

Some Great Inducements to Careful Shoppers

THE REAL LIVE SHOPPING SEASON always begins immediately after Thanksgiving, and we will start things to going this week by offering some very great inducements in all parts of the store. Read this "ad" carefully, you cannot fail to find something you need, and you'll save money by buying it here.

THE CLOAKROOM

NOW it is all in knowing the values of ready-to-wear garments which are offered to the public at great cut prices. Our very low figures on Suits, Dresses and Skirts for next week's selling are worthy your consideration and comparison.

SUITS

Splendid assortment of 100 Best Woolen Materials, as Serges, Striped Worsteds, Diagonals and Broadcloths, faultlessly tailored, the choicest fall styles, divided in two divisions:

\$22.50, \$19.50, \$17.50 values, choice now..... \$12.50

\$29.50, \$27.50, \$25.00 values, choice now..... \$17.50

STREET DRESSES at \$9.75

Variety of styles and colors in Serge, French Tricot, Broadcloth, Panama and Rep. 75 garments to choose from, were sold at \$19.50, \$17.50, \$15.00 and \$14.50, choice now at..... \$9.75

SKIRTS at \$7.95 and \$4.95

ASSORTMENT 1—Entire line of all desirable colors and materials, plaited or gored styles, \$7.50, \$7.95, \$8.50 and \$9.50 values, your choice at..... \$4.95

ASSORTMENT 2—Entire lines of regular \$9.00, \$9.95, \$11.50, \$12.50 values, the cleverest Tailored Skirts for the money, your choice at..... \$7.95

28 Taffeta Silk Waists, \$4.95 and \$3.95 values, only..... \$2.48

\$4.95 values Belted Style Sweater Coats, only..... \$2.95

Long Covert Coats at One-Fifth Off



HAT DEPARTMENT
Our new fall line of Gordon Hats in Derby and Soft Hats is one of the most beautiful lines shown at the popular price of \$3.00. We show them in all the new, nifty blocks and shapes. All we ask of you is to come in and let us show you through our line. Gordon \$3.00 Hat.

MEN'S SWEATER COATS

Men's Sweater Coats in grey and tan colors. This is our regular \$1.00 grade and a good one for the price. This week.....79c

BOYS' SWEATER COATS

Boys' Sweater Coats in grey, trimmed in red or blue, special this week.....43c

MEN'S V-NECK SWEATERS

We are closing out a lot of Men's V-Neck Sweaters in colors red, blue, black and grey. These are sold regular at \$2.25, \$2.50, \$3.00. This week at..... \$1.49

MEN'S UNDERWEAR BARGAINS

Men's Vellastic Fleece Lined Union Suits in grey color. A good \$1.00 value. This week at, per suit..... 89c

Men's Fleece Lined Shirts and Drawers in grey color, special this week at, each..... 43c

NECKWEAR SPECIALS

Buy your Neckwear now. All short lines in our 50c grade of first-class up-to-date Neckwear are being closed out at, each.....39c

MEN'S SOX

We will place on sale about 25 dozen Men's Black Fleece Lined Sox, regular 15c value, this week, per pair..... 10c

Men's Furnishings



IN THE DRY GOODS DEPARTMENT

75c SILK 43c

1 lot of 19-inch Silk in assorted lengths in Taffetas, Moire and Messalines, in checks, stripes and plain colors. A large assortment, worth 65c and 75c, to close at.....43c

1 piece of 36-inch Black Taffeta. An exceptionally good value at \$1.00, special this week at.....75c

1 piece of 36-inch Black Taffeta Silk. A very durable weaver, fine for suits, waists, jackets and petticoats regular \$1.25 value, at.....89c

20 Per Cent Discount on all our Plain and Fancy Silks, 27 and 36 inches wide.

VEILINGS—VEILINGS

Special Bargains in Veilings This Week

All our 25c Veilings in assorted colors and patterns, worth 25c, special at.....21c

All our 35c Veilings in all plain colors and meshes, now at.....31c

All our 50c Veilings in assorted patterns, to close at.....39c

25c MOIRE SKIRTING 19c

15 pieces of 27-inch Plain Colored Moire Skirting. A large line to choose from, worth 25c, now at.....19c

