

WHERE TO GO SUNDAY

Services at 11 and 7:30 unless otherwise specified.

Christian Science, Twelfth and L streets—Lesson sermon at 11 and 8. "Everlasting Punishment." Evening service is a repetition of the morning service.

Plymouth Congregational, Seventeenth and A streets—Rev. W. W. Bolt.

First Presbyterian, Thirteenth and M streets—Dr. L. D. Young. Morning service at 10:30.

St. Paul's Methodist Episcopal, Twelfth and M streets—Rev. J. F. Boeye of the Grace Methodist Episcopal will preach both morning and evening.

Church of the Holy Trinity (Episcopal), Twelfth and J streets—Holy communion at 7:30, holy communion and sermon at 11. Subject, "War Distractions." Evening, "Resolving and Doing."

All Souls', Twelfth and F streets—Dr. A. H. Weatherby. Morning service at 10:45. "God or Caesar."

The Cathedral (Catholic), Fourteenth and K streets—Mass at 7, 8, 9 and 10:30. Sermon at 10:30 by Bishop J. Henry Tihen.

Rush Memorial Baptist, 1415 North Twenty-fourth street—Rev. F. W. Ainslie. Morning, "Finding the Kingdom of God in the Responsibilities of a Household." Evening, "Confessing Christ Before Men."

First Baptist, Fourteenth and K streets—Dr. H. R. Chapman.

First Congregational, Thirteenth and L streets—Dr. J. A. Holmes. Morning service at 10:30.

"Store Ahead" "Service Ahead"

Overcoat Supremacy Conceded

The Traderight of "The Store Ahead"

Fur Collar Overcoats

O'coat Service



We realize that the better dressers of Lincoln, in getting an overcoat of this type, will want the workmanship and style that is characteristic of Society Brand Clothes.

Large Assortments

We have increased our usual showing of fur collar overcoats in view of their increased popularity. We urge you especially to see this one—a double breaster with Beaver or Hudson Seal collar, buckle, and the fashionable up and down side pockets.

All Popular Fabrics

In fleecy Aberdowns, short nap Kimbartens and Haddington burley fabrics, or luxurious moss finished cloths—in plain colors and two-tone effects.

\$25 to \$70

Remember Our LIBERTY BOND OFFER

We redeem at par and give you accrued interest to date on all Liberty Bonds any time you make a purchase amounting to 10 per cent of such Bond or Bonds.

Styleplus Clothes

THAT FAILS TO PRODUCE BETTER VALUES FAILS OF ITS PURPOSE

Now as never before "Money Talks." How far will a dollar go is the burning question. You must take the Overcoat in one hand and the price tag in the other and then look thru them into the distant future.

The true value of anything is what it costs now, divided by months and seasons of use and satisfaction it will give. A high level of

Variety Plus Quality Plus Value

Is causing so many keen minded men to drift in for Overcoats these frosty days. And it's a pretty safe direction for you to get first hand evidence of our Overcoat Leadership.

No matter what your price limit, we've a coat to please your purse and style idea.

Single and Double Breasted Better Backs, Form Fitting Loose Backs, Ulsterettes, Chesterfields, Fur Collars, Military Belt, all Around.

Rich Fabrics and Colors in Rough Weaves, Kerseys, Cheviats, Tweeds, Vicunas, Etc.

Careful hand tailoring, rick silk and satin linings, superfine finish and trim, mark Society Brand Leadership in Overcoats.

No need to suffer discomfort nor court injury to health, our winter stocks are ready.

Mackinaws, Sheep-Lined Coats, Underwear, Caps, Sweaters, Gloves and Footwear

Society Brand Clothes

\$25.00, \$28.50, \$30.00, \$35.00 and Up

De Luxe Suits and O'coats \$16	Style Plus Suits and O'coats \$17-\$21	Super Value Suits and O'coats \$20
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OMAHA HAT FACTORY LINCOLN

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Flowers ALL the Time!

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Chalmers, Hanes
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POPULAR PRICED MENS WEAR
KLINES
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A Good Time at University Party Tomorrow Night **ARMORY**
8:00 P. M.