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

Supreme Quality Clothes Prices Smashed

THE irresistable attraction of finest of fine quality clothes and radically lower prices is crowding our mammoth clothing sections daily. *Men know the vast difference* in clothes and when the master pieces of hand-tailoring are sold at the price of the ordinary there is no argument about where to buy. Saturday will see history repeating itself in the matchless service and values Greater Nebraska is passing out to its patrons—*to you*—in

The Great Wholesale Surplus Selling of America's Finest of Fine

Suits and Overcoats

From the House of Kuppenheimer, Society Brand and Hickey-Freeman

The tremendous selections alone are worth coming many miles to see. Here is every size from stout to slim men, from young stout to big men, from short to tall men.

Hundreds upon hundreds of models in Suits from single to double-breasted. Overcoats from full belters to great coats, Chesterfields to motor coats. Every size.

$60 Suits and Overcoats
All Styles—All Sizes
$40

$80 Suits and Overcoats
All Styles—All Sizes
$50

$100 Suits and Overcoats
All Styles—All Sizes
$60

Three Mammoth Groups of Good
Suits and Overcoats

$25 — Formerly Sold at $40.00
$30 — Formerly Sold at $45.00
$35 — Formerly Sold at $50.00

Pants Sale

Our entire stock, thousands of pairs of men's and young men's Trousers — all sizes, stouts, slims, regulars —28 to 54-inch waist— help yourself Saturday as follows:

All $5.00 and $6.50 TROUSERS Saturday's Sale Price **$3.50**

All $7.50 and $8.50 TROUSERS Saturday's Sale Price **$5.00**

All $10.00 and $12.50 TROUSERS Saturday at **$7.50**

All Our Fine $15.00 TROUSERS Saturday's Sale Price **$10.00**

All Our Finest $18.00 TROUSERS Saturday at **$12.50**

One-Minute Store Talk

"What a difference in stores—usually when clothing stores talk reductions they let their stocks run down so low that there's nothing too it for the man who wants what he wants in style and size. What a difference here with your enormous selections, you certainly do give a demonstration of service that is not surpassed in either Chicago or New York," said a customer who knows.

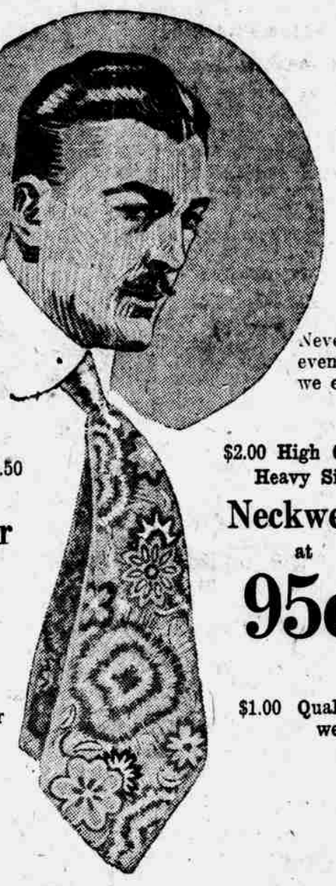
WHY BE SATISFIED WITH LESS THAN GREATER NEBRASKA SERVICE?

Saturday — the Sale of Sales

Great Silk Neckwear Sale

Finest of fine Italian, Swiss and French Silks at Sensational Special Sale Prices.

Supply Your Christmas Gift Requirements Buy Magnificent Silk Neckwear for "Him."



Think of buying world-famous silk neckwear—the masterpieces of the silk world at such prices!

Never in all our experience, even before the war have we ever known such values.

$2.50 Wide End Heavy Silk Neckwear at **$1.35**

$3.00 and $3.50 Heavy Silk Neckwear at **$1.65**

$2.00 High Grade Heavy Silk Neckwear at **95c**

$1.50 High Grade Heavy Silk Neckwear at **65c**

$4.00 and $5.00 Heavy Silk Neckwear —On Sale, at **$2.35**

$1.00 Quality—Wide-End Silk Neckwear—All Colors—at **45c**

EXTRA SPECIAL--Men's Silk Shirts, $6.85
Just arrived another lot—hundreds of finest of fine Silk Shirts. Formerly priced $12.50 to $18.00; Saturday at.....

