## $5-77_{2}^{1}-10$

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\begin{aligned}
& \text { These are, plain figures. No mystery about } \\
& \text { them. The "5" stands for our } \$ 5 \text { Suits and ov- } \\
& \text { ercoats that cost you } 50 \text { per cent more elsewhere. } \\
& \text { The "7 l-2" stands for our } \$ 7.50 \text { Suits and over- } \\
& \text { coats that cost you } 103 \text { more elsewhere. The } \\
& \text { "0." stands for our } \$ 10 \text { Suits and overcoats that } \\
& \text { cost you one-fourth more elsewhere. } \\
& \text { "The Differernt Store. } \\
& \text { The } \\
& \text { Its different because it sells cheaper on the } \\
& \text { basis of less expense. We are out of the high } \\
& \text { rent district. We put the cost in the goods, not } \\
& \text { in the rent. SEE? We have a large line of } \\
& \text { Union Made Goods. }
\end{aligned}
$$

Lincoln Clothing Company

## cownownownowniwnownowns ..ON SALE NOW.. regardiess of cost <br> I Will Close out this entire line of Shoes by November 1st <br> THISE Slofs ARE All wareanit And cannot be equaled in Lincoln. We are arall gone: <br> ODEN 1322 O ST. <br> [UNION MADE] <br> 

## OUR STORY <br> OF FURS

We can tell without the possibility of exaggeration. The best skins we can find or hear of, a furrier whose skill and experience are seldom excelled, garments in exquisite style and finish. Order a full garment or a small neckpiece, and we make it in our best manner for no more than it would cost ready-made.
Miller \& Paine's


## n



 te devices which cause garments to
retain the retain their style and originality. Ask
for them at the Paine Clothing Com-
pany. tory is soon Overall and Shirt fac- dedicated with
prayer. We presume the dedicatory

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& \text { mor } \\
& \mathrm{mana} \\
& \text { cat }
\end{aligned}\right.
$$






## CHILDRENS' CLOTHING DEPARTMENT

We call special attention of every mother who reads this advertisement to the excellent CHILDREN'S CLOTHING and Furnishin gs Department of this store. We have spared no pains to make this one of the leading features of our business. Every doilar's worth of
goods in the department is new-the very latest, both as to pattern and dylye. The quality, we have no hesitation in saying, is a large per cent better than you will find anywhere etse at the price asked you here. And this is a good time to say to you that when we made up our minds to establish a clothing store in Lincoln we determined to sell at a smaller profit than any of our competitors. This we are doing, and it is the chief reason why you should patronize this store. There are several reasons why. we can afford to do business on a smaller margin of profit than an $y$ other high class store in the city.
One reason is we are just outside the high rent district, and another very reason is, we buy for three large clothing houses-two in Nebraska and one in Kellent This gives us an advantage and our patrons get the benefit of it in lower pricea on every purchase they make here.
Come in and
arding it, Viz.:

## The Quality, The Style, The Price

WHEN YOU HAVE DONE THIS THERE WILL BE NO DOUBT IN YOUR MIND AS TO WHERE YOU SHOULD BUY YOUR CLOTHING AND FURNISHINGS.

## Speier \& Simon

One door north of 0 Street
104-106 No. 10th Street

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THE BEST MILLINERY.
Sadie Pucket
134 So. 12th St. Lincoln, Nehr.
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ico Cream.

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Madsen's Market
13480 STREET
GOOD MEATS
Cheap for Cash
FAGAN'S

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| :---: |
| 12280 STREET |

handles everythimg in SEASOM moderate prices. first eLass SERVICE
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OPEN

# CLEAN, LIGHT, STEAM HEATED FURNISHED ROOMS <br> AUTO PHOME 2388 PERMANSNT OR TRANSIENT 

tURMER'S TRAMSIENT HOUSE,
LINCOLN, NEBRASKA.
Lincoln, nebraska. G. TURMER, PROP.


CHICKERING

## A PIANO

praised by every musician and music lover the world f
 yrand piono made) is but fric triet long, requires les
than an upright yet its tone is surerion, it weeighs


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11250 Street.

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