

The Nebraska

JOHN A. SWANSON, President

The Nebraska

WM. L. HOLZMAN, Treasurer

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MR. JOHN A. SWANSON, President of the Nebraska Clothing Co.

Enjoys the distinction of having originated the great Semi-Annual Half-Price Clearance Sale.

This sale is eagerly awaited by the shrewd clothes buyers of Omaha and vicinity, who have learned from experience that this is a Bona Fide Half-Price Sale of the world's best clothes for men and boys, and—

The Greatest Bargain Event Held in This Entire Territory.

Thousands of people from far and near attend this great sale every year.

See These Great Bargains In Our Windows.

Special Notice!

NO CHARGES; NO C. O. D.'s; NO APPROVALS; NO REFUNDS; and a slight charge for alterations during this sale.



The "I Will" Man is Here

And announces, beginning Saturday, January 2nd, the colossal Semi-Annual Event known from coast to coast as America's original

HALF PRICE SALE

Our Entire High Grade Stock

of Men's, and Young Men's, Boys' and Children's Fall and

SUITS and OVERCOATS

Will be placed on sale Saturday at One Half Price

In this most wonderful of all clothing sales you'll find the cream of America's finest hand-tailored clothing from Rochester, N. Y.'s celebrated makers. Every garment in these enormous stocks was personally selected by our Mr. John A. Swanson, recognized as one of America's most expert clothing buyers.

Amazing assortments await you in this great Half Price Sale—assortments so complete that no other store in the west can equal our superb selections. More than ten thousand high-class suits and overcoats and all go at Half Price. Our policy—clear the docks—make a clean sweep and start each season with all-new stocks.

This is the big, startling sensation of the season. A sale so full of unequalled saving opportunities that it will be the talk of the thrifty for days and weeks to come.

"Slash, Smash, Slaughter Prices" Says the "I Will" Man

"Clear Out All Fall and Winter Clothing," and, Regardless of Cost, Loss or Value, We Launch This Sweeping Sale, Offering—

Our Entire Stock of Men's and Young Men's Suits and Overcoats at Half Price as Follows:

All \$10 Suits & Overcoats \$5 at Half Price... All \$12.50 Suits and Overcoats \$6.25 at Half Price... All \$15.00 Suits and Overcoats \$7.50 at Half Price... All \$18 Suits & Overcoats \$9 at Half Price... All \$20 Suits & Overcoats \$10 at Half Price...

All \$25 Suits and Overcoats \$12.50 at Half Price... All \$30.00 Suits and Overcoats \$15 at Half Price... All \$35 Suits and Overcoats \$17.50 at Half Price... All \$40.00 Suits and Overcoats \$20 at Half Price...

All Our Finest Imported \$50.00 Overcoats Half Price—\$25.00

All Boys' and Children's \$2.50 to \$10.00 SUITS and OVERCOATS Half Price, Now \$1.25 to \$5

Fur and Fur Lined Overcoats and Black Suits alone Excepted

The "I Will" Man Offers a Landslide of Bargains in Men's Furnishings

Prices have been cut to pieces, on many lines of warm furnishing goods. The goods simply must be sold for we never carry over stock from one season to another.

Gloves Sacrificed

Hundreds of pairs of warm gloves, the sample lines from a prominent manufacturer, on sale as follows:

Men's Gloves, to 75c values... 35c Men's Gloves, to \$1.00 values... 45c Men's Gloves, to \$1.75 values... 95c Men's Gloves, to \$2.25 values... \$1.15 Men's Gloves, to \$3.00 values... \$1.50 Men's Gloves, to \$3.50 values... \$2.25

Gloves, up to \$5.00 values, for \$3.00. Included in this sale you will find lined and unlined caps and mousa gloves, and gauntlet gloves and mitts. Also fur gloves and fur-lined gloves.

Smash Go the Shirts

America's best shirts—Excello, Dates Street, Yorke, Arrow and other leaders. A brilliant showing at most extraordinary prices!

Men's Shirts, Reg. \$1.00 val. 79c Men's Shirts, Reg. \$2.50 val. \$1.88 Men's Shirts, Reg. \$1.50 val. 95c Men's Shirts, Reg. \$3.00 val. \$2.25 Men's Shirts, Reg. \$2 val. \$1.15 Men's Shirts, Reg. \$3.50 val. \$2.65

\$4.00 Shirts at \$2.85 \$5.00 Shirts at \$3.55 Remember, these shirts are up to and span new patterns. An expert's selection from the best in the country. Stock up on shirts Saturday.

