

Santa Claus Back Again!!

Proclaims this **LINCOLN'S TOY CENTER.** This should be the happiest time of the year for the little folks. Don't forget the joy Christmas brought to you when you were young. Remember the little folks will be young only once. Make them happy while you can. Come in and see our new stock of Xmas Toys. You cannot fail to find what will please them. We have automobiles, trains of cars, police patrol, express wagons, stoves, safes, toy guns, dogs and horses, hatchets and hammers, tea sets—exceedingly beautiful for the little folks, whistles, bells, cornets, rubber balls, beautiful picture and story books, drums, toy watches and the most wonderful collection of dolls ever brought to Lincoln, big, little and great—all sizes. You ought to see them. They will make the little girls wild with delight. We have games of all kinds—ping pong, crokinole and others too numerous to mention.



Our Best Friend

is good old Santa Claus, and we try to keep his esteem by always keeping the finest line of men's furnishings for his selection.

MEN'S NECKWEAR.

Shield Bows, Tecks, Imperials, Four-in-Hands, String Ties, Duke of York, and Dude Shield Bows at 25c and..... **50c**

Men's Kid and Mocha Gloves and Mittens at 50c, 75c, \$1.00 and..... **\$1.50**

Men's Silk Mufflers, assorted colors, black and white, at 50c, 75c and..... **\$1.00**

Also a nice line of Wool Mufflers. Suspenders, 10c, 15c, 25c, 35c, 40c and..... **50c**

A nice line in fancy boxes, per pair..... **60c**

Men's Fancy Dress Shirts.—Just received a new line of stiff bosom, fancy shirts in beautiful patterns at 75c, \$1.00 and..... **1.50**

Boys' Dress Shirts in colors and white..... **50c**



Furs! Furs!

In all the new styles in neckwear, scarfs and boas. We are showing them in great variety of styles and are offering them at the following special prices:

\$1.00 Electric Seal Scarf with six tails, at..... **89c**

\$1.75 Electric Seal Scarf with six tails at..... **1.55**

\$3.75 Stone Marten Scarf with six tails, at..... **3.35**

\$6.50 Stone Marten Scarf with eight tails, at..... **5.75**

Ladies' Sets at the Following Special Prices:

Scarf and Muff of dyed marten, special price, per set..... **10.80**

Boa and Muff of dyed marten, special price, per set..... **16.20**

Boa and Muff of Mafulone fur, special price, per set..... **18.00**

Scarf and Muff of Isabella fur, special price..... **19.80**

Children's Angora sets in white, blue and brown at 1.25, 1.75, 2.25 and..... **2.50**



Handkerchiefs.

35c...

Embroidered.

25c...

Plain hemst'hed, Lace insertions, Lace border, Embroidered.

20c...

Embroidered.

15c...

Plain hemst'hed, Lace border, Embroidered, Embroidered Insertions.

12c...

Plain hemst'hed, Embroidered, Lace border.

10c...

Plain hemst'hed, Tucked hemst'd, Lace bordered, Colored border, Embroidered.

7c...

Plain hemst'hed, Colored border.

5c...

Plain hemst'hed, Colored borders, Hemst'hed lace corners, Hemst'hed Emb. corners.

Japanette initial-ed..... **10c**

Plain white hemst'ched for 50c, 60, 75, 85c and **\$1.00**

Colored hemst'd for 25, 40, 50 & **60c**

Japanette in plain hemst'ched and handsome initial-ed, 15 to **25c**

Silks.

20-in China, assorted colors, and abek, reg. price 50c; now **45c**

18 in. Taffeta, all colors and black reg. price 50c; now **45c**

18-in. Taffeta, all colors and black, reg. price 75c; now **68c**

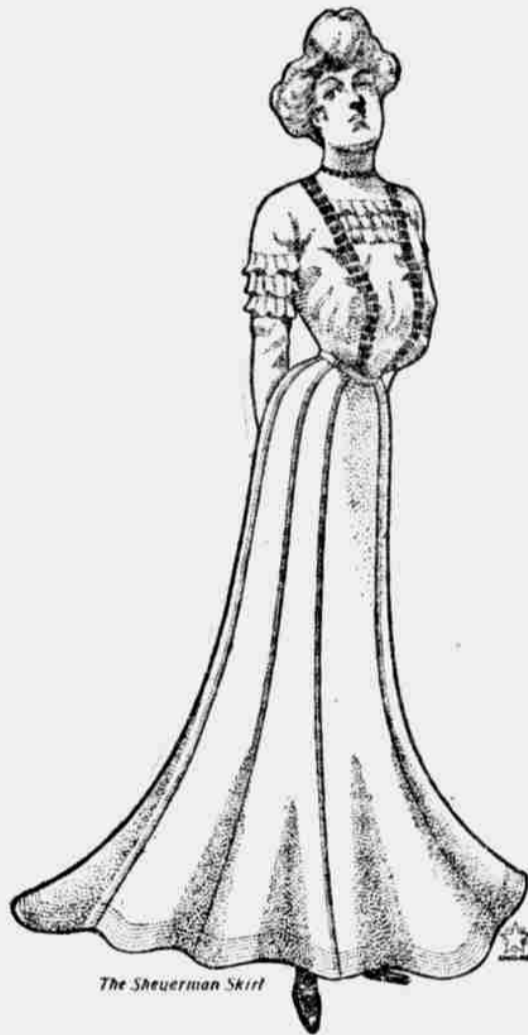
27-in Taffeta, black only; reg. price \$1.00; now **89c**

24-in. Peau de Soie, black only, reg. price \$1.00; now **89c**

20 per cent off on all broaded and novelty silks.

