

The Nebraska

JOHN A. SWANSON, Pres.

The Nebraska

WM. L. HOLZMAN, Treas.

The Nebraska

FIRST ANNIVERSARY

Personal Service

A factor in the success of this store.

NO OTHER clothier in this territory has given such careful attention to store service and honest merchandise as has Mr. John A. Swanson, president of the Nebraska Clothing Co. Mr. Swanson's first consideration has always been the customer's complete satisfaction; this in a great measure has been the cause of Mr. Swanson's successful merchandising career of over twenty-five years in Omaha.

Mr. Swanson always insists that besides correct style and utmost value that the public is entitled to real store service from all employees, a service that amounts to a keen personal interest in all customers.

That the public appreciates efficient service and good values is evidenced by the marvelous growth of this store during the past year.

CHANGE OF OWNERSHIP



Organized Experience

A feature of our merchandising.

EVERY line of clothing experience is represented in this new organization. Mr. William L. Holzman, Treasurer of the Nebraska Clothing Company, was formerly a New York clothing manufacturer and has brought to the New Nebraska a broad experience in the manufacture of clothing and wearing apparel. Mr. Holzman's intimate knowledge of the details of garment making gives the Nebraska a distinct advantage in buying merchandise.

Every department of the store is under the supervision of expert buyers which creates an organization of experienced men, who are enabled to serve the public with a full measure of satisfaction. The one aim being to make this store Your Ideal Store.

A Year of Notable Progress

WE are celebrating the first anniversary of the Greater Nebraska. The inaugural message of this organization contained the promise of a most modern store for Omaha and a new era of value giving. Our promises have been fulfilled and our reward has been an enormous volume of business that has trebled our buying power—a buying power that you will see demonstrated in our first anniversary sale, which will offer values such as we believe Omaha has not known before—the entire store contributes.

Special Anniversary Offering

TO fittingly commemorate the first birthday of our greater store we have assembled thousands of dollars' worth of desirable, seasonable merchandise bought at much under price, which will be placed on sale as bought. This is not an "Anniversary Sale" in the ordinary sense; it is an event for which preparations such as no other store, to our knowledge, has ever undertaken. We expect the biggest crowds in the history of this store because values that will startle Omaha will be placed on sale beginning Saturday, November 15th.

Golden Harvest of Clothing Values

For Men and Young Men

SUITS and OVERCOATS \$15

Regular \$20.00 and \$22.50 Values, at

THE OVERCOATS include shawl collar, velvet collar, convertible or self collar models; belted or plain backs, chinchillas; fancy weaves; chevrons and kerseys; every desirable new model and fabric. The season's greatest overcoat offer, \$20.00 and \$22.50 values. Anniversary Sale Price.....\$15.00

HUNDREDS OF SUITS are included at this price. English, semi-English, Norfolk and conservative models, including the celebrated Gold Bond English True Blue Serge Suit. Strictly hand-tailored clothes, made by Rochester, N. Y.'s best wholesale tailors. A wonderful demonstration of our extreme value giving. Anniversary Special.....\$15.00

\$15 and \$18 Chinchilla OVERCOATS

Think of it, genuine, all wool, strictly hand-tailored, chinchilla overcoats made by one of America's greatest wholesale tailors. These coats are belted back. Have shawl collar, patch pockets, 46 to 52-inch length, all sizes, while they last, \$15.00 and \$18.00 chinchilla overcoats. Anniversary sale price.....\$10

\$27.50 and \$30 OVERCOATS
Anniversary Sale Price.....\$20

A smashing offer of high class fashionable overcoats, shawl collar, convertible and silk lined Chesterfield models; Millbrook chinchillas, imported fancy weaves, meltons and kerseys, \$27.50 and \$30.00 overcoats; Anniversary Sale price \$20.00. A wonderful showing of fine hand-tailored suits is included at the above price.

Men's \$15.00 SUITS and OVERCOATS at \$10

An extraordinary opportunity to buy at \$10.00 a suit or overcoat positively never before equaled at this price; no limit to the range for choice of styles or sizes, 34 to 50-inch; Men's and Young Men's \$15 suits and overcoats; Anniversary Sale price.....\$10.00

Youths' OVERCOATS
Just the Overcoat the young idea demands is here, shawl collar models and all the new styles in all lengths and newest materials, ages 14 to 18. Anniversary Sale saves you \$2.00 to \$7.50 on youths' overcoats.....\$7.50-\$10-\$12.50

\$35 and \$40 OVERCOATS
Anniversary Sale Price.....\$25

The finest imported fabrics and tailoring; swaggar, luxurious overcoats that no custom tailor can duplicate at double our price; shawl collar models, fitted back coats, full belted and fitted back models, and Chesterfield overcoats, lined with guaranteed Skinner satin; the best \$35 and \$40 overcoats; Anniversary Sale price, \$25.00.