MEN'S SWEATERS
Greatly Reduced

All Men's $5.00 Sweaters go at. **$3.50**
All Men's $6.00 Sweaters go at. **$4.50**
All Men's $10.00 Sweaters go at. **$6.50**
All Men's $12.50 Sweaters go at. **$7.50**
All Men's $15.00 Sweaters go at.... **$10**
Men's $17.50 Sweaters go **$12.50**

FLANNEL SHIRTS
Greatly Reduced

$3.50 Men's Flannel Shirts. **$2.25**
$4 and $4.50 Flannel Shirts. **$3.00**
$5 and $5.50 Flannel Shirts. **$3.50**
$6 and $6.50 Flannel Shirts.. **$4.50**
$7 and $7.50 Flannel Shirts..... **$5.00**

All Outing Flannel Pajamas and Night Robes at 1-3 Off

$3.00 Pajamas and Night Robes..... **$2.00**
$3.50 Flannel Pajamas and Night Robes... **$2.35**
$4.50 Flannel Pajamas and Night Robes... **$3.00**

All Men's Underwear—Largest selection of Vassar, Superior, Duofold and many others **25 Per Cent OFF**

Men's Fur Collar Overcoats

Our vast exposition of fur collar coats is priced to sell—and these prices are selling them. Distinguished style and unequaled values in fur collar coats, fur lined coats, leather lined ulsters with fur collars.

$60.00 Fur Collar Overcoats at..... **$40**
$75.00 Fur Collar Overcoats at **$50**
$85.00 Fur Collar Overcoats at..... **$60**
$100.00 Fur Collar Overcoats at..... **$75**

$100 Full Leather lined Ulsters of genuine Warumbo overcoating ..**$60**

Finest Beaver Collar Overcoats

Made with leather lined yoke—material genuine Warumbo overcoatings. Full belted; double breasted. The real beaver collars on these coats alone are worth $85.00 and $100.00.

$200.00 Beaver Collar Overcoats **$125**
$250.00 Beaver Collar Overcoats **$150**
Separate Fur Collars. Just the gift "He" wants..... **$12.50 to $45**

Men! Save Shoe Money

This deliberate underpricing of the best shoe values in Omaha emphasizes our determination to offer utmost money's worth. Save $2.50 to $4.00. Compare! **$7.00, $8.00, $9.00**

Nebraska Special Shoes come in brown and black calfskin, welt sewed soles, English and high toes, Blucher and straight lace.

Greater Shoe Section —Main Floor, North.

Heavy Service Shoes
For all out-of-doors men. Exceptional values.
Black Leather **$9.00**
Tan Lotus Leather **$10.00**

Hi Cut Shoes
Come in Brown, Elk and "Hardy Hide" leathers.
Men's Hi Cuts **$7 to $10**
Boys' Hi Cuts **$5 to $6.50**

Holiday Slippers
Comfy slippers, felt slippers and all leather slippers for men and boys. Buy early—these lines are always first to sell out in the holiday season.

Fur Caps

Smash Go Prices

A bona-fide reduction from our lowest in the city prices and unequaled selections—French Coney Caps, Natural Muskrat Caps, Nutria, Beaver, Hudson Seal and Genuine Alaska Seal Caps.

$ 6.00 Fur Caps at	$ 4.75	$15.00 Fur Caps at	$12.50
7.50 Fur Caps at	6.00	20.00 Fur Caps at	16.50
10.00 Fur Caps at	8.00	25.00 Fur Caps at	20.00
12.50 Fur Caps at	10.00	40.00 Fur Caps at	32.50

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

Men! the Hat Sale

All soft hats, all Derbys, all Velours, from such famous makers as Crofut & Knapp, Borsalino Imported Italian Hats, Mallory and E. V. Connett Hats, (Stetsons excepted)

$4 Hats **$3**	$5 Hats **$3.75**	$6 Hats **$4.50**	$7 Hats **$5.25**
$8 Hats **$6.00**	$9 Hats **$6.75**	$10 Hats **$7.50**	$12 Hats **$9.00**

Our Entire Stock Fall Caps
Beautiful range of colorings and fashionably correct styles. (Inband caps excepted). Three great lots—

$1.50 and $2.00 Caps at..... **$1**
$2.50 and $3.50 Caps at..... **$2**
$4.00 and $5.00 Caps at..... **$2.85**

CORRECT APPAREL FOR MEN AND WOMEN