

Out-of-Town Folk! Take the Train for Lincoln! You Cannot Afford to Miss This Sale of Sales

EVERYTHING Reduced

10% to 50%

Not a Stock in the whole store reserved from Reduction—the Big Discounts being in most cases 20 Per Cent OR MORE.

Arrow Collars Only Excepted.

Mail Orders Promptly Filled---We Prepay all Postage and Express Charges

Free Delivery to your door, of all purchases, whether you live in Lincoln or out of town.

GOLD & CO.

112-122 North 10th St. Lincoln

"The Store That Sells the Best For Just a Little Less." We Give S. & H. Green Trading Stamps.

Not a Stock Reserved

10% to 50%

Discount in Absolutely EVERY Department in the Whole Store. Never before were such savings presented.

Arrow Collars Only Excepted.

It Began Thursday, January 2nd

The Event Crowded With Unlimited Saving Opportunities--Gold's Big

SEMI-ANNUAL

DISCOUNT SALE

EVERYTHING IS REDUCED 10% TO 50%

It would require almost this entire newspaper to completely list in detail the THOUSANDS of peerless offerings this unparalleled semi-annual sale presents, so when we tell you here that ABSOLUTELY EVERYTHING IS SENSATIONALLY REDUCED, bear in mind that no matter what your wants may be, you may now supply at reductions of the most substantial character — SAVINGS THAT RANGE FROM 10 TO 50 PER CENT and that include EVERY department in the entire store.

Lincoln's One Big Sale at Which EVERYTHING is Reduced

With the greatest stocks in the history of this fast-growing store and with our removal to "O" Street in a few weeks making it doubly essential that we clear away all merchandise in the shortest possible space of time, values and costs are totally disregarded in one mighty effort to dispose of, in a few short days, thousands of dollars' worth of merchandise of the very highest quality.

We have therefore reserved but ONE single item (Arrow Collars for men) and offer ABSOLUTELY EVERY STOCK IN THE WHOLE GREAT ESTABLISHMENT AT SENSATIONAL SPECIAL REDUCTIONS ranging from 10 per cent upwards, but in most cases at big discounts of from 20 to 50 per cent. The stirring sale continues but a few days, so come early and profit by the unlimited and unsurpassed saving opportunities presented in every section of the store.

GOLD & CO.