

The Nebraska

JOHN A. SWANSON,  
President

CHANGE OF OWNERSHIP

WM. L. HOLZMAN,  
Treasurer

The Nebraska

# Announcement Extraordinary! REMODELING SALE

Starts Saturday, February 8. An Epoch Making Event in Western Retail History

NOW for the great work of remodeling every floor of this store. First of all we must dispose of all winter merchandise. Cost or value will be entirely ignored. Our one thought is to make room for the army of workmen who will install our new store equipment. We're determined to clear out the entire stock in the shortest possible time. We must rush the work through to completion without delay. Hence prices all over the store will reach the lowest level ever recorded in the history of the Middle-west. Buy now for future needs. Your money never before earned such enormous rate of interest.

## Entire Stock Men's and Young Men's Winter Clothing at 1/2 Price

Consisting of men's and young men's high grade suits, overcoats, cravenettes, medium weight overcoats, full dress and Tuxedo suits. Men's and young men's trousers, fancy vests, and boys' clothing.

*The Nebraska States* Please bear in mind that every dollar's worth of goods in this mammoth stock is from America's most reliable makers; That we guarantee every garment absolutely; That all the original price tags remain so that you may figure your own price cut; That The Nebraska's regular prices are fully 25 per cent less than elsewhere and that we are determined to win your patronage and hold it by giving values that are absolutely in a class by themselves. Don't miss the remodeling sale—the savings are tremendous.

### Men's Suits at 1/2

All our men's and young men's fancy suits; all blue and black suits. Most extraordinary opportunity of the year.

\$10 to \$35.00

Suits at Half Price

\$5<sup>00</sup> to \$17<sup>50</sup>

### Full Dress Clothes at Half

All our men's Full Dress and Tuxedo Suits. Formal dress clothes, strictly the newest 1912-1913 models; \$25.00 to \$40.00 suits at \$12<sup>50</sup> to \$20 half price.

Every garment reduced from Nebraska Clothing Co.'s original low prices for quick disposal at just

# 1/2

PRICE

Make special note that this sale affords you unrestricted choice of thousands of finest garments.

### Overcoats at 1/2

All our men's and young men's fancy overcoats and all black and oxford overcoats. Our entire stock goes.

\$12.50 to \$50

Overcoats at Half Price

\$6<sup>25</sup> to \$25<sup>00</sup>

### Men's Cravenettes at Half

All our men's and young men's cravenettes and medium weight overcoats. Remodeling occasions unprecedented selling; \$15 to \$30 cravenettes at half. \$7<sup>50</sup> to \$15

*The Nebraska States* Many improvements to be installed here prove that the new owners of this store have the courage of their convictions. You were promised one of the best appointed stores in the West. Today we announce our readiness to fulfill our promise and work will be started forthwith. We have the ambition to accomplish things for Omaha as well as for ourselves. We believe in our city, its great future and growing prestige. A Greater Nebraska will greet you soon. Share in remodeling sale benefits now.

### All Men's Trousers at 1-2 Price

Choose from our entire stock of men's and young men's high grade trousers.

\$2.50 to \$7.50 Trousers—Remodeling Sale prices..... \$1<sup>25</sup> to \$3<sup>75</sup>

### All Boys' Clothing at 1-2 Price

Greatest sale of boys' suits ever held in Omaha. Choose from our entire stock of boys' suits.

\$2.95 to \$9.95 Knickerbocker Suits; Remodeling Sale price... \$1<sup>48</sup> to \$4<sup>98</sup>

### All Boys' Overcoats at 1-2 Price

Entire stock of boys' and children's high grade overcoats. Unrestricted choice.

\$2.95 to \$9.45 Overcoats—Remodeling Sale prices..... \$1<sup>48</sup> to \$4<sup>73</sup>

### Men's Fine Furnishings

#### Great Remodeling Sale

Note these Wonderful Values

Shirts Worth up to \$2.00 on Sale at 95c

Celebrated Excello, Faultless and Columbia Shirts. Think of it, shirts worth up to \$2.00, all sizes—Remodeling Sale price..... 95c

\$1.50 Gloves at 95c—Adler's well known high grade silk lined or unlined cape or kid gloves, sale price..... 95c

\$3.50 and \$4.00 Sweaters on Sale at \$1.95

Radical reductions like these illustrate our determination to make a sweeping clean-up to facilitate the work of alteration. \$3.50 and \$4 sweaters; Remodeling Sale price..... \$1<sup>95</sup>

\$5.00 and \$6.00 Pure Worsted Fashioned Sweaters. Remodeling sale price..... \$3.45

Any \$3.50 and \$4.00 Union Suit, \$1.95

No reserve. Any "Muldoon," "Superior" or "Madwell" union suit in our entire stock—broken lots but all sizes. Great variety of weights, \$3.50 and \$4.00 Underwear; Remodeling Sale price..... \$1<sup>95</sup>

\$1.00 and \$1.25 Union Suits, Winter weight, all sizes. Remodeling sale price..... 55c

#### Double Extra Special

Men's 7c Handkerchiefs; Remodeling Sale price..... 2<sup>1/2</sup>c

Men's 25c Suspenders; Remodeling Sale price..... 10c

Men's 50c Knitted Mufflers—Remodeling Sale price..... 15c

#### Neckwear Half Price

\$1.00 Neckwear—Every dollar's worth in Remodeling Sale..... 50c

50c Neckwear and hundreds to pick from; Remodeling Sale..... 25c

## Tremendous Reductions. Our Entire High Grade Stock of Misses' and Women's Wearing Apparel

OUR third floor women's department will be completely refitted with the most modern equipment. Drastic price cutting starts Saturday to effect decisive selling. Every seasonable garment goes, no reserve. These are a few of the astonishing bargains that will be placed on sale Saturday—be sure to attend The Nebraska remodeling sale.