\$7.50 Mackinaw COATS

Made of genuine 34-oz. Anniversary cloth; red, blue, brown and gray plaid. Don't confuse these coats with the flimsy \$5.00 coats sold elsewhere; these are positively \$7.50 heavy mackinaws; Anniversary price, while they last Saturday at.....\$5.00



Adler's \$1.50 Gloves
Men's Tan and Gray Gloves, \$1.50 values, Anniversary Sale Price.....95c

Your Opportunity--Unrestricted Choice

Of Any Women's or Misses'

TAILORED SUITS \$24.75

\$35, \$45, \$49.50, \$55 and \$60 Values at

All of these suits have that distinguished style and character that only the best designers know how to impart. The materials consist of imported duvetyne, faille de laine, broadcloth, pebble sponge, brocades, imported serges, velvets, rich corduroys and exclusive fancy materials. Every high class suit is included; none reserved up to \$60.00 values; Anniversary Sale price.....\$24.75

Women's and Misses' Tailored SUITS

\$22.50, \$25 and \$30 Values at \$14.75

Hundreds of beautiful suits, involving the season's smart styles and offering a wide range for choice of the most wanted materials and colors up to \$30.00 tailored suits; Anniversary Sale price.....

Thousands of COATS

Think of the wonderful range for selection that this great sale affords. Thousands of newest autumn and winter coats in all the new models and including the handsomest weaves; such materials as rich boucles, fancy coatings, chinchillas, duvetyne, wool lamb, broadcloth, plushes, winter massises, in four mammoth groups as follows:

Women's COATS	Women's COATS	Women's COATS	Women's COATS
\$15.00 Values	Up to \$20 Values	Up to \$29.75 Value	Up to \$35 Values
Anniversary Sale price—	Anniversary Sale price—	Anniversary Sale price—	Anniversary Sale price—
\$9.75	\$12.75	\$14.75	\$18.75

Misses' and Juniors' COATS

Anniversary Sale offers extraordinary values in misses' and juniors' attractive coats; clever weaves, specially designed models and smart styles, on sale:

\$7.00 coats at.....	\$12.50 coats at.....	\$20.00 coats at.....	\$29.75 coats at.....
\$4.95	\$7.90	\$14.75	\$18.75

\$5 and \$6 Women's SKIRTS
Anniversary Sale Price Saturday, only.....\$3.90



Men's \$1.50 to \$2 Shirts at 79c

Values never before offered in Omaha; fancy negligee and pleated shirts, including the celebrated Cuff Turn shirts and many other well known makes; hundreds of patterns to select from; all sizes, 14 to 17 1/2; regular \$1.50 and \$2.00 shirts; Anniversary Sale price.....

Men's Up to \$1.75 Union Suits \$1.15
Extra good quality natural gray merino and fine ribbed Egyptian cotton union suits, sizes 36 to 46, up to \$1.75 values; Anniversary Sale price.....

\$1.50 Flannel Shirts 95c
Men's medium weight tricot flannel top shirts, in tan, navy and oxford; sizes 14 1/2 to 17 1/2; Anniversary Sale price.....95c

\$3.50 Sweaters \$1.95
Extra heavy shaker knit wool sweaters, high standing collars, two pockets; \$3.50 values; Anniversary Sale price.....\$1.95



Men's Hats \$2.00, \$2.50 and \$3.00 values; Anniversary Sale price.....

75c
Hundreds of Snappy Fall Soft Hats, wide range of style and color. Broken lines, but all sizes in the aggregate, up to \$3.00 values, at.....75c



50c Neckwear 29c
Men's high grade silk velvet neckwear; rich Persian designs; 50c values; Anniversary Sale price.....29c

Men's heavy ribbed wool island cotton union suits, extra, natural and white; Anniversary Sale price.....69c

\$1 Men's Underwear 69c
Men's natural gray or scarlet shirts or drawers, sizes 36 to 46; Anniversary Sale price, each.....69c

Men's Fall Shoes
The newest lasts and leathers, in two great lots—
All \$4 and \$4.50 Shoes **\$3.45**
All our \$3.50 Shoes **\$2.95**

Nebraska Clothing Co
JOHN A. SWANSON, PRES.
WM. L. HOLZMAN, TREAS.
FARNAM AT FIFTEENTH ST.
CORRECT APPAREL FOR MEN AND WOMEN.

Women's \$3.50 Sweaters

Fine quality pure wool sweaters, tan, maroon, scarlet and white; high standing collar, double cuffs and two pockets; \$3.50 values; Anniversary Sale price.....\$1.95

\$1.00 Women's Union Suits at 69c
Heavy silky fleeced union suits, long or short sleeves, white only; Anniversary sale price.....69c

50c Women's Hosiery
Fine quality lisle and silk pleated.....29c

19c Women's Hosiery
Lisle finished, black or tan hose, platted Hosiery, at pair.....9c

Boys' \$4 Norfolk Suits
Extra special offer, sizes 6 to 17, hundreds of suits to choose from; Anniversary Sale price, \$4.00 suits, at.....\$2.50

Boys' \$5 Norfolk Suits
An exceptional sale of boys' suits; some have two pairs of full lined knickerbockers; Anniversary Sale price, \$5.00 suits, at.....\$3.50

All Millinery 1/2 Price

Our Entire Stock of Ostrich, Paradise, Trimmed and Untrimmed Hats.



BOYS' \$2.50 and \$3.00 Double Breasted SUITS
Anniversary Special at.....\$1.50

Good practical suits for school wear. A wide range of patterns. Ages 10 to 17. \$2.50 and \$3.00 suits. Anniversary Sale price.....\$1.50

Children's OVERCOATS EXCEPTIONAL VALUES
\$2.00, \$3.00, \$3.50, \$4.00, \$5.00 and \$6.00

Every clever style of the season is represented in this very complete showing. We save you money.

