

Nebraska's 37th Anniversary



\$2.50
Gold Piece Free
With individual Cash purchases of \$25 or more at our store

\$5.00
Gold Piece Free
With individual Cash purchases of \$50 or more at our store

Celebration Starts Monday, Nov. 13th
Continuing for Six Red Letter Days

Supply All Your Winter Clothing and Wearing Apparel Needs

Commemorating the founding of the Nebraska Clothing Company: The first one-price clothing store in the west; the store that enjoys the distinction of having placed the clothing business on a legitimate basis in this community; the first clothing store in the west to consider the customer's interests first; the store that upset all precedent in lower prices for quality merchandise and has maintained its powerful value-giving leadership.

The Nebraska Invites Its Thousands of Patrons to a Real Birthday Party, Positively Giving Away Thousands of Dollars in

GOLD PIECES FREE!

Record Breaking Values

Record Breaking Selections

Every Man and Young Man

Should attend Nebraska's 37th anniversary celebration. We've assembled the most remarkable showing of quality clothes, the finest values in years and a demonstration of Nebraska's buying power.

THOUSANDS UPON THOUSANDS
MEN'S AND YOUNG MEN'S

Quality Suits and Overcoats

37th Anniversary
Feature Values at

\$35⁰⁰

The suits with extra pants at \$7.50

Unequaled Suit and Overcoat Values at Every Price for Men and Young Men

\$20 to \$65

MOTHERS, ATTEND THE NEBRASKA'S 37TH ANNUAL EVENT—BUY BOYS' AND CHILDREN'S

Warm Suits and Overcoats \$5 to \$15

Nebraska's Sturdy 2 Pants Suits for Boys. Full Belted Overcoats. Newest Patterns. Little Chaps' Middy Twist and Juvenile Middy Suits.

SHOP ON A TRANSFER

\$2.50 Gold Piece Free with individual cash purchases of \$25.00 or more. \$5.00 Gold Piece Free with individual cash purchases of \$50.00 or more.

Special Notice: The Gold Piece souvenirs are distributed as follows: Ask for a transfer when you start buying — buy in any or all departments. One \$2.50 gold piece is given absolutely free with individual cash purchases amounting to \$25.00 or more. One \$5.00 gold piece is given absolutely free with individual cash purchases of \$50.00 or more.



The \$2.50 Gold Pieces Are Rare Coins Now

It is now more than seven years since the U. S. Treasury stopped the minting of gold pieces of the \$2.50 denomination. The consequent growing scarcity has enhanced their value. It is understood that they are now priced at \$2.75 to \$3.25 in some cities—and difficult to obtain at any price. While they last the supply that we have gathered together goes to our patrons during our 37th Anniversary Celebration.

ANOTHER IMPORTANT SECTION TO INCLUDE ON YOUR SHOPPING LIST

The Greater Shoe Store

Emphatically the lowest prices in the city.

SHOES FOR MEN SHOES FOR WOMEN BILLIKENS FOR EVERYBODY

Nebraska Clothing Co.
MEN'S FURNISHINGS — BUY WARM SWEATERS, GLOVES, UNDERWEAR, HOSIERY, SHIRTS, NECKWEAR

Every Woman and Every Miss

Should attend Nebraska's 37th anniversary celebration—a magnificent showing of high grade wearing apparel has been assembled—at lowest-in-the-city prices.

OUR ENTIRE THIRD FLOOR
OVERFLOWING WITH BEAUTIFUL

Coats, Dresses and Smart Suits

37th Anniversary
Values at

\$24⁵⁰ to \$49⁵⁰

Wonderful Showing of Highest Grade Plush and Cloth Coats, at

\$59⁵⁰ to \$98⁵⁰

OF COURSE, EVERY WOMAN WILL WANT TO BUY A Beautiful New Trimmed Hat

\$5 \$7⁵⁰ \$10

Shop in Nebraska's Metropolitan Millinery Store during the 37th Anniversary Celebration. Stunning new winter styles.

Other Luxurious Winter Hats, \$12.50 to \$25.00

SHOP ON A TRANSFER

\$2.50 Gold Piece Free with individual cash purchases of \$25.00 or more. \$5.00 Gold Piece Free with individual cash purchases of \$50.00 or more.

MEN WILL BUY HATS AND CAPS DURING THE 37TH ANNIVERSARY—STETSON AND MALLORY HEADQUARTERS

MEN'S FURNISHINGS — BUY WARM SWEATERS, GLOVES, UNDERWEAR, HOSIERY, SHIRTS, NECKWEAR