DAWN OF GREATER CLOTHING VALUES

Saturday, the Greatest Overcoat Sale of the Year



The Most Startling

Omaha Has Known



Change of Ownership

Mighty Values



Choose your new winter overcoat Saturday from the entire mid-season stock of the Nebraska Clothing Co.

YOU MEN AND YOUNG MEN OF OMAHA WILL SEE THE MOST NOTABLE DEMONSTRATION OF THE GREATER Nebraska's supreme value giving power in this mammoth overcoat sale. The new owners of this store are determined to make the Nebraska known as the store for unmatchable values. There's just one way to go about it-viz: Deliver the goods sell merchandise at prices that are beyond duplication elsewhere, and that's what's going on here. COME SATURDAY. SEE IT ALL FOR YOURSELF. Thousands are coming from hundreds of miles in every direction to this sale

Thousands of handsome new O'coats-the Nebraska Clothing Co.'s back orders from world's best clothes makers.

Included in this most remarkable distribution of fine overcoats you will find the newest long roll shawl collar styles, the new single and double breasted models, the new belted novelties, the new imported weaves in all the new

colorings. Storm coats, ulsters, ulsterettes, smart dress overcoats, etc., etc. Men's and young men's models and sizes to fit men of every proportion, every taste, every purse. Don't miss this great sale Saturday.

See Our Show Windows

Nebraska Clothing Co.'s Entire Stock of Suits and Overcoats

On sale in four enormous groups. All blue serges and black suits are included.

Choose from all The Nebraska's \$12.50 Suits

Choose from all The Nebraska's Choose from all The Nebraska's Choose from all The Nebraska's \$15.00 and \$16.50 Suits and Over. \$9.75

\$20.00 and \$22.50 Suits and Over-coats at..... \$13.50

XMAS This Great Sale Points the Way to the Nebraska for "His" XMAS GIFT

Note these remarkable special Xmas values in Men's High Grade Furnishings for Saturday Men's 25c Bos- Men's 15c Hand- Men's 25c Lisle Men's 50c Knit- Men's 50c Pure



ton Gar- 15c kerchiefs 7c Men's \$1.25 and \$1.50 Men's 35c Knitted Men's 50c Silk Hose Men's \$1.25 and \$1.50 Cape and Kid 95c Golf Gloves 25c go at 30c Wool Sweat 85c

Men's \$1.50 flannel 95c shirts, at Men's Initial Handkerchiefs, 32 doz. in box, 50c Men's \$1.25 and \$1.50 Flannelette Pajamas and Night

at, each 95c en's \$1.50 Co- @ 1 lumbia shirts. Pl.10

Men's \$1 and \$1.25 75c Beautiful New Neckwear We direct special attention of discriminat-



Well known makescombination suspenders and garter sets, in fine lisle threads and silks. Beautiful color effects.

Men's \$4.00 Sweaters, great

Men's \$1.25 and \$1.50 Union Suits at Men's \$2.00 Merino and Wool \$1.45 Men's \$4.00 Muldoon's Hygienic Wool Union Suits at ...

Men's \$4.00 Bath Robes, Men's High Grade Gloves

Fine Fur and Lamb lined Gloves and Mittens. Automobile Gauntlets. Lined and unlined. Fleece lined Cape Gloves and Mittens. Fur Gloves, Mit-



Men's Bath Robes and **House Coats**

Every man longs for a comfortable house garment--Christmas is your opportunity to gratify his wish - here's the stock to suit you both. Wide variety of newest ideas, models and fabries. Many exclusive with this store. All prices, extraordi nary values in bath robes, lounging robes, house coats and smoking jackets.

Suit Cases,

extreme values.

Bags, Fine



Boys' Clothes -- save 1/3 TO 1/2 Overcoats Chinchilla Overcoats. All the popular models and colors. Ages 3 to 11 years. Also wonderful special values in fancy mix-Overcoats, all the good styles at sale prices. \$2.95

to \$12.50 Overcoats at-

Umbrellas \$1.75 \$2.75 \$3.50 \$4.50 \$5.50 \$7.50 Most acceptable of all gifts - great Boys' Suits lines of fine grips. Double breasted and Norfolks. All blue serges included in this great sale. suit cases and traveling goods. Men's and women's high grade umbrellas in all the new mountings. All prices -

\$1.75 \$2.75 \$3.50 \$4.50 \$5.50 BOYS' SWEATER COATS \$1.00, \$1.25 850 \$2.00 Sweaters \$1.50 Sweaters 1.00 Sweaters \$1.75 BOYS' WINTER CAPS 75c Winter 450 asc Winter 150

BOYS' WAISTS AND SHIRTS 50c Walsts 40c 75c Waists. 50c \$1.00 Waists and Shirts 65c

BOYS' FANCY NECKWEAR Big range of all the newest shapes, 25c Neckwear at.....



