

The Final Wind-Up

W. S. S.

Third Floor Office

**These Are Indeed
Critical Times---**

But

not critical enough to make us abandon our long-established policy of a complete clearance at the end of the season. For that policy, more than any other one thing, is what keeps this LiveStore a live one ALL the time, with never any accumulations of old stock to tarnish the lustre of the new.

**70,000,000 Lbs.
wool shortage**

Declared in UNITED STATES

Imagine what you will have to pay for woolen clothing. Why not lay in supplies from our remaining stock of Medium and Heavy Weight Suits that are now 25% to 33% less than former prices based on the cost of goods before they went up?

**Men's
Fine Suits**

Formerly Priced up to \$25
Now for

\$14.75



SALE

**CLOTHES ECONOMICS Which
Demand That You Accept Them
Now or Wait Until After the War**

Many of the Suits are medium weight and staple colors that can be worn in the spring, summer and winter. To overlook this sale means to neglect an opportunity which in a short time will be a thing of the past.

Make Your Selections Immediately

This Clothing Reduction Sale will sweep Nebraska with its appeal to those who are keen for real money-saving opportunities, and who seek to evade the higher clothing costs that will be effective next season. The fact that nowhere else are such values associated with lowered prices demonstrates the distinct merchandising superiority of this Nebraska's Greatest Store for Men.

**What Will You Do For Fine
Wool Suits Next Season?**

So many mills that used to make Suits are now on government contrasets that the scarcity of good wool fabrics for next season amounts almost to a famine. Therefore, he is indeed a wise man who buys his next winter's clothes now, especially at the price reductions quoted below.

Suits of Man and Young Men, dashing striking and conservative styles, from well known makers. Worsteds, Mixtures, Tweeds, Cheviots, Plain and Fancy Materials, in the styles of 1917 ahead for 1918.

All Remaining Suits!

from our regular Fall and Winter stock divided into two groups for rapid disposal at two low prices

Men's Fine Suits

Formerly Priced up to \$35.00
Now for

\$19.75

**Young Men and Small Men--Here's a Chance for a Masterstroke in Economy
Suits, Sizes 34 and 35 on Sale at**

\$25.00 Suits for.....\$12.50
\$30.00 Suits for.....\$15.00
\$32.50 Suits for.....\$16.25
\$35.00 Suits for.....\$17.50
\$37.50 Suits for.....\$18.75
\$40.00 Suits for.....\$20.00

Plain and Fancy
Weaves --Quarter.
Half and Full Lined



Original Price
Tickets Remain On
All Garments
Reductions Made at
Time of Sale
Society Brand and
Other Celebrated
Makes Included

**Advance
1918 Fashions For
Young Men**

New sport suits, college suits, business suits, new panel-back military models that are just right for the young fellows. Many new patterns and colorings, and many new and beautiful fabrics. We have a very large variety; we are able to please every taste and idea in clothes.

**\$15, \$20, \$25, \$30
\$35, \$40 and \$50**

Mayer Bros. Co.

Eli Shire, President