



Some of the New Models Which are Being Shown in Lincoln Stores

New Apparel for Spring

The height of perfection has been attained in the fashioning of tailored garments, which in style and finish are unrivaled. The American manufacturer has always been given credit for creating the best effects in the plained types of American tailored suits, but now, when intricate features

are introduced, making the whole a costume radically different from former modes, we find that American tailors by their versatility have again demonstrated that they are masters of their trade and need fear no rivals. If they are not credited as being originators, there is no one who will deny the fact that in the adaptations of foreign models, and the elimination of

extreme and oftentimes eccentric lines the American ensemble becomes a new and dominant style, which would scarcely be recognized by its originator, and which, in turn, serving as an inspiration to someone else seeking ideas, keeps our market well supplied with garments that have an individuality of their own.

This season the skirts afford a fertile field in which a clever designer has ample opportunity to display his talent in creating new forms of tunics and rippled effects. At the present moment fashion favors the imaginative genius of the designer, and consequently does not call to account even those flights of fancy produce the queer and grotesque in dress.

For Women

We Invite Every Woman Student of the State University and Every other Woman in this Vicinity to Visit Our Women's Apparel Section NOW, while the showing of Lovely Spring Creations is Complete.

Suits, Coats, Dresses for Every Occasion and Wraps for Every Use Are Here—in every desired fabric, of approved fashion and priced low.

We want you to feel free to look at and try on any garment you admire—with the complete assurance that we serve you with pleasure and that you are not obliged to buy.

PRICES FOR SUITS AND COATS RANGE FROM

\$15 to \$75

OTHER GARMENTS VERY MODERATELY PRICED.



For Men

We Are Just Entering Our First Spring Season As Clothiers for Men and Young Men. We do this with the full knowledge that your eyes are upon us and that you are rightfully attempting to criticize.

We are glad to be looked at from this angle. We court your careful scrutiny, with the full confidence that the closer the "look" the quicker we will become YOUR CLOTHIERS.

We have priced all of our Suits and Spring Overcoats—of which the Balmacaan is the leader—lower than is usually asked for the same value garments. Department store methods of handling merchandise reduce the proportionate expenses.

PRICES FOR SPRING SUITS—

**\$14.50, 17.50, 23.50
and \$28.00**

PRICES FOR SPRING OVERCOATS—

**\$12.50, 14.50, 18.50
and \$23.50**



Rudge & Guenzel Co.