



A
Christmas Greeting
 From
The Sterling
 CLOTHIERS
 LINCOLN NEB.



May this be the best Christmas you have ever had and the worst you will ever know

**Gifts
 worth
 giving**

Nothing else does quite so well for a man's or boy's Christmas as something he can wear. "What he wears he will appreciate." We point with pride to our choice selections



Masculine Holiday Attire

Dainty Neckwear 50c to 2.00	Perfection in Shirts \$1 to \$3.50	Best Brands of Underwear 50c to 4.50	Elegant Mufflers \$1 to \$5.00	Handsome Night Robes & Pajamas 50c to 5.00	Choice Hosiery 25c to 2.50	Best Makes of Gloves, Kid Fur \$1 to \$7.50	Fancy Suspenders in Christmas boxes 50c to 2.00
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Serviceable House Coats \$5 to 12.50
Comfortable Lounging Robes 3.50 to \$20
Fine Umbrellas \$1.50 to \$10
20 PER CENT Discount on all Bags, Trunks, Suit Cases.

A Suit or An Overcoat

would be an admirable gift, especially now while we are holding this extraordinary sale

Men's Suits and Overcoats Boys' Suits and Overcoats

That sold for \$45 now \$30.00	That sold for \$20.00 now \$13.50
That sold for 37.50 now 27.50	That sold for 15.00 now 10.00
That sold for 30 now 22.50	That sold for 12.50 now 9.00
That sold for 25 now 17.50	That sold for 10.00 now 7.00
That sold for 20 now 13.50	That sold for 7.50 now 5.00
That sold for 15 now 10.00	That sold for 5.00 now 3.50
That sold for 10 now 7.50	That sold for 3.00 now 1.95

Swell Waistcoats \$1.50 to \$5
Silk, Linen, Cotton Handkerchiefs 10c to \$1.50
Becoming Hats, stiff and Soft \$2 to \$5.00
25 PER CENT Discount on all Winter Caps, Cloth and Fur.

Bring in the measurement and if the garments do not fit, we will cheerfully make any change after Christmas. Every garment in our big store has been marked down to the lowest price possible. It is not a "Slaughter Sale" nor an offer of something for nothing, but a general cut in price, made in good faith and for good business reasons. Come and see our splendid values and you will agree with us that we have ideal and economical gifts for men and boys.

"The Reliable Store	THE STERLING STORE OPEN EVENINGS UNTIL CHRISTMAS	1217 O Street
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