

WE'LL DIVIDE THE PROFITS WITH YOU



If you buy your Clothing here, we divide the profit with you and not with the Landlord. If you want to save money on everything you buy in Men's or Children's wear come to this store. We don't pay O street rent. Neither do we put the price of our goods away up now expecting to have "July Cut Price Clearing Sales" and sell them for a little more than half what we ask now. Our prices are at bed-rock every day in the year. You can buy here now for less money than you will be asked to pay at anybody's "Clearing Sale" in July, and you get the benefit of a full season's wear.

Whatever's Newest, Whatever's Stylish, Whatever's Right.

is here. We give you the best in every particular—in every variety. The best can not be bettered.

SUITS FOR MEN

Pick out the pattern—there's no need to give a thought to the style—we have done all that. Spring suits for \$8.95, \$10.00, \$12.00, \$12.50, \$15.00, \$18.00 and \$20.00.

SUITS FOR BOY'S

The selections here are second to none—Suits here at \$1.65 to \$6.00 in all styles exclusively our own.

EASTER NECK-WEAR ELEGANCE

The richest fancies in Neckwear are all here for Easter time. The most exquisite color blendings ever shown in this city. Also new hosiery new shirts and new handkerchiefs. In fact everything a gentleman needs in his wardrobe.



Shoes for Men That Sell for



\$1.00 LESS

than you will pay for the same quality at any other store in Lincoln. The profit on shoes has been too great—unreasonable in this city. We are entirely satisfied with a reasonable profit. Try a pair of our shoes. We'll gladly refund your money if you're not satisfied.



FASHION-ABLE HATS

The best hat makers reach you through this store. The hat caps the climax of dressiness. We have them at prices that range from \$1.00 to \$5.00, but the one you will pay \$3.00 for here will cost you \$4.00 anywhere else about town.



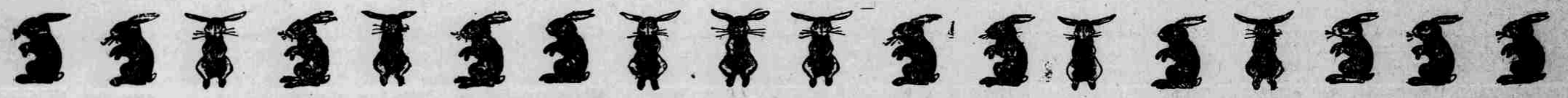
Better Goods, Better Variety, Better Values are not possible or we would have them, Come to us with every confidence

SPEIER & SIMON

104-106 North 10th Street

WE SAVE YOU MONEY

One Door North of O Street



LOCAL MENTION.

A Few Brief Items Gathered in This Immediate Vicinity.
Smoke "Blue Ribbon" cigars and be good and happy. All dealers.
Brock the Jeweler has a new advertisement in this issue. Read it.
Hang the butter in the well and say to the ice trust, "Go to thunder!"
The largest line of union made shoes in Lincoln may be found at Rogers & Perkins.
The Cincinnati Shoe Store has a new ad in this issue, and it will pay you to read it.
Rogers & Perkins carry the largest line of union made shoes to be found in the city.
The North Printing company secured the contract for printing the proceedings of the Nebraska Press Association.
"Blue Ribbon" cigars are made in Lincoln by union cigarmakers and sold by all dealers. Neville & Gartner, manufacturers.
"Friendly List Edition" next week—if the press doesn't break down. Wait for it—the edition, not the breakdown.
Perhaps you are going to buy that new Easter suit of clothes Saturday evening. Be sure that it bears the union label.
Herkert Armstead of North Bend, Nebr., spent Sunday and Monday in Lincoln, the guest of his sister, Mrs. W. M. Maupin.
The Citizens' Street Railway company has begun active construction