Men's Xmas Hosiery

ing holiday gift buyers to our wonderful showing

of high grade new neckwear. Wide flowing-end

Persians, rich solid colors, smart new novelty

weaves, clever diagonals and floral patterns, not

to be found elsewhere. Also complete showing

Celebrated Holeproof Hose. All grades, all colors, 6 pairs guaranteed for 6 months. Famous Interwoven Hose. Fine silks, lisies and cottons; Attractively boxed, all colors. McCallum's high grade pure thread black silk hose. Recognized as the world's best. Neatly packed in fancy Holiday boxes.



of full dress neckwear.

Men's Fur Caps \$6.00 Fur Caps \$10 Fur Caps \$2 Fur Caps \$1.50 81.00 Cloth Caps st.50 Cloth Caps 95c

Great Sale women's Fine Shoes All Women's \$4.00 and All Women's \$3.00 and \$4.50 Shoes, \$2.45

sale price ... \$4.00 Shoes, \$2.79

tens and Gauntlets.

\$3.50 Shoes, \$1.95 Men's fine \$3.50 and Christmas slippers on sale, great var-\$2.50 iety at 49c to . . \$2.50



Nebraska Clothing Co. FARNAM & FIFTEENTH STS.

Wm. L. Holzman, Treas. Store Closes 9 O'clock Saturday.

GIVE "HIM" a NEBRASKA GIFT CERTIFICATE.

Christmas Buying Now.

From Our Near Neighbors

Weeping Water.

Mrs. R. G. Clizbe is visiting her son it B. F. Ruby moved to town this week to reside.

The Farmers' institute heid here last Thursday evening.

Wednesday was quite well attended

Mr. and Mrs. J. W. Builts have returned home from their trip to Wisconsib.

Edgar Cherry, who has been here the last two weeks, went to York, Neb. on Tuesday.

William Fex of Cedar Bluffs and Jacob Ellinger of Hejring, Neb., were looking after business matters in Papillion.

Wednesday.

There are two cases of diphtheria in the family of William Ash. A strict quarantine has been placed on the premises.

Mrs. John Philpot of South Omaha was a visitor here several days attending her mother. Mrs. Mosely, through an ulness.

R. E. French, grand custodian of the Ancient Free and Accepted Masons was here Wednasday and Thursday conducting a school of instruction.

Mrs. Linger and family. Mrs. L. A. Linger and family. Mrs. L. A. Linger and family. Mrs.

in Colorado and have now a deed to a quarter section valued at \$5,000.

Miss Hazel Hemple entertained the E. Pflug, wife and son. Richard. Sewing club at Mrs. R. B. Armstrong's started by automobile for New Mexico, where they will spend the winter.

Mis. Layton was formerly Miss Clara
Hoskins of this place.

Rev. A. E. Hashford of Aveca entertional church with the aid of sterepote to the Brothschood of the Congresstional church with the said of sterepote of the mission work in India. A
fine super was served during the evelline stope was served during the stope of the posts house

I. Power and statistical was stated to superline stope was served during the evelline stope was served during the evelline stope was served during the evelline stope of the mission work in India. A

I. Power and Mrs. Petrus Pallon, Anna and
Mrs. Bettus Power was states

I. B. Stapleton at Durbar.

Carl Jensen is doing duty as carrier on thouse and succitation.

The McMary John McKay. Karl

Russell, W. O. Miner and by. A. P. Pitsday, Mrs. Petrus Pallon, Anna and
Mrs. Deltus Pallon Anna

Theodore Koch returned from Denmark day.
the early part of the week and says Nebraska is good enough for him. The young men of the Methodist church gave a lunch and after dinner program at the town hall Friday evening.

Mrs. William Lambert and infant daughter are visiting her parents in Smith Center, Kan.

Mrs. William Lambert and infant daughter are visiting her parents in Smith Center, Kan.

Mrs. Linger and family. Mrs. L. A. Linger and family. Mrs. Clyde Shaw of Omaha spent Sun.

Earnest Glesselman and Walter Hil-genkamp were in Fremont Saturday. F A Reynolds returned Tuesday from Lincoln, where he has been taking treat-ment in a hospital.

