

GREAT SALE!

CLEARING OF ALL

Suits, Overcoats, Furnishings IN MANY INSTANCES JUST HALF PRICE

This will be a great sale for many reasons. It will last but for 5 days, January 2 to 6. Stocks in every department are larger and reductions in prices greater than ever before. Discounts on everything in the store except these contract articles: Collars, guaranteed hose, Stetson hats, E. & W. shirts work clothes and Spaulding athletic goods. It includes all Kensington, Kuppenheimer and "L System" suits and overcoats, Manhattan and M. & D. shirts, Cooper, Lewis, Duofold and underwear of all kinds, caps and gloves, in short, all our high grade lines of clothing and furnishings. In every department, notably clothing, there are scores of broken lines on which the price is cut squarely in two. We have never offered inducements like this, but we expect to crowd 10 days' business into 5 by doing so. You can't afford to miss it, and it's decidedly to your advantage to come as near the opening as you can.

About Our Sales

Our sale policy is to free our stock from all short and broken lots that accumulate during the season. This will not be accomplished by a uniform discount, for then the choicest will be sold and the very purpose of the sale defeated. Neither would a uniform discount allow us to put as big a discount on some lines as we desire. We gauge the discount to fit the case—preferring to sell at half price the items to close out and put a less liberal discount upon staple lines.

These half price suits are from our regular high grade stock—as desirable as ever to wearers—undesirable to us only because they are broken lines.

Original pin tickets are always left on that you may see exactly the amount of the saving and where it is greatest. Our customers appreciate this for our sales increase wonderfully in volume each season. We believe a legitimate sale is essential to a progressive business, and we count as our chief asset the faith our customers have in ours.

If you have never attended one of them we invite you to this, the most attractive one we have ever held.

A small charge to cover cost will be made for necessary alterations.

Shirts

Our entire stock of Manhattan shirts (guaranteed non-fading), the shirts that are unsurpassed in durability, fitting qualities or eauty of pattern—they are included in the sale at the following prices:

\$1.50 Shirts at.....	\$1.15
\$1.75 Shirts at.....	\$1.15
\$2.00 Shirts at.....	\$1.40
\$2.50 Shirts at.....	\$1.85
\$3.00 Shirts at.....	\$2.00
\$3.50 Shirts at.....	\$2.45

Neckwear

A big assortment of fancy fine silk cravats, \$1.50, \$1.00 and 75c quality, at.....50c
Twenty-five dozen 50c four-in-hands, tasty colors, at.....25c
All our fancy silk and crocheted mufflers, at.....20% Off

Trousers

We offer a chance to choose from our large stock of trousers ranging in prices from \$2.50 to \$7.00 at a reduction of 20 to 33½ per cent.



Sweaters

An assortment of all wool button, coat sweaters in all colors, \$2.50, \$3 and \$3.50 values at one price.....\$2.00

In point of duration you will note that this sale differs from previous ones—it lasts but 5 days. A shorter sale entails less expense and permits greater reductions. Things will go quickly. Improve your chances of being perfectly satisfied by coming early!

Suits and O'coats

We are taking a step this year that we've never taken before—cutting prices on broken and short lots squarely in two. Stylish, reliable garments from our regular stock including our high grade Kensingtons, Kuppenheimer and "L System" suits and overcoats. There are plenty of them in all sizes for you to choose from. They are undesirable to us only because they are odd sizes and patterns.

\$35.00 Suits and Overcoats at.....	\$17.50
\$30.00 Suits and Overcoats at.....	\$15.00
\$25.00 Suits and Overcoats at.....	\$12.50
\$22.50 Suits and Overcoats at.....	\$11.25
\$20.00 Suits and Overcoats at.....	\$10.00
\$18.00 Suits and Overcoats at.....	\$ 9.00
\$15.00 Suits and Overcoats at.....	\$ 7.50

Our most staple lines as well as blue serges, blacks, Prince Albert and Full Dress suits—all will be reduced from 10 to 33½ per cent.

Underwear

Our best standard lines of union suits sharply reduced.

LEWIS 25 PER CENT OFF

\$5.00 Fine Mercerized Suits at.....	\$3.75
\$4.00 Natural Wool Suits at.....	\$3.00
\$3.00 Fine Cotton Suits at.....	\$2.45

MADEWELL 20 PER CENT OFF

\$3.50 Mercerized Suits at.....	\$2.80
\$3.00 Worsted Suits at.....	\$2.40
\$2.00 Fine Cotton Suits at.....	\$1.60
\$1.50 Fine Cotton Suits at.....	\$1.20
Lambsdown shorts and drawers, 75c quality at.....	55c
Men's fine wool ribbed union suits, \$2.50 quality, reduced to.....	\$1.75

Caps

A part of our cap stock in the 50c, \$1 and \$1.50 grades at just HALF PRICE.

All the remainder of our finest cloth and fur caps at a discount of 25 PER CENT.

Gloves

Perrins, Adlers and Northrups dress and warm gloves and Mittens, 10 to 33½ off.

MAGEE & DEEMER

LINCOLN

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AURORA

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RED OAK

Jan - Dec. 1912

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