25c Men's Fibre Hose Saturday at 17c

Read These Important Reductions

\$1.00 Men's Union Suits at 69c \$1.50 Men's Union Suits at \$1 75c Muslin Night Robes at 45c

Men's up to \$1.00 Underwear to Close at 35c

50c Silk Neckwear Saturday at 25c

All Winter Caps

Must Go Says The "I Will" Man! Consequently our entire stock of finest fur, cloth, leather, corduroy and knit caps go at extraordinary reductions from our lowest in the city prices.

Men's Fur Caps \$1.50 Fur Caps at \$1.15 \$2.50 Fur Caps at \$1.85 \$5.00 Fur Caps at \$3.55 \$6.50 Fur Caps at \$4.95 \$7.50 Fur Caps at \$5.95 \$10.00 Fur Caps at \$6.95

Men's and Women's SHOES Prices Slashed.

\$3.00 and \$3.50 Men's Shoes \$2.50 to \$3.50 Women's Shoes \$2.45 \$1.95 \$3.50 to \$5.00 Men's Shoes \$3.45 \$2.95

Men's Cloth Caps Our entire stock of cloth, leather or corduroy caps, values up to \$2.00, in three lots at— 39c, 79c, \$1.15

Extra Special Angora, Heatherfelt and Knit Toques. Just the thing for skating and out-door sports. 95c Toques, 49c 50c Toques, 39c

Boys' Hats & Caps Hundreds of newest styles. Chinohilla, plush, serge and suiting fabrics. Worth to \$1.50, choice at— 79c and 70c

Nebraska Clothing Co

JOHN A. SWANSON, President WM. L. HOLZMAN, Treasurer FARNAM AT FIFTEENTH ST.

CORRECT APPERAL FOR MEN AND WOMEN.

The "I Will" Man Makes a Clean Sweep of All WOMEN'S SUITS, COATS, DRESSES FUR SETS AND FUR COATS, at 1/2 PRICE

Vast, alluring assortments of the most fashionable wearing apparel—our entire stock—just stop and think of it—all going at Half Price! Your opportunity to start the New Year in stylish garments and get a suit and coat for the price of one.

Choose from Our Entire Stock

Women's Coats at 1/2 Price

All \$9.95 COATS—\$4.90 All \$12.95 COATS—\$6.40 All \$14.95 COATS—\$7.40 All \$17.50 COATS—\$8.75 All \$19.50 COATS—\$9.75 All \$24.50 COATS—\$12.25 All \$29.50 COATS—\$14.75 All \$34.50 COATS—\$17.25 All \$39.50 COATS—\$19.75 All \$44.50 COATS—\$22.25

Choose from Our Entire Stock

Women's Suits at 1/2 Price

All \$14.95 SUITS—\$7.40 All \$17.50 SUITS—\$8.75 All \$19.50 SUITS—\$9.75 All \$24.50 SUITS—\$12.25 All \$29.50 SUITS—\$14.75 All \$34.50 SUITS—\$17.25 All \$39.50 SUITS—\$19.75 All \$44.50 SUITS—\$22.25 All \$49.50 SUITS—\$24.75 All \$55.00 SUITS—\$27.50

Entire Stock Silk and Wool Evening and Street Dresses 1/2 Price Entire High Grade Stock of Fur Sets and Fur Coats at 1/2 Price

All Children's Warm Winter Coats HALF PRICE All Children's Dresses, Half Price

Saturday Night SPECIAL 7 to 8 o'clock only Women's Bungalow Aprons; Women's House Dresses; Children's Wash Dresses. Values up to \$1.00, 7 to 8 o'clock Saturday Night 25c

Women's Furnishings—Rousing January Reductions

\$3 Women's Wool Sweaters Good quality wool \$1.75 35c Women's Fibre Hose Best wearing stocking made. Black, white, tan. Regular 35c quality, special for Saturday, 25c. 1.00 Women's Underwear Fine quality wool and cotton mixed Vests or Pants. Regular \$1.00 values, Saturday, 55c. 50c Women's Underwear Essex Mills fine quality cotton rib vests or pants, 50c values, Saturday, special, at, ea., 35c. 50c Women's Fibre Hose, Saturday at... 35c 1.00 Women's Neckwear, Saturday at... 50c 50c Women's Neckwear, Saturday at... 25c 35c Boys' Waists, Saturday at... 19c