

ANNOUNCING



The Nebraska's ANNIVERSARY



We Cordially Invite You to Attend

The Sale Event Extraordinary

STARTS THURSDAY, OCTOBER 14

For many months we've been planning and preparing for this event

MONTHS ago the inspiration came to us to celebrate the 35th anniversary of the founding of this store.

The first step taken was to deliberately underprice every dollar's worth of merchandise as it arrived. Day after day we've continued to receive thousands of dollars' worth of goods—and never in the history of retailing has any store, anywhere, marked such merchandise, the finest clothes made, at such radically low prices.

The bulk of our purchases were timed to arrive to be in readiness for this celebration, thus enabling us to stage this greatest of all clothes selling events, offering variety and values so great that people coming hundreds of miles will save money attending the Nebraska's 35th anniversary sale.

THOUSANDS UPON THOUSANDS

Men's and Young Men's
Fall and Winter,

Suits, Top Coats,
Overcoats

Supreme Values at

\$25 \$35 \$45 \$50
\$60 to \$75

Here you will find Suits and Overcoats made to retail at \$80 to \$100, but priced here at \$60 to \$75

Suits and Overcoats made to retail at \$50 to \$75—which comparison proves \$35 to \$50 we're selling, at

Suits and Overcoats made to retail at \$35 and \$45, but sold by this greater \$25 & \$30 store, today, at

Men's Trousers

Made to retail at \$10 to \$12.50 and more, are now selling here, at \$7⁵⁰

Boys' Clothing Values

Two-piece suits, school suits, warm Overcoats, Mackinaws—throughout our clothing stock. Prices the lowest in America. Attend the 35th anniversary sale.

Our Great Main Floor

Every department joins in the anniversary selling—men's underwear, sweaters, shirts, all lines of haberdashery, all lines of hats, all lines of shoes, for men and boys. No restrictions in the buying during the 35th anniversary sale.

Western Headquarters

For Kuppenheimer, Society Brand, Hickey-Freeman, Fashion Park, Langham-High and many other lines of America's finest clothing—for men and young men.

Mighty Value
Demonstration
and
Distribution
of Souvenirs—

\$2⁵⁰

GOLD PIECES
FREE!

WITH INDIVIDUAL COMBINED CASH PURCHASES OF \$25.00 OR OVER THROUGHOUT THE STORE.

Double Souvenirs—

\$5⁰⁰

GOLD PIECES
FREE!

WITH INDIVIDUAL COMBINED CASH PURCHASES OF \$50.00 OR MORE THROUGHOUT THE STORE.

Every Man and Boy, every Woman and Miss, is invited to attend the celebration of our 35th Birthday Anniversary—and share in the host of money-saving events that we've prepared for this notable occasion.

Shop on a Transfer

Your combined purchases, as stated above, in any and all departments, entitle you to a gold piece free—Our anniversary gift to you.

The foundation of this Sale was laid by the founders of this store

THIRTY-FIVE years ago the Nebraska Clothing Co. opened for business in Omaha in a small, single store room. Many remember it.

The outstanding feature of this venture was an announced policy of one price to all, and that price the lowest in the city. An innovation not only to Omaha, but to every other city, large and small, in America. Some said it couldn't win. Today this store's volume of business, based on Omaha's size, is actually six times greater than any other clothing store in America.

We wish to share our success with our many friends and patrons, and extend a cordial invitation to one and all to partake of the exceptional offerings presented in our celebration of the 35th anniversary of the founding of this store and the eighth anniversary of the present regime.

WONDERFULLY ATTRACTIVE
DISPLAY OF

Women's and Misses'
Fall and Winter

Smartly Tailored
Suits

Unequaled Values at

\$34⁵⁰ \$39⁵⁰ \$44⁵⁰

\$49⁵⁰ to \$125⁰⁰

Choose from the most complete selections of Coats and Wraps, cloth and fur fabrics \$34⁵⁰ to \$150⁰⁰

Beautiful selection women's and misses' silk and wool dresses. Every Dress special priced, at \$19⁵⁰ to \$98⁵⁰

Buy Furs during the anniversary, none too soon for holiday selection; women's blouses; separate skirts; girls' coats.

The Metropolitan Millinery

Several hundred beautiful trimmed Hats will be placed on sale in the Nebraska's millinery shop. Plush Hats, Tailored Hats, Trimmed Hats. Our great 35th anniversary, special, at

\$5⁰⁰ - \$7⁵⁰ - \$10

Formerly Priced \$7.50 to \$20.00.

Buy Traveling Goods

In making up your anniversary shopping list, don't overlook the suitcases, traveling bags, wardrobe, standard and steamer trunks—lowest in the city prices.



Nebraska Clothing Co.
CORRECT APPAREL FOR MEN AND WOMEN