Positively the Greatest Coat Sale of the Year.

### All Women's and Misses' Winter Coats

Your unrestricted Choice of all our \$20.00, \$25.00 and \$29.75 coats at.....

# \$5<sup>00</sup>

Don't Miss it

Sale Starts Promptly at 8 O'clock Saturday Morning. It never happened before.

### Our Beautiful Silk Dresses at Wonderful Reductions

Saturday we place on sale our entire stock of women's and misses' beautiful silk and chiffon dresses and gowns, superb styles, wide variety, our regular \$22.50, \$25.00 and \$30.00 values; Remodeling Sale price, Saturday at..... \$9.75

\$10 and \$15 Coats \$3.98

Just 20 women will get these bargains—just twenty. \$10.00 and \$15 covert cloth raincoats. Remodeling Sale Price..... \$3.98

\$10 Serge Dresses at \$5

A limited number only. High grade serge dresses, actual \$10.00 values. Remodeling Sale price..... \$5.00

Any Child's Coat \$3.98

Come early for these 20 children's high grade coats. Actual \$5.00, and \$7.50 coats; Remodeling Sale price..... \$3.98

#### Note the Following. Every Item an Unparalleled Value

Misses' \$10.00 Tailored Suits at..... \$5.00

Women's \$2.98 House Dresses at..... \$1.90

Women's 95c Combination Suits at..... 69c

Women's \$5.00 Black Silk Waists..... \$2.98

\$2.50 and \$3.00 pure linen tailored waists, sale price..... \$1.90

Children's \$1.00 house dresses—Remodeling Sale price..... 69c

Women's \$8.50 Skirts, sale price..... \$3.98

\$2.00 Tailored Waists at..... 95c

50c Corset Covers at..... 25c

\$2.98 Silk Petticoats at..... \$1.98

\$5.00 and \$6.00 chiffon waists—Remodeling Sale price..... \$2.98

#### Fur Sets May Never Again Sell at Such Low Prices

\$10.00 Brook Mink Sets, Remodeling Sale price..... \$5.00

\$25.00 Genuine Gray Fox Sets, sale price..... \$12.75

\$15.00 Black Fox Sets; Remodeling Sale price..... \$10

\$25.00 Jap Mink Sets—sale price..... \$15.00

\$35.00 Near Seal Sets—sale price..... \$19.75

\$40.00 Imitation Mole Sets; Remodeling Sale price..... \$25

\$32.50 Pointed Fox Sets—Remodeling Sale price..... \$25

\$55.00 Black Fox Sets; Remodeling Sale price..... \$29.75

Women's Wearing Apparel Department Entire Third Floor

### Mens & Women's Shoes

#### Great Remodeling Sale

Every Item a Record Breaker

Even when prices are down to the lowest point we strive to give the same careful attention in fitting shoes that has always characterized the Nebraska's shoe service.

Men's Shoes Worth Up to \$4.00 at \$1.95

LOT I—Men's high grade box calf, vici kid, patent leather, tan calf, button or blucher style, worth up to \$4; great Remodeling Sale price..... \$1<sup>95</sup>

Men's Shoes Worth Up to \$5.00 at \$2.95

\* LOT II—Men's fine shoes, gun metal, patent colt, tan Russia and vici kid, button or blucher style, worth up to \$5.00; Remodeling Sale price..... \$2<sup>95</sup>

Women's Shoes Worth to \$3.00 at \$1.95

LOT III—Women's reliable shoes, patent colt, tan calf, gun metal, vici kid, slightly broken sizes. Shoes worth up to \$3.00; Remodeling Sale price..... \$1<sup>95</sup>

Women's Shoes Worth to \$4.00 at \$2.45

LOT IV—Women's fine shoes in all the new styles. Gun metal, patent colt, tan calf or kid leather. Either cloth or leather tops, up to \$4.00 shoes; Remodeling Sale price..... \$2<sup>45</sup>

Boys' and Children's Shoes Go on Sale

LOT V—Boys' shoes, all adds and ends from a season of unusually heavy selling, up to \$3.00 values; Remodeling Sale price, choice of the lot at..... \$1<sup>45</sup>

LOT VI—Misses' and children's Jockey or Pony Boots—

\$1.95, \$2.25, \$2.75

Men's \$3.00 Hats at \$1.85

Hats get a price slash in the big remodeling sale that hints of a greater hat stock here. At \$1.85 for men's soft and stiff hats, staple or novelty shapes, we'll make clear the stock in short order. Our \$3.00 hats, Remodeling sale price..... \$1<sup>85</sup>

### Men's Fancy Vests 1-2 Price

Your unrestricted choice of any fancy vest in the house at just one-half. Hundreds of the newest styles. Light and medium dark colors. Washable vests and silk vests. All sizes, regulars and stouts. Remodeling sale price, choice at..... 1/2 price

# Nebraska Clothing Co

Correct Apparel for Men and Women

FARNAM & FIFTEENTH STS.

SEE OUR SHOW WINDOWS. NOTE THE NOTABLE VALUES