## The Greatest Clothing Event of the Season

AND one in which the shrewd buyer, whether Man or Woman, will instantly recognize a marvelous opportunity to secure the newest, cleanest and highest quality of merchandise ever presented to the public at such unparalleled prices.

For a Few Days we offer Our Gigantic Stocks of Men's Suits, Overcoats Winter Caps, Trunks and Bags

selected to meet the demands of the best trade in the city and state, at a "GREAT" bargain. We have no special reasons or excuse for this extraordinary reduction, other than to reduce our "great" stocks at a time when it's the most advantageous. Our loss your gain. A magnificent saving to purchasers of high-grade merchandise.

CALL EARLY and investigate this wonderful offer. Compare prices and qualities. No careful person can afford to miss this "great" sale. What we say means much. What we do means more.



## Mens Suits and O'coats



Any Winter Cap

In Our Store, for Men or Boys, at

Reduction

\$40 and \$45 Suits and Overcoats Now

\$25 and \$22.50 Suits and Overcoats Now

**\$17.50** 

and Overcoats

\$15 and \$12.50 Suits

1217 O street



LINCOLN NEB.

O street

\$30 and \$27.50 Suits and Overcoats Now

\$30.00 \$27.50 \$22.50

\$20 and \$18 Suits and Overcoats Now

\$37.50 and \$35 Suits

and Overcoats

Now

\$10 Suits and

Overcoats -

Now

All of Our Bags, Suit Cases and Trunks

Reduction