

SALE
STARTS
TODAY

EXPANSION SALE

January
Sale Prices
NOW

1912-Floor Space, 20,000 Sq. Ft.

1915-Floor Space, 50,000 Sq. Ft.

1919-Floor Space, 80,000 Sq. Ft.

"EXPANSION" THE SIGNAL OF GROWTH AND PROGRESS

Alive in reality—not in fancy—The Epoch of a Greater Store, with the same old name, same old policy of satisfaction. But the new progressive spirit of Mr. Shire to provide greater facilities for serving the public better.

THE NEW LEASE STARTS THIS JANUARY 1st, 1919

Thereby giving us the right to say "No Larger Frontage" on O Street and to prepare for the enlarging and remodeling, which entails thousands and thousands of dollars worth of Merchandise, must be removed from our crowded stocks, to make room before the mechanics start to transforming the two buildings into one. Come and help yourself by helping us reduce stocks. Remember, no inferior goods, no seconds, no exaggerations, nothing but Service and Quality Goods at Cut Prices.

EXPANSION IS THE WAY OF THIS SALE BEFORE CHRISTMAS
Here's Your Chance to Economize on Practical Gifts for Men, Women and Children



©
Styleplus
Clothes

Wool Clothes will be 25 per cent higher next season. Good-bye to fine woolen garments at anywhere near these prices. You ask us why, information from over seas tells us, the defeated nations are Thread Bare and Half Naked; they must be clothed or perish. Then, too, millions of pounds of wool will be required to put our own uniformed men into civilian clothes. Hence the scarcity of good fabrics amounts to almost a famine. Consequently he is indeed a wise man who adopts our policy and buys ahead, especially at the reduced prices. We are able to offer you very great advantages now, price for price and quality for quality, we are giving you—

Best opportunities for saving and the largest stock of Clothing in Nebraska for selection.

Grasp them and share our foresightedness. We looked ahead, have the goods, admit it, give you the benefit because we're expanding—need the room for the remodeling starts soon.

These Suits and O'Coats are 1918 Styles for 1919. Remember, the Woelens were bought on bolt long ago and just recently Tailored into Garments.

MEN'S SUITS AND OVERCOATS
Up to \$200,
now **\$14.75**

MEN'S SUITS AND OVERCOATS
Up to \$47.50,
now **\$34.75**

Every Garment Guaranteed as Tho You Paid Full Price. Alterations Free!

All the new Styles, all the New Patterns, all the Good Fabrics, sizes from 35 to 52, in Regulars, Stouts, Slims and Shorts.

MEN'S SUITS AND OVERCOATS
Up to \$28.50,
now **\$19.75**

MEN'S SUITS AND OVERCOATS
Up to \$5.00,
now **\$39.75**

Plain and Fancy Weaves—Quarter, Half and Full Lined

Society Brand Clothes at Sale Prices

MEN'S SUITS AND OVERCOATS
Up to \$35.00,
now **\$24.75**

MEN'S SUITS AND OVERCOATS
Up to \$65.00,
now **\$44.75**

Suits and O'Coats for Men of all ages.

New Waist Line Model Suits O'Coats.

MEN'S SUITS AND OVERCOATS
Up to \$40.00,
now **\$29.75**

MEN'S SUITS AND OVERCOATS
Up to \$75.00,
now **\$54.75**

MEN'S FINE PANTS

Our entire regular stock of Plain and Fancy Patterns. A fine assortment of materials and a full range of sizes—**ONE-FIFTH OFF.**

MEN'S MACKINAWES

You will act wisely to buy now. It will mean a good, ripe profit on your investment—Many patterns—all sizes—**15 PER CENT OFF.**

OUTING ROBES AND PAJAMAS

\$1.25 now	98c
\$1.50 now	\$1.19
\$2.00 now	\$1.59
\$2.50 now	\$1.98
\$3.00 now	\$2.39

MEN'S FUR LINED & TRIMMED COATS
15 PER CENT OFF

This includes our entire stock of the season's popular fur collar coats. Many are exclusive models from the Society Brand Shops—Comprising the newest coating fabrics—with collars of Seal—Muskrat, Otter, Beaver, etc. Be your own Santa Claus and step into one today.

XMAS NECKWEAR AND MUFFLERS

The favorite gift items for men. Our entire stock comprising the most select patterns in Nebraska in the sale at **15% Discount**

YOUR CHRISTMAS MONEY EXPANDS

TO A MARKED DEGREE ON MEN FURNISHINGS

The little savings turn into big dividends, especially when you buy the class and character of fixings this wonderful dept. can justly boast of. Shirts and seconds have not and never will be allowed to enter this, Lincoln's most reliable and up-to-the-minute Furnishing store. If you're familiar with our regular low prices, we know you'll stock up—if not, the savings will pay you to get acquainted.

All Shirts excepting Manhattan included in this sale, Soft and Laundered Cuffs, Full Dress Shirts also.

\$1.50 Now	\$1.19	4.00 Now	3.19	7.50 Now	5.98
2.00 Now	1.59	4.50 Now	3.59	8.50 Now	6.79
2.50 Now	1.98	5.00 Now	3.98	10.00 Now	7.98
3.00 Now	2.39	6.00 Now	4.79	12.00 Now	9.59
3.50 Now	2.79	6.50 Now	5.19			

Materials consist of Percales, Madras, Poplins, Cotton and Silk Crepes, Fiber, Tub and Jersey Silks.

Men's Union Suits—No exceptions—including Staley, Vassar, and Globe—at 15 per cent discount.

\$1.50 Now	\$1.27	4.00 Now	3.40	6.50 Now	5.52
2.00 Now	1.70	4.50 Now	3.82	7.00 Now	6.37
2.50 Now	2.12	5.00 Now	4.25	7.50 Now	6.37
3.00 Now	2.55	6.00 Now	5.10	8.50 Now	7.22
3.50 Now	2.97						

Men's Sweaters—Including Army Sweaters—15 per cent discount.

\$2.50 Now	\$2.12	5.00 Now	4.25	10.00 Now	8.50
3.00 Now	2.55	6.00 Now	5.10	12.50 Now	10.62
3.50 Now	2.97	6.50 Now	5.52	15.00 Now	12.75
4.00 Now	3.40	7.50 Now	6.37			
4.50 Now	3.82	8.50 Now	7.22	18.00 Now	15.30

MAYER BROS. COMPANY

ELI SHIRE, Pres.