

E + Most Excellent

That is what we strive for. We can not Buy this grade in School but every first class Candy Shop has them for Sale. :- :- :-



E + Candies

"The Quality Kind"

The Greatest of all Sales start with the Calendar, Tuesday, May 26th--- Mayer Bros Co.

GREAT PRICE SACRIFICE

Women's Ready-to-wear DeLux Apparel

The following tells in brief the story of the splendid offerings which our Women's Store will contribute to the Great Expansion Celebration. The values prepared will take Lincoln by storm, for they are the kind of values that please and cause women to talk about—everything offered here is brand new first season stock—better hurry and get first choice. The Second Floor of Fashion will join the new department to be.



Silk and Wool Dresses

Your choice of any Silk or Wool Dress in our entire stock at One-Third Off the regular price. Come see them, figure the price with us.

An array of silk dresses that will delight women who admire pretty clothes. There are dresses of crinkle crepe, crepe de chine, messaline and taffeta, Bouffant and tier effects prevail in the skirts and blouses are gracefully trimmed with delicate laces, chiffon or self-embroidery; black and all the fashionable colors, sizes for misses and women. The entire collection.

All regular \$10.00
Dresses\$6.67

All regular \$15.00
Dresses\$10.00

All regular \$20.00
Dresses\$13.33

All regular \$25.00
Dresses\$16.67

Ladies' and Misses' Wool Suits

Many of these suits are copies of imported models, showing all the newest style touches, such as the medieval ruff effects, and other ideas distinctly out of the ordinary. These suits are tailored in moire, crepe weaves, crystal basket cloth, men's wear serge, gaberdine and other fabrics.

Lot No. 1—Regular values
up to \$20.00\$9.50

Lot No. 2—Regular values
up to \$35.00\$14.50

Lot No. 3—Regular values
up to \$50.00\$19.50

All Silk Suits at Big Reductions.

LADIES' AND MISSES' COATS
These are the kinds of coats to be found in the wardrobe of the well dressed woman. Coats for the street, sport or festive occasions, developed in moire, bengaline, taffeta, broche poplin or faille and dozens of exclusive wool fabrics. All regular values up to \$10.00—
in the sale for\$5.00

All regular values up to \$20.00—
in the sale for\$9.50

All regular values up to \$35.00—
in the sale for\$14.50

LADIES' "GORDON" HOSIERY
Are known the world over for their unexcelled style and wearing qualities. Tan, Black and White.
Regular 25c Hose 17c, or 6 pairs\$1.00
Regular 35c Hose 29c, or 4 pairs\$1.00
Regular 50c Hose 35c, or 3 pairs\$1.00

MIDDY BLOUSES
Sizes 8 to 18 and 34 to 42.
The famous 1914 Commodore Perry styles, also the new Jap Coolie models—regular \$1.50 values\$1.19
Others at98c and 50c

HOUSE DRESSES
One big lot of Washable House Dresses and Kimonos, regular \$1.25 to \$2.00 values, all sizes in the big sale, at .98c

New Style French Camisoles and Boudoir Caps
at20 Per Cent Off

ALL SILK PETTICOATS
Messaline, Jersey and Taffeta

Regular \$2.50 values\$1.95
Regular \$3.50 values\$2.95
Regular \$5.00 values\$3.95

SEPARATE SKIRTS
300 Skirts, all new styles and materials, regular \$5.00 to \$6.50 values, materials are the finest worsteds in checks, stripes and plain colors\$3.96

THE NEWEST IN WOMEN'S LINGERIE WAISTS
At Decided Price Reductions.
Regular \$1.00 values—special69c
Regular \$1.50 values—special98c
Regular \$2.00 values—special1.48
Regular \$2.50 values—special1.95

SILK WAISTS AT 25 PER CENT DISCOUNT
Our entire stock of fine Silk Waists, in plain and fancy models, including imported Lace and Net Waists at **ONE-FOURTH OFF.**

El Shire Pres. **Mayer Bros. Co.** H. A. Lewinsohn Treasurer
"The Store Ahead"

\$2.00 Silk and Net Waists at\$1.50
\$3.00 Silk and Net Waists at\$2.25
\$5.00 Silk and Net Waists at\$3.75
Others at equally sharp reductions.

RAIN COATS
The Genuine Water Proof Coats
Regular \$2.50 values at\$1.95
Regular \$3.50 values at\$2.95
Regular \$5.00 values at\$3.95
Regular \$6.50 values at\$5.00

RAIN HATS TO MATCH COATS
Regular 50c values at39c
Regular 75c values at49c

ALL OTHER SKIRTS, WOOL OR SILK, AT ONE-THIRD LESS THAN THEIR REGULAR PRICE

CHILDREN'S COATS
Any Child's Coat atHalf Price
Regular \$ 3.00 Coats\$1.50
Regular \$ 5.00 Coats\$2.50
Regular \$ 7.50 Coats\$3.75
Regular \$10.00 Coats\$5.00

CHILDREN'S WASH DRESSES
At Substantial Savings
Regular \$1.25 and \$1.50 values98c
Regular \$1.75 and \$2.00 values\$1.48
Regular \$2.50 and \$3.00 values\$1.95