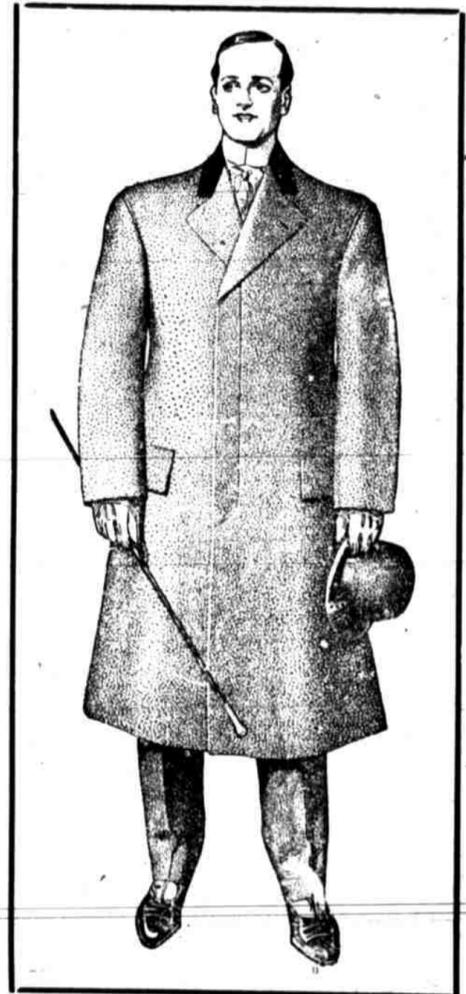


# Select Your Holiday Attire at THE STERLING

And you will be dressed for any occasion in the best that your money will buy.

**The Great Reduction in Price  
of all Suits and Overcoats in**

our large stock of well known quality offers you a saving of more than ordinary importance. When you're demanding better Clothing for the long winter season ahead of us, its a rare chance to secure the highest grade of Clothing at the lowest minimum of price. You will be convinced of the merits of this Offer after a careful comparison.



— No Trouble to Show Our Merchandise —

## SUITS and O'COATS

Fine Umbrellas .....\$1.50 to \$10  
Comfortable Lounging Robes.....  
.....\$3.50 to \$20  
Serviceable House Coats..\$5 to \$12.50  
Dainty Neckwear .....50c to \$2.00  
Perfection in Shirts.....\$1 to \$3.50  
Best Brands of Underwear..50c to \$4.50  
Elegant Mufflers .....\$1 to \$5.00  
Handsome Night Robes and Pa-  
jamas .....50c to \$5.00

That Sold for \$45.00.....now \$30.00  
That Sold for 37.50.....now 27.50  
That Sold for 30.00.....now 22.50  
That Sold for 25.00.....now 17.50  
That Sold for 20.00.....now 13.50  
That Sold for 15.00.....now 10.00  
That Sold for 10.00.....now 7.50

Choice Hosiery .....25c to \$2.50  
Best Makes of Gloves, Kid, Fur..  
.....\$1 to \$7.50  
Fancy Suspenders in Christmas  
Boxes .....50c to \$2.00  
Swell Waistcoats .....\$1.50 to \$5  
Silk, Linen, Cotton Handkerchiefs  
.....10c to \$1.50  
Becoming Hats, stiff and soft..\$2 to \$5

**20 Per Cent Discount on All Trunks, Bags and Suit Cases**

This is not a "slaughter sale" nor an offer of something for nothing, but a general cut in price, made in good faith and for good business reasons.

*The Sterling*  
CLOTHES  
LINCOLN NEB.

Store Open Evenings Until Christmas

1217 O Street

*The Sterling*  
CLOTHES  
LINCOLN NEB.