COMFORTS—COMFORTS

Special Values in Comforts This Week

\$4.00 Comforts, mercerized sateen tops and filled with the best grade of cotton and full sizes, at.....\$3.10

\$3.50 Comforts, mercerized sateen top and bottom, stitched and very good cotton filler, special at.....\$2.75

\$5.00 Comforts, very soft mercerized sateen and down for filling. These are very light and fluffy, but a great value at.....\$3.95



50c TABLE PADDING 39c

1 piece of 54-inch Felting Table Padding worth 50c, special at.....39c

1 piece of 54-inch Knitted Silence Cloth, very heavy, will not let hot dishes mar the table, worth 90c, special at.....75c

1/2 OFF—SHAWLS AND SCARFS—1/2 OFF

1 lot of Scarfs and Shawls in assorted colors and sizes, special to close at.....1/2 OFF

LADIES' NIGHT GOWNS

All our Ladies' Outing Night Gowns in plain colors with embroidered yoke, very heavy outing, worth \$1.50, special at.....\$1.18

WOOL DRESS GOODS

A large selection of Woolen Dress Goods to choose from. Our goods are right, so are the prices. Give us a chance to show you what we have.

LADIES' NIGHT GOWNS

All our Ladies' Outing Night Gowns in pink and blue mixed, in all sizes, worth \$1.00, at.....79c

All our Ladies' Outing Gowns in assorted patterns, worth \$1.25, special at.....98c

GOOD FOR THE PREACHER.

Landed on the Optic of an Insistent Bill Collector.

Every now and then we hear of men who think that because a man is a preacher he will take any old insult. And when we hear of a preacher who will not submit to insult merely because he is a clergyman, we feel like throwing up our union hat and cheering him. That's why we cheer for Rev. L. G. Parker. We don't know much about the merits of the case, but we know that Parker is a minister, and that a bill collector seemingly sought to take advantage of the fact. The result was that the reverend gentleman landed on the bill collector's optic, giving it the color of a somewhat decomposed piece of beef.

Rev. Mr. Parker appeared in police court, cheerfully admitted that he had biffed the complainant, and just as cheerfully coughed up the usual \$5 and costs. If there is any one man we admire more than another, it is a minister who has the courage of his convictions and the readiness to represent insult by laying aside his clerical coat long enough to smash the everlasting stuffin' out of the man who seeks to impose upon his ministerial profession. That's why we have acquired a great admiration for Rev. Mr. Parker, although we've never had the pleasure of meeting the gentleman.

SHARP TAKES CHARGE.

is Now President of the Traction Company in Lincoln.

W. E. Sharp doubtless enjoyed his Thanksgiving turkey with more than usual gusto. And why not? The day before he achieved one of his great ambitions by becoming president of the Lincoln Traction Co. Mr. Sharp had maneuvered for the position for many months, and his success is a credit to his ability as an organizer and as a financier.

C. T. Boggs was elected vice-president, and J. E. Miller and J. C. Seacrest were elected to the executive committee. This all means that the "Citizens' crowd" is now in absolute control of the traction interests of Lincoln. And it isn't so very long ago that Mr. Scudder bet a suit of clothes that the Citizens' company would never run a car.

The consolidation has already resulted in a decreased car service, and gangs are now at work taking down trolley wire and taking up rails along the old Citizens' route. It is to be hoped that the new management will realize the needs of the people and

make an honest effort to meet them. Messrs. Sharp, Boggs, Miller and Seacrest will have to go some if they meet the expectations of the people, for these gentlemen have earned the reputation of being public spirited, liberal and eager to advance the welfare of Lincoln.

THIS TICKLES US MIGHTILY.

Local Business Men Up Against the "Scab" Larkin Company.

It's about the funniest thing we've noticed lately—this complaint from local business men that the "Larkin Soap Club" scheme is hurting their business. As long as these business men thought that the "scab" Larkin Soap Co. was only hurting union men and women they didn't pay any attention to it. "The Larkin company had a right to manage its own business to suit itself," don't you know. "What darned fools those union men and women were, to be sure, for trying to prevent their friends from patronizing this unfair concern."

