

We are Celebrating Somewhat Also

The scrimmage is over. Our hat is off to the victorious U. of N. team. Nor do we assume any special virtue in doing this. All Lincoln is doing the same. But we don't believe it does any harm to say honestly and squarely that for our part we are proud of our champion football players. And we are just as sincere in that statement as we are in any statement made to a critical public. All of which reminds us of the football game we've been into for many years. This clothing football game is a strenuous one. There are many shrewd and plucky players and they are seeking the best of it as against competitors. That we have an unbroken line of touchdowns and goal kicks in the face of this is to our credit. We win. Winners will understand how we feel about it. To show by how big a margin we constantly win, let us quote you as present day instances:



Our Touch-Down in Suits

Men's Regular \$15 Suits at \$10

Here is where we are strong. Suits are rightly made. Have a wonderful amount of style and ginger in them. Cut from extra fine Tweeds, Chevots, Worsteds, and Cassimeres, both in black and fancy. Over 1,000 suits to select from. Positively the greatest assortment of men's strictly high-grade suits ever offered at one time at this figure in these parts. They are worthy of your most careful investigation—made as they are, by Union Labor, cut over most approved patterns, and being thoroughly hand-tailored, makes this range of suits the equal of any \$15.00 suit shown hereabouts. Sale price **\$10.00**

Goal Kick in Overcoats

\$10 Overcoats—the Equal of any \$15 Coat on the Market

We know exactly what we are talking about, and we fully appreciate the boldness of this statement. The whole thing is up to you to prove or disprove. You personally have no interest in the matter beyond getting a value that it would be impossible for you to obtain without putting more money in it. Hundreds of men have told us that they could not buy garments possessing the same merit in fineness of fabric, fit and finish for less than \$15.00, and we believe them. These coats may be had plain in 42, 44, 46 and 48 inches in length, or belted in 48, 50 and 52 inches. They come in fine Kerseys, Vicunas, Friezes, and the like, while you are given choice of blacks, blues, browns, and fancy colors. Sale price **\$10.00**

A Little Off-Side Play in Neckwear—We scooped all competition in a big purchase of genuine \$1.00 value silk neckwear all of the latest patterns and have penetized ourselves by marking them to go at **39c**
Here's Where the Rooters Get Lively—A Great Offer in Hats—Genuine 3.50 Hats, the equal of many 500 grades, in all the patterns of soft and stiff, the popular colors, sizes to fit you perfectly **\$2.40**
And the Band Breaks Loose Here—\$1.00 Underwear for 50c—In this assortment of western made, honest weight, soft fleeced underwear. We offer you in all sizes genuine 1.00 garments for **50c**

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 J. L. STEPHENS, President.

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Requires good skates. Our stock of the reliable BARNY & BERRY make is complete. Prices 65 cents to \$3.00.

HALLS

1308 O Street, LINCOLN, NEB.

Alteration Sale

NOW IN PROGRESS AT

THE A. M. DAVIS CO'S. STORE

THIS IS THE BEST TIME TO BUY FURNITURE
 AT THE LOWEST PRICES.

\$50 SUIT GIVEN AWAY

XMAS EVENING

Each and every cash \$5.00 purchase entitles the customer to one chance on this suit.

Premiums in Silverwear is also given with cash furniture sales. NOTICE OUR Show Window for Premiums.