

# NEBRASKA'S GREATEST JANUARY CLEARANCE

## SALES

**THERE'S GREATER VARIETY  
—GREATER VALUES**  
Frankly, when we ordered our Fall and Winter stocks, we over-anticipated. Result, larger stocks on hand now, with reductions increased in proportion to assure prompt action, for we must get our house in order for the new season.

**The Value Giving Event Has Started**  
There are several reasons why the 1923 edition of this popular annual event will have the attention and attendance of every thinking man, and thrifty woman who buys for men.



**All Men's High Grade Winter  
Suits and Overcoats**

*Excepting Full Dress, Tuxedos and Uniforms*

**Four Week of Supreme Value Giving**

To those of you who have been putting off buying, our advice is to "Buy Now." Supply future as well as present needs. Get that suit or overcoat you need. They're lower priced now that they can be for a long time under the new tariff. In fact, get everything you need from hat to hose, for everything is priced to save you money, during this splendid sale.

**Overcoats**

All Overcoats—heavy warm, cold weather ulsters, dressy Chesterfields, tweeds, smooth finish fabrics, plaid back, theses, lively styles, conservative styles, any kind of overcoat you like, sizes from 33 to 48.

Men's Mackinaws, duck coats and sheep lined coats and leather vests  
20 Per Cent Discount

**All Winter Suits**

Every suit and overcoat in our stock is included.

Only suits and overcoats from our own regular stocks are included. No job lots. Each suit and overcoat the good stock that we guarantee, absolutely, even at sale time.

All fur, fur lined and fur collared overcoats  
33 1-3 Per Cent Discount

**Leather Army Jerkins, Worth \$10.00, Special**

**\$2.95**

Our entire stock of men's odd trousers, formerly priced from \$3.00 to \$15.00, divided into five lots

**\$1.95 \$3.95 \$5.95 \$7.95 \$8.95**



Alterations Free—and we will do our utmost to get this work out as soon as possible.

Alterations Free—and we will do our utmost to get this work out as soon as possible.

**Our Annual All-Inclusive January Clearance Sale of Suits and O'Coats at Six Prices**

Suits and Overcoats up to \$30 **19<sup>75</sup>**

Suits and Overcoats up to \$40 **24<sup>75</sup>**

Suits and Overcoats up to \$45 **29<sup>75</sup>**

Suits and Overcoats up to \$55 **34<sup>75</sup>**

Suits and Overcoats up to \$60 **39<sup>75</sup>**

Suits and Overcoats up to \$65 **44<sup>75</sup>**

**MAYER BROS. CO.**

**ELI SHIRE  
Pres.**