

THE POLICY OF DIVISION

Our policy is plain: We have no so-called "end-of-season" or "clearing sales." We make our prices the "bargain price" at the beginning of the season, when stocks are complete and fresh. This means that the price you pay us at the beginning of the season is the "end-of-season" price you pay elsewhere, after stocks are culled out and picked over. This is worth thinking about.

Consider This

Are the profits of the "sacrifice" sales people enormous at the beginning of the season? Or are the losses big at the end-of-season sales? Our policy means a fair profit through the season.

Fair Treatment

We give our patrons the benefit of every bargain we receive--- and give it to them in season. We divide the bargain, giving our patrons the immediate benefit.

Head-to-feet Outfitters for Men

We outfit men from head to feet in the best makes of

Hats, Caps, Underclothing, Shirts, Hose, Collars,
Cuffs, Ties, Shoes, Suspenders, Garters, Etc.

Our lines are always complete and the product of the best makers. You are cordially invited to inquire into our methods and policies. Come in and get acquainted.

ON
THE
CORNER

SPEIER & SIMON

ON
THE
SQUARE

LINCOLN

TENTH AND O STREETS

NEBRASKA