Black Dress Goods.

48 in. canvas cloth, reg. price 1.75, now **\$1.57**
 50-in. pebbled cheviot " 1.50, " **1.34**
 36-in. hop sacking " 1.00, " **89c**
 33-in. Venetian " .60, " **54c**



The Sheerman Skirt

WALKING SKIRTS.

Our \$3.75 Ladies' Walking Skirt, made of half wool cheviot, cut to flare, tailor stitched, in blue-gray, gray; now **3.25**

Our \$6.00 Ladies' Walking Skirt, all wool, striped cheviot, or all wool home spun, made up with deep flounce, tailor stitched, in dark and light gray; now **5.25**

Special discount on all other lines of Ladies' and Misses' Skirts.



Waists! Waists!

Ladies' Waists, made of flannel, with slot seams, trimmed with black buttons, regular price **1.32**; reduced to **1.50**

Waists made of French flannel, made up with corded effects, nicely stitched, and trimmed with buttons to match, in all colors, reg. price 2.25; now **1.97**

Waists of French flannel, made up with slot seams, fancy stitched straps, trimmed with pearl buckles, reg. value \$3.00; reduced to..... **\$2.67**

Waists of French flannel, applique front beautifully stitched—a very stylish garment, regular price 3.50; reduced to..... **2.98**

Ladies' Knit Scarfs, handsome fringed ends, in light blue, pink, red, white and black, reg. price 75c and \$1; now **89c**
 Ladies' Golf Gloves, 25c, 50c, 65c, 75c & 85c
 Misses' Golf Gloves at 25c and..... **40c**

Linen Towels, fringed in plain white and white with blue borders, size 19x44, regular price 20c, now..... **17c**

Fringed in plain white and white with colored border, size 21x46, regular price 30c, now..... **26c**

Plain white with fringe, size 24x48, regular price 30c; now..... **44c**

Plain white with fringe, size 24x50, regular price 65c; now..... **59c**

Special discount on all linen towels.

Table Covers.—Chenille, 50c, 75c, and..... **1.00**

Tapestry, \$1.00, \$1.50, \$2.00 and..... **\$2.50**

45-in. Muslin de Soie or Chiffon in pink, white, light blue, red and black, price **45c**

ALBUMS
 TOILET SETS
 SMOKING SETS
 GLOVE CASES
 CUFF AND COLLAR CASES
 PERFUMES
 FINGER RINGS
 WATCHES AND WATCH CHAINS
 SCARF PINS
 SILVER WARE
 POCKET BOOKS
 TABLE LINENS
 NAPKINS
 BED SPREADS
 HOODS AND FASCINATORS.



CHRISTMAS GIFTS.

Don't worry about Christmas gifts. Give a sensible, useful gift and you can't go wrong. Remember, we're here to help you out. Anyone would appreciate a gift of such splendid slippers or shoes such as we are selling.

For Father.
 Buy a pair of warm, comfortable Nullifiers for... **1.25**
 Fine Kid Slip- pers..... **1.50**

For Mother.
 Buy a pair of warm velveteen Nullifiers... **\$1.50**
 Patent leather or kid dress Shoes \$2 to... **\$4.00**

For Grandpa.
 Buy a pair of nice felt slippers, with felt or leather soles, to sit before the fire **\$1**

For Grandma.
 Buy a pair of warm lined slippers, 75c to **\$1.50**
 Or buy leather common sense wide sole house shoes, \$1.00 to..... **\$1.50**

For Brother.
 Buy a pair of high top storm shoes **1.50**
 \$1.50 to..... **1.50**
 A pair of rubber boots for coasting and winter sports, .50 and..... **2.25**

For Sister.
 Buy a pair of fine evening slippers, heavy walking or skating boots, \$2.00 to..... **\$2.50**



CHILDREN'S COATS.

We have about 28 children's automobile coats which we place on sale at sacrifice prices. They are made of cheviot cloth, nicely trimmed with black silk and mohair braid, in blue, red and brown 4-6 age, worth up to 4.25, at **\$2.97**
 Age 8-10, 4.75 value at..... **\$3.49**
 Age 12-14, 5.50 value at..... **\$3.98**

Printed Flannelettes and Outings.—15c 36-in. printed flannelette at..... **11c**
 10c light and dark outing at **8 1/2c**
 8c Flannelette, dark pattern **6 1/2c**
 6c Outing, dark color..... **4 1/2c**

You have only one life to live and "you'll be a long time dead." Enjoy yourself now. Don't deprive yourself or your children of anyth'g that will make you or them more comfortable or happy.

FRED SCHMIDT AND BRO.
 917-921 O, OPPOSITE POST OFFICE.

Buy Grandpa a cane for Christmas.
 We Sell Them Cheap.