

THE GREATEST SALE IN OUR HISTORY

AND THIS MEANS THE GREATEST IN THE HISTORY OF LINCOLN NOW IN PROGRESS. COME!



No need to tell you this is the greatest sale of Clothing ever attempted in Lincoln. You'll see for yourself. We will tell you in plain Anglo-Saxon language, and as briefly as possible why we must inaugurate this sacrificing sale. Unseasonable weather, a large stock and our fixed policy of "carrying nothing over" means that we must make these unusual price concessions. This vigorous price-cutting will bring economy to hundreds of men for it's an opportunity to buy the highest grade clothing that's made at liberal reductions.

ONE THING MORE: Just remember that every statement in this advertisement is made over the signature of "MAYER BROS.", a tried and dependable firm that's won reputation on honest methods and truthful advertising

NOTICE

Every Mans' and Boys' Suit in the house is included in this sale except plain blue and black suits and uniforms.

NOTICE

EVERY SUIT IS MARKED in plain figures with the original ticket. You can see for yourself the saving afforded.

AT
\$9.75

SUITS WORTH UP TO \$15

The materials are mixed Cheviots and Tweeds and fancy Worsteds—all sorts of patterns. Suits that will hold shape and look well 'till worn out:

**Not \$9.75 Suits, But
Values Up To \$15.00
Reduced To \$9.75**

AT
\$14.00

SUITS WORTH UP TO \$20

At this price there is every style a man wants and in correctness of design, charm of fabric and quality of workmanship every garment is perfect.

**Not \$14.00 Suits, But
Values Up To \$20.00
Reduced to \$14.00**

AT
\$17.00

SUITS WORTH UP TO \$25

Clothes made by Rogers, Peet & Co. makers of the finest clothing in the world, are included in this lot. They are better suits than you can find elsewhere at any price.

**Not \$17.00 Suits, But
Values Up To \$25.00
Reduced To \$17.00**

AT
\$24.00

SUITS WORTH UP TO \$38

Now, we offer the finest ready-to-wear clothing that's to be had anywhere. Fine hand-tailored garments of imported wools, better clothing than the other stores attempt to handle:

**Not \$24.00 Suits, But
Values Up To \$40.00
Reduced To \$24.00**

**STRAW
HATS 89c**

We've sold many straw hats this season—a great many lines are now broken—these we will close out in a hurry—

**Values up to \$2.50
at 89c**

Panama Straws

The hand-made kind and made under water

\$10.00 and \$12.00 Values

\$6.50

Genuine Balbriggan Underwear
the 50c kind

at **35c**

Broken Lines of Fine Underwear, including Silk and Lisle mixed garments, **\$1.50 to \$2.50**
values at **98c**

EXTRAORDINARY PRICE CUTTING TO REDUCE BOYS' AND Young Men's Stock at Once

(ONLY PLAIN BLACK AND BLUE SUITS EXCEPTED)

**MORE BOYS' AND YOUNG MEN'S CLOTHING—BETTER GRADES OF
BOYS' AND YOUNG MEN'S CLOTHING—THAN AT ANY OTHER STORE**

KNEE PANT SUITS
that sold up to \$3.00,
cut to **\$1.95**

KNEE PANT SUITS
that sold up to \$8.00,
cut to **\$5.50**

YOUNG MEN'S SUITS
that sold up to \$10.00,
cut to **\$6.75**

YOUNG MEN'S SUITS
that sold up to \$15.00,
cut to **\$10.75**

Boys' Bloomer and
straight Trousers,
\$1.00 kind **79c**

KNEE PANT SUITS
that sold up to \$5.00,
cut to **\$3.75**

KNEE PANT SUITS
that sold up to \$10.00,
cut to **\$6.95**

YOUNG MEN'S SUITS
that sold up to \$12.50,
cut to **\$8.75**

YOUNG MEN'S SUITS
that sold up to \$20.00,
cut to **\$14.00**

Boys' Knee Pants,
50c kind,
at **39c**

Boys' Knee Pants;
25c kind,
at **13c**

Mayer Bros

