

BRIEF CITY NEWS



## Clothing Confidence--

## Our business is going steadily forward. Our sales are increasing daily and more satisfied customers leave our store than enter most other stores. All this is not remarkable, for the public have always realized that ours is the store to trade in, be

 cause we give better value than others.that's how we will build it still larger. there are other stores selling clothing,
these other stores and then trade here,

## Confidence

## We have always enjoyed the confidence of the public, we earned their confidence

 from the first day we opened our store, and our continued success and incressingbusiness is gratifying because we know that our greatness is because the public con Susiness is gratitying because we know that our greatness is because the public con
fide in us-our unique position in the clothing trade gives us n decided prestige men who look after our clothing are experts in their line, and those who make ou
clothing know our standard. They know the rigid examination every garment under goes, and also know that rejection follows any garment that fails to pass our exami
nation. The fact that our sales are so
large necessitates large purchases for cas and this sives us added prestitye when we buy, and gives our customers better value
when we sell, because our colthing costs us less means that you pay less - our busi ness has been built up on the rock of many sales and small profita.

The Fall Suits and Overcoats

Men's Shirts--2 We are offering an exceptionally strong line of new fall shirtings these are priced Special at \$1

| MEN'S UNDERWEAR <br> Special values for men in our underwear section. Finely knitted fall weight underwear from the best manufacturers, in union suits and two piece suits-50c and $\$ 1.00$. Perhaps you do not know that our underwear department sells more underwear than others. In varities and syles our stock exceeds any in Omahn. Our values are better because only the best manufacturers supply us. New goods have just arrived and await your inspection. Our underwear is smooth, soft to feel and gives real comfort to the wearer. |
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## ItebraskaClotfoingCo.

SHOES
 shoes of quality-
$\$ 2.50, \$ 3.00, \$ 3.50$

