, \$1.00 Pleated and Plain Bosom Shirts - Challenge \$2.50 and \$3.00 Bilk Shirts-Challenge Price..... \$1.38

Great Piano Challenge

You will find the greatest array of Quality Planos ever exhibited by any house in the west. This Challenge Sale is very much in evidence. Several car loads of our new fell stock have arrived during the last few days; much

earlier than we expected. Compare this list with that of any other house and then you will understand why our Pieno Department challenges any plano concern in the west to produce as large an array of the world's most fanous planos at such prices as we are now offering them.

Just a Word as to Prices



Challenge Men's Furnishings

Suspenders-Always sold at 35c. Challenge Price....196 25c Four-in-Hand Ties-Chal-lenge Sale Price......10c

lenge Sale Price 190 Challenge Sale of Gorsets

50c, 75c and \$1.00 Corners at 29c \$1.00 and \$1.50 Corners at 59c \$2.00 and \$2.50 Corners at 93c Loads and loads of them Styles and kinds of every descriplie tius ct noit tastes: long corsets, medium corsets, in a variety of materials coutils, batistes, etc., corsets the a r e tailored, trimmed and finshed to suit your individual tastes. Really it's the greatest corset bargain we have ever announced. Be sure to

your share of them. See 3 lots: 50c 75c and \$1.00 Corsets at, Challenge Sale \$1 and \$1.50 Corsets at Challenge Sale Prico. . . \$2 and \$2.50 Corsets at Challenge Sale Price. .

Furniture Challenge Sale--Savings Are Immense

Visit our big third floor furniture store during our great Fall Challenge Sale. Carload after carload of new furniture, carpets, rugs, draperies, etc., are now ready for you. Remarkable special challenge prices prevail. Outfit your home. Now's the time to make the big saving.



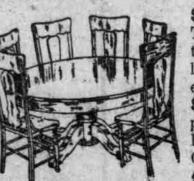
\$25.00 7-piece Dining Room Set, \$14.98-This Golden Oak Dining Room Pedestal Table, full 6-ft. extension and 6 golden Oak panel back din- \$1 198 ing room chairs to match, challenge sale, set

\$20.00 Drop Head Machine, \$10.98 .-Highly polished quarter sawed oak case with top extension, self-setting needle bar, a full set of attachments, instruction book with 10-year

guarantee. Challenge Price Sale

Other Machines at as Big a saving to you ranging in price from

\$6.78 Kitchen Cabinet Base, \$4.75—Solid Golden Oak, made very heavy, has three drawers, bread board and two flour bins, one divided for extra room, size 28x48. lenge Sale Price\$4.75

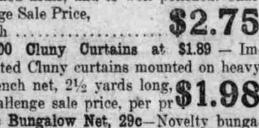


\$5.75 Solid Golden Oak Rocker, \$2.75 This Rocker is made of solid oak with turned arms, and is well polished. Challenge Sale Price,

\$3.00 Cluny Curtains at \$1.89 - Imported Cluny curtains mounted on heavy French net, 2½ yards long, \$1.98 Challenge sale price, per pr \$1.98

40c Bungalow Net, 29c-Novelty bungalow and Mission net in Arabian and white colors; a good range of patterns. Challenge sale price,







84.50 Mattiu 26 inches lo inches deep: (straps all aroun Challenge Sale

trunks, two tra

best locks and

\$12 Trunk Chal

and 36-inch clot

heavy straps, b

Challenge Price

\$12 trunk.

Chal

Trun



Headquarters for World-

Space will not premit of a full list of pianos and their prices, ner would you fully appreciate the prices, unless you saw the pianos. Here is an illustration of Our Great Piano Challenge

\$400 Piano at \$193 A beautifully figured Mahogany case, double veneered inside as well as outside; inside with white mapis. Full ampire top with drop moldings. Full overstrung scale; 7:1-3 octaves; luminated bridges; rock maple back; six posts; imported German tuning pins and wire; high grade action, splendidly regulated; ivory keys and three pedals. Fully guaranteed.

Regular Price \$400, Challenge Sale Price

