

The Home of Santa Claus.

THE STORE THAT SAVES YOU MONEY.

CHRISTMAS IS COMING! We are ready for it. This store is a veritable Fairy Land. Toys of all kinds—Musical Toys, Mechanical Toys, Noisy Toys and Noiseless Toys—hundreds of the latest novelties sold at a small profit. Buy your Christmas presents here. The list below is very incomplete but it will suggest to you some of the things you are looking for. Note carefully also the bargains throughout the store.



Dolls of All Kinds, Tree Ornaments, Medallions, Work Boxes, Photo Boxes, Handkerchief Boxes, Trunks, Boats, Rattles, Trumpets, Houses, Clocks, Books, Drums, Guns, Trains, Stoves, Games, Dishes, Cups and Saucers, Iron Toys, Rockers, Tool Chests, Balls, Dogs, Dressers, Watches, Tops, Banks.

Make this store your headquarters for everything in Toys, Games, Candies, Nuts, Tree Trimmings, Etc.

Knit Shawls and Fascinators.

Square Fascinators—In white, black and colors. A large assortment, each, 25c, 35c, 40c, 50c, 60c, 75c, \$1.00 **\$1 25**
 Opera Shawls—In black and white with assorted colored borders, each, \$1.00, \$1.50, \$2.00 **\$2 25**
 Silk Shawls—black and white—each, \$3.00, \$3.75, \$4.50 **\$5 00**
 Square Opera Shawls—each—up to **\$5 00**



Christmas.

For Men, Women and Children—We have gathered for this Christmas season the best values ever offered for the money—and are now prepared to save many a dollar for Christmas givers.

Children's Handkerchiefs from 1c up to... **25c**
 Ladies' Handkerchiefs from 3c up to **75c**
 Men's Handkerchiefs from 5c up to **\$1 00**
 Men's Silk Mufflers make a fine Christmas present. We show a large variety in our Men's Furnishing Department.

Silks and Velvets.

18-inch Silk Velvet—all colors and black, \$1.00 values, this week, per yard **72c**
 22-inch Velveteen—all colors and black, 50c values. This week, per yard **43c**
 18 inch Satin—in all the light and staple shades, the satin for fancy work, 50c qual... **39c**
 20-inch China Silk and 18-inch Taffetine—all colors, 50c quality. This week, per yd. **45c**
 18-inch Black Taffeta—75c quality. This week, per yard **53c**

Shetland Floss 75c a Pound.

We have about 100 pounds of Cream White Shetland Floss which we never sold for less than \$1.00 a pound. In order to reduce our stock, we will give the public the benefit of this reduction—12 skeins to the pound—75c a pound—or four skeins for **25c**

Children's Coats and Reefers



Coat—made of Bonita flannel, with satin lining, in blue and red—regular price \$2.00—special price **\$1 79**
 Reefer—made of heavy Melton cloth, in dark color, with cape, trimmed with white braid—regular price \$3.25—special price **\$1 98**
 Coat—in three-quarter length—made of heavy Zibeline, in blue and red, nicely trimmed with braid—a good garment at \$4.00—special price **\$3 49**
 Special discount on all other grades of children's coats and reefers.

PLUSH CAPES.

We carry a large assortment of plush capes, made of the best quality of silk seal plush, with good quality of mercerized sateen lining, the prices ranging—Plain, \$5.50, \$6.00 and **\$7 50**
 Crushed \$3.00, \$4.75 and **\$6 00**

Children's Dresses

79c for Flannelette Dresses, nicely finished with piping, regular price is \$1.00 **79c**
 \$1.19 for Flannelette dresses, nicely trimmed with applique, regular price is \$1.50 **\$1 19**
 \$1.79 for Novelty Plaid Dresses, tastily made up, regular price is \$2.25 **\$1 79**
 \$2.39 for Serge dresses, beautifully made up with pipings, regular price is \$3.00 **\$2 39**

One-fifth off on all other grades.

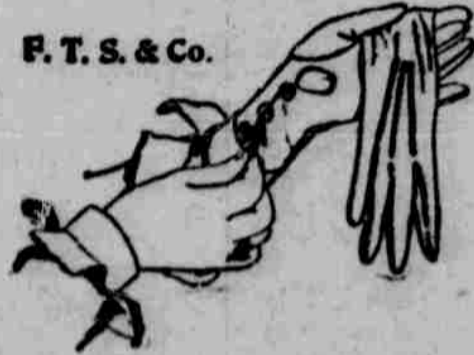
Domestic Bargains

Apron Gingham—in checks, per yard **5c**
 Simpson's prints—in gray and black, worth 64c, per yard **4 1/2c**
 Light or dark Outing flannel, 10c quality, per yard **7 3/4c**
 37-inch Light Outing Flannel, heavy quality, per yard **10c**
 Light and Dark Flannelettes, per yard **6 3/4c**
 Fleece Lined Cheviot Shirting, 11c quality, per yard **8 1/2c**

Gloves and Mittens

Splendid Holiday Gloves and Mittens for everybody, men, women, boys and girls. An immense variety of the very best kind.

F. T. S. & Co.



Children's Golf gloves up from **25c**
 Children's Golf mittens, up from **10c**
 Ladies' Golf gloves, plain or colored, up from **25c**
 Ladies' Wool mittens, up from **15c**
 Ladies' Silk mittens, up from **75c**
 Ladies' Kid mittens, up from **50c**
 Boys' Wool mittens, up from **13c**
 Boys' Leather mittens, up from **25c**

Men's Wool mittens, up from **25c**
 Men's Kid mittens, up from **50c**
 Men's Gloves, up from **50c**

We are sole agents for Francis T. Simmons & Co's Ladies' Kid Gloves. All shades, price \$1.00, \$1.25 and \$1.50. Any of these bought for Xmas presents may be exchanged for other sizes or shades after Christmas.

Business is Good.



Customers have kept us very busy, and our store is filled with the kind of Footwear that makes business good.

Do Not Overlook the Following Shoe Bargains.

Men's Crome Tanned Box Calf and Plump Vici Lace Shoes—English back Stay, medium weight sole, D, E and EE, all sizes—\$2.50 value **\$2.00**
 Men's Winter Weight Armour Calf—leather lined mat kid top, extension sole, bals, sizes 6 to 11, D, E and EE. Regular \$3.50 value—Special **\$3.00**
 Men's Best Quality Patent Colt Bals, Kangaroo top, medium weight sole, tech last, B, C, D and E, 6 to 11. Regular price \$4.00. Special **\$3.45**
 High Top Shoes for Women—Fine quality velour calf and vici kid leather, close trimmed extension sole, stock tips, B, C, D, E and EE, all sizes. A \$2.50 shoe. Special price **\$2.00**
 A Lot of Women's Grain Buskins and Slippers—regular price \$1.00 and \$1.10. Closing out price, all sizes **75c**
 Boys' Storm Rubbers, sizes 13 to 54. Closing out price **40c**

Try Our Mail Order Department.

French Flannels.

A good, all-wool French Flannel, in all colors, pink, tan, cardinal, green and cream—reg. price 45c Special price **36c**

FRED SCHMIDT AND BRO.

917-921 O, OPPOSITE POST OFFICE
 Lincoln, Nebraska.

30-inch Tricot Flannel.

In olive, tan, cadet and black—30c quality **24c**
 Remember, we always have special values in Dress Goods.