Mrs. J. H. Billhart was the guest of her daughter, Mrs. C. M. Darrington, Thurs-day and Friday of last week, returning home Saturday.

The Odd Fellows last week elected H. Hehenbaum, noble grand; C. A. Menking, vice grand; G. I. Pfeiffer, sec-retary; F. G. Menking, treasurer. The annual meeting of the Farmers' institute corn and poultry show was held Friday and Saturday. Governor-elect Morehead and Licutenant Governor-elect McKelvie were speakers on the program.

Postmaster W. J. Cook was a Lencoln visitor last Priday.

Mrs. Ciyde Shaw of Omaha spent Sun-day with Mr and Mrs. A. E. Hanna Miss Pauline Peterson of Omeha visited her sister, Mrs. W. H. Belknap, over Sunday.

The Miles farm of 180 acres near DeSoto was sold to a Mr. Meyers of Omaha for \$135 per acre. Dr. Nielsen's father, P. H. Nielsen of Omaha, visited his son and family sev-eral days last week. Tekamah.

E. N. Christianson spent Sunday with H. B. Stapleton at Dunbar.

C. E. Keyes left last Monday for Los Angeles to spend the winter.

Mrs. E. N. Christianson started today for Butte, Mon. to visit her daughter.

Saturday until Monday.

Carl Jensen is doing duty as carrier on Rouse No. 1 white Carrier Krapicek is taking his annual vacation.

County Commissioners Henormann and Mill Cheely were visitors to Arlington on Tuesday.

Mrs. Minnie Miller and son Charley for Butte, Mon. to visit her daughter.

Mrs. and Mrs. W. H. Hillerah.

Mrs. Minnie Miller and son Charley for Butte, Mon. to visit her daughter.

Miss Elsie Seefus was at Omaha Tues-

Mr. and Mrs. J. E. Fate entertained the Rev. Mr. Yerian Sunday night. James Walsh of Benson visited over urer, T. J. Pierson. The stockholders to correct a number of dangerous places sunday at the Charles Witte home. Mr. and Mrs. Andrew Johnson have tary, J. B. Douglas, serve for another not having authority to order the same been under the doctor's care some time.

Will K. Strode, who has been publishing the Pisgah News at Pisgah, Ia., for about two years, has closed up his print shop and is back on his old job in the Blair Tribune office.

A farewell reception was given last Friday evening to Mr. and Mrs. James Carpenter, who will make their future home in Ordway, Colo. by the members of the Methodist church.

A belt slipped off the gasoline engine court house in this city yesterday and seriously and seriously of the sacchaeter of the sacchaeter to the sacchaeter of the gasoline engine court house in this city yesterday after-city yesterday. Mr. Randall made seven talks on fire prevention while here. There at the gas plant on Tuesday and seriously injured the fireman. William Allen. His shoulder was badly bruised and he had ear nearly torn off.

Reports of officers for the last talks on fire prevention while here. There year were read and made matters of record are an ear nearly torn off. even though held during a period of in- two ward schools in the afternoon, a talk clement weather, paid out. But the as- to the fire department at 7 o'clock, and sociation had nothing left to apply on its a public talk in the armory at 8 o'clock. Mrs. G. H. Goodhard is confined to the debt or with which to pay interest. It The under deputy made seventy-one in-

was decided to hold a fair in 1915. Abe Reninger of Hooper is visiting his Officers for the coming years were today. Mr. Randall and his deputy came elected as follows: President, William here at the invitation of the fire depart-Ernst: vice president, J. M. Weber, treas-ment. Heads of the department desire Mr. and Mrs. Julius Schuldt and Mrs. work took so much of his time from his An organization to be known as the Thursday.

her parents, Mr. and Mrs. Eilis, the fore parents, Mr. and Mrs. Eilis, the fore part of the week.

Mr. W. W. Dow and Mrs. Lou Zeller were married Saturday evening at the residence of C. E. Smith.

Therefore Koch returned from Denmark

Mr. and Mrs. Fred Votth, Mr. and Mrs. Herman motored to Blair last Saturday.

Mr. and Mrs. Fred Votth, Mr. and Mrs. Herman ing suffered a broken bone in her foot. Superintendent W. H. Meyers and Printendent W. H. Mey was given \$50. The amount sued for was \$10,000 damages, on account of a team which the plaintiff was riding,

> ASSOCIATION MEETS RANDALL MAKES TALKS ON FIRE PREVENTION

spections yesterday and is in the city