work and expects to keep things going from now until the completion of the big project.
The Woodruff-Collins company is just winding up the work of issuing the fifth volume of "The Commoner Condensed." It is a big job well done.
Teamsters to the number of 750 are out in Jersey City, N. J. The struck house has been unable to turn a wheel since the strike was called.
Just after recovering from a long and serious illness, Rex Emmert got mixed in a runaway last Monday and emerged badly shaken up and a little bruised. The principal damage was to his nerves.
The Stablenen's Union of San Francisco is on strike for an increase in wages to \$2.50 a day. Several stables have already conceded the demand and the rest are expected to do so shortly.
The agreement between the New York Metropolitan Opera House chorus and Manager Conried will expire on April 18. A new agreement will be presented, but no trouble is anticipated.
Speier & Simon have such a big ad in this issue that you can not help seeing it. And after you have read it you can go to their store and be convinced that they do all they say they will, and more.
The odds at all the sporting centers are six to one that the city council will back down on not less than 90 per cent of its bluffs against the Lincoln Traction company. Up to date no one has taken the big end of the proposition.
Having sold the Eleventh Street Lunch Counter, I opened a table restaurant on South Twelfth street. I have now removed the tables and put in a lunch counter; open at 6 a. m. and dinner from 11 a. m. till 2 p. m. Quick service. Don Cameron, 119 So. 12th St.
Union Carpenters in St. Paul have asked a raise of 2 1/2 cents per hour and a minimum rate of 40 cents per hour to take effect at once. In San Francisco the carpenters have made an agreement with the Master Carpenters' association affecting 12,000 men, by which wages will be increased from \$4.50 to \$4.80 a day on July 1. The arbitration board of the Chicago Carpenters' and Builders' association, the United Brotherhood of Carpenters and Amalgamated Association of Carpenters have signed the agreement which provides for an increase of 5 cents an hour for the carpenters for the first year and for 7 1/2 cents an hour during the two years following. The press scale is 50 cents per hour.

FAGAN'S CAFE

1228 O STREET
HANDLES EVERYTHING IN SEASON
MODERATE PRICES. FIRST CLASS SERVICE
MEALS, 15cts AND UP
OPEN ALL NIGHT

NICELY FURNISHED AND FITTED AND THE MOST POPULAR PRICED HOUSE IN THE STATE. FIFTEEN NEW BATH ROOMS.

New Windsor Hotel
Lincoln, Nebraska
American and European plan. American Plan \$2 to \$3 per day. European Plan, Rooms 50c to \$1.50 per day. 93 rooms all outside. Popular priced restaurant lunch counter and Ladies' cafe. SERVICE UNEQUALLED.
E. M. PENNELL, Mgr.

GILSON'S SORE THROAT CURE.

Good for Tonsillitis.
Office of W. M. LINE, M. D.
Germantown, Neb., Feb. 8, 1904.
I have had most excellent results with Gilson's Sore Throat Cure in diseases of the throat and mucous linings. I find its application in tonsillitis and cases where a false membrane exists in the throat, as in diphtheria, to have an immediate effect, loosening and removing the membrane, and thereby at once relieving this distressing sensation of smothering noted in these cases. My clinical experience with Gilson's Sore Throat Cure has proved to me its value and I can heartily recommend it to all as a safe and reliable preparation for the disease it is recommended.
W. M. LINE, M. D.
Grad. L. M. C. '93.
Address all orders to
Mrs. J. S. Gilson, - Aurora, Neb.

AT ACTUAL COST

of piping your house for gas, and fuel and lighting gas for one year will be actually

LESS THAN THE COST OF COAL

and kerosene for one year. In addition you'll have all the cleanliness and convenience that comes with the use of gas.

WE'LL DO THE PIPING

and furnish the fixtures at the lowest possible price. Let us submit an estimate.

LINCOLN GAS & ELECTRIC LIGHT CO.

BELL 75 OPEN EVENINGS AUTO 2575

33 1/3 PER CENT OFF On All Rubber Goods

The real thing in the bargain line.
\$1.50 Syringes \$1.00
\$1.25 Hot Water Bottles..... 90c
\$1.20 Hot Water Bottles..... 82c
\$1.00 Hot Water Bottles..... 67c
\$1.00 Hot Water Bottle and Fountain Syringe..... 67c
90c Hot Water Bottle..... 60c
90c Hot Water Bottle and Fountain Syringe..... 60c
75c Syringes..... 50c
ONE WEEK ONLY WE OFFER 1-3 OFF ON ALL RUBBER GOODS AT

RECTOR'S

12th and O Streets

Dr. I. L. Phardt 1726 N. STREET LINCOLN, NEB. Heart Specialist

EXPERT WATCH REPAIRING DONE AT BROCK--THE JEWELER'S 1140 O ST. Lincoln, Neb.

National Bank Interest on time deposits