

HERPOLSHEIMER & CO.

MERRY MERCHANDISING!

The holiday selling has, so far this year, surpassed anything we have ever known; but we mean to break all previous records and laid our plans accordingly. Our store is larger, our force of sales-people greater, our facilities better and above all, we carry nearly double the stock of holiday merchandise we have shown before. That this stock was properly bought and carefully selected is clearly shown by the prices we are enabled to quote and by the ready appreciation of it by the buying public.

Herpolsheimer Co

Photographs

Special rates to students

Knowlton & Co.

1026 O. ST.
LINCOLN, NEB.

Silver Medal awarded at Photographers' National Convention, Jamestown, N. Y., June, 97.

J. E. HOUTZ,
Leming's Old Stand

Bookseller Stationer

and Dealer in Wall Paper

A new line of Teachers' Bibles just received

E. S. KING FINE WATCH REPAIRING

Scientific 

Refracting Optician

Weak and Strained Eyes Successfully Fitted.

No Atropine, No Lost Time.

1800 O Street, Lincoln, Neb.

We take special pains to please students when furnishing them with

COAL AND WOOD.

Hutchins & Hyatt,

Office, 1040 O street. Phone 235.

First National Bank

Lincoln, Nebraska.

CAPITAL - \$100,000.00

John L. Carson, President, D. D. Muir, Cashier
H. S. Freeman, Ass't Cashier.

This Coming Christmas

Is the time to remember your friends who have done you little kindnesses in the past. No better place to buy the little things which go to make up the dainty part of a Gentleman's Wardrobe than our store.— We have the largest and best Furnishing Goods Stock in the state, where you may buy at a small cost beautiful, acceptable and lasting gifts in the way of Shirts, Collars, Cuffs, Neck-wear, Gloves and Mittens, Hosiery, Handkerchiefs, Mufflers, Bath Robes, House Coats and the One Hundred and One things that every young man wants and needs.

CALL EARLY.

Armstrong Clothing Co

1013 to 1019 O street