AN INVITATION TO VISITORS

Your trip to Omaha without a visit to this store would be as one visitor said recently, "Like a trip to France without seeing Paris." For years this store has been a center of attraction today, with greater selections than ever, is THE center of interest for people who want to see all that's new in the style world.

Make yourself at home at the Nebraska. We welcome you.

JOHN A. SWANSON, Pres. — **The Nebraska** — WM. L. HOLZMAN, Treas.

Ak-Sar-Ben Visitors—A Value Demonstration and Good Clothes Exhibit Extraordinary

MEN of the West, your attention is directed to a Fall and Winter campaign of clothes selling, at this Greater Store, that is the most open-handed distribution of values ever heard of in the history of retailing America's finest clothing.

Absurd as it may seem, and uncalled for as it may appear in the face of the west's great prosperity and crop prospects, we, nevertheless, have determined to practically conduct this clothing business this season without our customary small margin, in order to re-establish equillibrum to clothing prices.

IN JUSTICE TO YOURSELF DON'T FAIL TO INSPECT OUR STUPENDOUS SHOWING OF MEN'S, YOUNG MEN'S, YOUNGER YOUNG MEN'S

New Fall and Winter Suits, Top Coats, Overcoats

at $35 at $45 at $50

A Guaranteed Saving of $15 to $25—Compare

Thousands of styles to choose from, in every wanted fabric and coloring that's new this Fall, as well as conservative weaves. Men's, young men's, younger young men's special styles in all conceivable sizes and proportions.

Good Suits and Overcoats.. at $25 - at $30

We are pleased to announce such values. In spite of a difficult market to merchandise, we have delibrately underpriced great groups of suits and overcoats to enable us to offer you utmost money's worth at very low prices.

Finest Hand-tailored Clothes. $60.00 to $75.00

Instead of $85.00 to $100.00, which everybody expected to pay, we have bought vast stocks from our finest clothes makers, closed our eyes to the wholesale prices and pass them on to our patrons at an actual $25.00 saving.

Remember this store offers the largest stocks of House of Kuppenheimer clothes—Hickey-Freeman, Quality Clothes, Society Brand, Fashion Park Clothes and Many Other famous lines.

Men's, Young Men's, Younger Young Men's Clothing—Entire Second Floor Main Building and Annex.

VISIT GREATER NEBRASKA'S

Mammoth Boys' Store

OUTFIT the boys during Ak-Sar-Ben at HEADQUARTERS—a distinction this store has won through sheer force of value-giving—vast and varied selections plus service worthy the name.

Boys' 2 Pants Suits

$12.50 and $15.00

Comparison Emphasizes a Saving of $5.00—Compare!

Just the suit the boys want for style—the suit you want for service. Two pairs of pants—good quality cheviots and cassimeres—attractive Autumn colorings—all sizes from 7 to 18 years.

FINEST 2-PANTS SUITS, **$20 and $25**
STURDY SCHOOL SUITS, **$7.50 and $10**
BOYS' CORDUROY SUITS, **$8.50, $10, $12.50**
FINEST HAND-TAILORED SUITS, **$20, $25, $30**
JUVENILE WOOL SUITS, **$7.50 to $15.00**
HEAVY WASHABLE SUITS, **$3.50 to $7.50**
EXTRA KNICKERBOCKER PANTS, **$1.50 to $3.50**

Boys' Furnishings

Complete showing of Boys' Shirts, Neckwear, Sweaters, Underwear, Hosiery, Nightwear, Hats, Caps.

The Most Important Special Sales of

Women's Dresses and Suits

That Ak-Sar-Ben Visitors Have Ever Known

OUR greater women's wearing apparel sections offer values that will be the talk of the city during this big Fall festival—in fact, here's a festival of values as big in their way as the week's celebration itself. Don't miss it.

BEAUTIFUL AUTUMN

Dresses at $23.75

Values to $49.50

COME prepared to see dress values that, from every standpoint, outclass anything shown anywhere in years at double our special sale price. Thanks to a buying organization that gets what it goes after, we secured entire sample lines of New York dress manufacturers.

The dresses include Tricotines, Poiret Twills, Serge, Yulama, Check Wool Velours, Silk Duvetyn, Kitten Ear Crepe, Velvet Charmeuse, Crepe Meteor Satin, Tricolette, Georgette and combinations.

Models in all sleeve length, all the new waist lines and many are elaborately trimmed as well as smart tailored models, street, afternoon and dinner styles. All sizes.

HIGH GRADE TAILORED

Fall Suits at $49.50

Unequaled in the City

THE demand for smartly tailored suits at popular prices is almost exceeding the supply. But our New York office heeded our instruction, and, coupled with our prestige in the market, we are enabled to announce another superb selection of New Fall Suits and specially price them at **$49.50.**

Here are suits of Yulama cloth, Check Wool Velours, Serviceable Tricotine, Evora cloth, Duvet de Laine, Men's Wear Serge. Strictly tailored styles of French Seal and Austrian Opossum trimmings.

Other attractive suits in a host of models and styles, at **$39.50 and $44.50.**

Alluringly beautiful new Fall Suits. Richly trimmed and tailored, at **$59.50 to $148.50.**

Magnificent Showing

Finest Fall Dresses

$59.50 to $98.50

No wonder dresses are popular—our showing reveals many delightfully charming styles and even in the higher priced lines we have aimed to maintain our value-giving idea—the most for the least.

By Long Odds the

Greatest Coat Display

$49.50 to $148.50

Every woman will be immediately interested in the stunning coats we offer in cloth and fur fabrics. Nothing like the values elsewhere.

Women's Wearing Apparel—Entire Third Floor, Main Building.

WHAT A TREAT TO INSPECT THE WEST'S LARGEST SHOWING OF

High Grade Autumn Millinery

Specialization and prices based on volume of sales only makes these values possible.

$7.50 • $10 • $12.50 • $15

CATERING to the discriminating women of this community finds the Metropolitan Millinery is prepared with a showing of individual Fall and Winter millinery entirely in a class by itself.

The women of Nebraska and neighboring states have never before had the pleasure of such an opportunity to review a showing so complete and comprehensive.

On Display Will Be Found—

America's designing ingenuity coupled with that of famous Parisian milliners who have developed more exquisite creations than any season has heretofore offered.

The woman of most discriminating taste will find here a new idea of satisfaction in style and at a decided saving.

It will prove to your advantage to review our displays before buying. Our courteous and competent millinery organization insures you every attention and intelligent service.

Metropolitan Millinery—Entire Main Floor—New Building East of Main Building, Farnam Street.

The "Billiken" Shoe Store

Children who wear Billiken Shoes don't know foot troubles—they're specially designed shoes from the selection of the leather to the artheopedic lasts—Billiken Shoes exclusive at our store.

Shoes—Main Floor—North.

SEE OUR WINDOWS TODAY.

Nebraska Clothing Co
JOHN A. SWANSON, PRES.
WM. L. HOLZMAN, TREAS.
FARNAM AT FIFTEENTH ST.

COMPARE OUR VALUES ALWAYS.

CORRECT APPAREL FOR MEN AND WOMEN