



Our First Great

Now on in Full Swing. Omaha's most notable Challenge Sale Values That Challenge All Competition

In All the World, No Store

ORKIN B

Sixteenth and Harney Streets. Formerly the

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 MERCHANDISE. 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.

Challenge Handkerchief Sale

500 dozen women's all linen embroidered corner initial handkerchiefs. Regular 12 1/2c values. Limit one-half dozen to customer. Challenge Sale Price, each... **8c**

Ribbon Challenge

85c RIBBONS, 17c. Hair bow ribbon in satin, taffeta and moire; 5 1/2 inches wide; all desirable shades; 25c values. Challenge Sale Price, per yard... **17c**

5c RIBBONS, 2c. Taffeta and satin ribbon, widths Nos. 3 to 12; desirable shades. Regular 1c values. Challenge Sale price, per yard... **2c**

Our Wonderful Challenge Sale

Men's and Women's Fine Hosiery and Underwear

50c and 75c Women's Hosiery, 25c—An immense purchase of Women's Imported Hosiery, including plain black and colored mercerized, lilies and lace lilies. All 50c and 75c grades. Challenge Price... **25c**

25c Women's Plain Black and Fancy Cotton and Lisle Thread Hose, 25c values. Challenge Price... **10c**

Children's 25c Hose, 15c—Children's 25c fine ribbed cotton and lisle thread hose. A 25c val. Challenge Price... **15c**

\$2.00 and \$2.50 Women's Pure Silk Hose, fashioned regular; made with all silk or lisle tops and double heel and sole, \$2.00 and \$2.50 values. Challenge Price... **\$1.19**

Women's 10c and 15c Low Neck and Sleeveless Vests. Challenge Sale... **5c**

Women's \$1.50 and \$1.75 Sample Undervests a and pants. Challenge... **98c**

69c Women's White or E.R. Color Medium Weight Cotton Union Suits, 69c quality. Challenge... **39c**

Children's White Cotton Fleece Union Suits, drop seats, 50c quality. Challenge Price... **39c**

Women's \$1.25 White Cotton, Fine Stitch, Cotton Fleece Lined Union Suits. Challenge Price... **79c**

Men's 15c Black or Colored Seamless Cotton Hose. Challenge Sale... **7c**

Men's 50c Plain Balbriggan Shirts and Drawers. Challenge Sale Price... **33c**

Men's 25c and 37c Plain Colored Cotton Hosiery thread half hose. Challenge Price, 3 for 50c; pair 17c



Our First Great Fall Challenge

High Class Tailored Suits, \$29.50 to \$39.50 Suits, Challenge Sale Price

A Suit Sale of Extraordinary Values

We have been planning for weeks to put on an early opening sale of new fall suits, which will outclass any previous attempt in this city's history, coming at a time when you would expect to pay full regular prices. We have searched the New York markets for models, both foreign and domestic, for this great sale of high class suits.

More Than 300 High Class \$29.50 to \$39.50 Suits

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

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

Watch our show windows. Every window holds something of special price or style.

Challenge Notion Sale

5c Hooks and Eyes, black and white, two sizes. Challenge Sale Price... **3c**

5c Cotton Tapes, 1/4, 1/2, 3/4, 1, 1 1/2, 2, 3, 4, 5, 6, 8, 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 54, 60, 66, 72, 78, 84, 90, 96, 108, 120, 144, 180, 216, 270, 324, 360, 432, 480, 540, 600, 648, 720, 810, 900, 1008, 1125, 1260, 1440, 1620, 1800, 2070, 2340, 2700, 3060, 3420, 3780, 4200, 4680, 5100, 5625, 6000, 6480, 6900, 7350, 7800, 8250, 8700, 9150, 9600, 10080, 10500, 11025, 11550, 12075, 12600, 13125, 13650, 14175, 14700, 15225, 15750, 16275, 16800, 17325, 17850, 18375, 18900, 19425, 19950, 20475, 21000, 21525, 22050, 22575, 23100, 23625, 24150, 24675, 25200, 25725, 26250, 26775, 27300, 27825, 28350, 28875, 29400, 29925, 30450, 30975, 31500, 32025, 32550, 33075, 33600, 34125, 34650, 35175, 35700, 36225, 36750, 37275, 37800, 38325, 38850, 39375, 39900, 40425, 40950, 41475, 42000, 42525, 43050, 43575, 44100, 44625, 45150, 45675, 46200, 46725, 47250, 47775, 48300, 48825, 49350, 49875, 50400, 50925, 51450, 51975, 52500, 53025, 53550, 54075, 54600, 55125, 55650, 56175, 56700, 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325250, 325775, 326300, 326825, 327350, 327875, 328400, 328925, 329450, 330000, 330525, 331050, 331575, 332100, 332625, 333150, 333675, 334200, 334725, 335250, 335775, 336300, 336825, 337350, 337875, 338400, 338925, 339450, 340000, 340525, 341050, 341575, 342100, 342625, 343150, 343675, 344200, 344725, 345250, 345775, 346300, 346825, 347350, 347875, 348400, 348925, 349450, 350000, 350525, 351050, 351575, 352100, 352625, 353150, 353675, 354200, 354725, 355250, 355775, 356300, 356825, 357350, 357875, 358400, 358925, 359450, 360000, 360525, 361050, 361575, 362100, 362625, 363150, 363675, 364200, 364725, 365250, 365775, 366300, 366825, 367350, 367875, 368400, 368925, 369450, 370000, 370525, 371050, 371575, 372100, 372625, 373150, 373675, 374200, 374725, 375250, 375775, 376300, 376825, 377350, 377875, 378400, 378925, 379450, 380000, 380525, 381050, 381575, 382100, 382625, 383150, 383675, 384200, 384725, 385250, 385775, 386300, 386825, 387350, 387875, 388400, 388925, 389450, 390000, 390525, 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