It's different now. Those same business men are hollering their heads off because the "Larkin Soap Club" scheme is taking dollars out of their pockets. As long as the Larkin outfit only took wages out of the pockets of the workers it was all right, but just as soon as they found out that they were being injured the local merchants proceeded to make a holler that can be heard from Alpha to Omaha, from Hades to Breakfast.

As we remarked in the beginning, this tickles us mighty near to death. And the louder the merchants holler the more it tickles us. Perhaps it will have the effect of making the local merchant realize that what benefits the wage earner also benefits him. When that great truth percolates through his cranium there is some hope for him.

THE MUSICIANS.

Take a Liberal Slice of Labor Temple Stock and Boost.

The Musicians' Union at its last regular meeting took hold of the Labor Temple project and gave it a nice boost. By unanimous vote \$132 was appropriated for the purchase of Temple stock, and it is generally agreed that in the near future the local will again boost in a financial way.

Owing to the nature of their profession the musicians need a room where they can indulge in band and orchestra practice, and this, of course, would hardly be possible in a building like the Labor Temple. For that reason the Musicians' Union is casting

about for a suitable location where its members may meet to practice without disturbing their fellow unionists. But the musicians are a unit in declaring that they will let no opportunity go by to co-operate with their fellow unionists in making the Labor Temple project a success. The business meeting of the local will doubtless be held in the Temple.

A BROKEN PROMISE.

Omahogs Violate Pledge in Order to Secure Business Advantage.

When the Omaha Commercial Club wanted an endorsement from the Federated Commercial Clubs of Nebraska for the national corn show in Omaha, its representatives promised to fix the show dates so as not to injure the holiday business of merchants throughout the state. Having secured the endorsement, the Omahogs proceeded to set the dates during the busiest of the holiday buying season. The corn show attraction, together with the low rates, is calculated to take thousands of Nebraska and Iowa people to Omaha, with the result that the big department stores of that city will gather in the cream of the holiday trade, to the detriment of business men in the smaller towns. It will be a long time before Omaha again works a dirty trick like that. Your home merchants deserve your patronage. The merchants of a city who resort to tactics like those resorted to by Omaha merchants might resort to similar tactics in their dealings with you.

The money that is earned in Lincoln should, as far as possible, be spent in Lincoln.

IN TORONTO.

Labor Temple Has Proved to be a Profitable Investment.

The annual statement of the directors of the Toronto Labor Temple shows that the year's business was a profitable one. The receipts amounted to \$13,568.33, leaving a balance of \$1,856.18. The assets of the company are the building, \$35,888.34; furniture, \$7,500. The profits show an undecorated dividend of over 13 per cent. The excess of assets over liabilities is \$17,309.87. The original allotment of stock has been taken up, and the single transaction of \$5.00 for the year closed the final allotment. At present there is no stock on the market, and the company will not issue any more, as the stock as it now stands is worth more than double what was paid for it.

Headquarters for Union Men

We congratulate the union wage earners of this community on the fact that they are about to move into a "home" of their own—the new Labor Temple. It will be headquarters for men with common interests, common objects and common aims. It is our earnest wish that the Labor Temple will be the means of further strengthening the ties of fraternity.

Another Union Headquarters

This store is headquarters for union men who are in search of union made clothing, furnishings, hats, shoes, etc. We lay claim to carrying more and better union made goods than any other furnishing house in the middle west. We can outfit the union man from head to foot in union made stuff—hat, shirt, collar, tie, suspenders, suit and shoes. And the price we ask is represented to the fullest extent in the value of the goods. Our regular prices are the "bargain prices" of others. We make the "bargain prices" at the beginning of the season, not at its close. You get your pick at the bargain price, not a "bargain" price after others have taken their pick.

Union Made Suits From \$12.50 to \$22.50

No taint of the sweat shop about these suits. Union stamped shoes—no convict labor on them. Union made hats—no trace of the union busting hatters' association about them. Union made suspenders and neckties—which means that men and women made them under sanitary conditions and for fair wages. If you want goods of this description we'll supply them. The goods union men make are the goods union men should buy.

SPEIER & SIMON

ON THE CORNER.

TENTH AND O

ON THE SQUARE.