

CLEAN SWEEP SALE

"Lincoln's Greatest Clothing and Shoe Store" is the well-deserved reputation of this Establishment.

Mayer Bros.

"Lincoln's Head to Foot Clothiers" proves every statement with a money-back guarantee.

Been Waiting, Have you, for Mayer Bros. Sale? Well, Here It Is
We have inaugurated a "Clean Sweep Sale"—we're going to sweep

out the winter clothing---our broom will be "price." The extraordinary values offered on this occasion will be the talk of the town, for it is indeed rarely that you have an opportunity to get clothing of quality such as we sell at a sweeping reduction of prices.



—yes Rogers, Peet & Co.'s fine clothing is included in this sale—you know there's nothing to equal Rogers, Peet & Co.'s clothes—the fact that we handle this line shows our appreciation of quality.

—we consider quality first and price afterward, that's why this is to be head and shoulders above all sales—reduced prices you can get elsewhere, but Mayer Bros.' quality clothes at reduced prices are not to be had in any other store in Lincoln. Now it's up to you to investigate. Do this at your earliest convenience.

—you see the prices quoted here---these are genuine reductions made to reduce stock at once. Quality duly considered, we know that these offerings are absolutely without equal. Come in, we want to 'show you.'

—if you want to avoid the unpleasant experience of buying out of date styles,, just remember this fact---we do not carry goods over from one season to another---a year ago we cleared the stock of winter goods, now comes this "Clean Sweep Sale, so that next season we may be able to say, "all things are new."

Clean Sweep Sale of Trunks and Bags—Clean Sweep Sale of Underwear

The "Clean Sweep Sale" Will Make Things Lively on the Second Floor

—parents, here's your chance—prove by actual seeing, once and for all, that our kind of boys' clothes are the kind that your boy should wear. Come to this great sale where every boys' and youths' suit and overcoat is now offered at

25 Per Cent Reduction



35c Knee Pants Clean Sweep Sale . . . 13c
\$1 Bloomer Pants Clean Sweep Price . . 79c
Cotton Sweaters worth 50c and 75c Clean Sweep Price . . 37c
Underwear, odd lots, 50c and 75c values Cut down to only . . 37c
All Wool Sweaters worth \$2.50 Clean Sweep Price . . \$1.19
50c and 75c Waists at . . 39c
35c Outing flannel blouses 19c

50c Bloomer and Straight Trousers . . 37c
\$1.50 Bloomer Pants Clean Sweep Price . . \$1.19
Pull-down Caps worth 25c at the Clean Sweep Sale Price 19c
Little Admiral Sweaters and Caps, \$1.50 kind Now only . . 79c
Boys' Fur Gloves worth \$1.00 Clean Sweep Sale Price only . . 59c
Black Cat Stockings . . . 19c
25c Silk Bow Ties . . . 13c

---We are offering men and women a chance to buy

Shoes of Quality at Reduced Prices

—every broken line in the stock must be closed out, and these broken lines are the very styles that are most wanted—
—you are making a mistake if you fail to see the splendid Shoe bargains offered in this

CLEAN SWEEP SALE