

Our Loss! Your Gain!

We have entered into our **GREAT CLEARING SALE** with a full knowledge of the immense loss it will entail.

WE HAVE COUNTED THE COST AND HAVE DECIDED THAT CASH AT THIS SEASON of the year is better than Merchandise. We therefor inaugurate our

GREATEST OF ALL CLEARING SALES!

This will be a Sale which will meet the full expectations of the people. YOU CAN BUY CLOTHING FOR LESS MONEY than THE ACTUAL COST OF PRODUCTION!

FURNISHING GOODS AND HATS Will be Sold at a Uniform Discount of 25 PER CENT It will pay out-of-town people to travel hundreds of miles to attend this Sale. Men's Dress Suits, Men's Business Suits, Men's Odd Pants, Mackintoshes, and all Boys' and Children's Clothing will be almost given away. Now is the golden opportunity of your life to buy from a first-class house first-class merchandise for less than your own price. See to it that you are among the crowds. Make it a point to get your share of these glorious bargains.

Sale Begins Friday, July 16th and will Continue for 30 Days!

READ CAREFULLY these few items below, which are only a sample of the good things you may expect to find.

Little Things . . .

WHICH ARE OF REAL VITAL IMPORTANCE TO . . .

**Mothers
: : : of Boys.**

BROWNIE OVERALLS ONLY
13 cents

BOYS' SHIRT WAISTS FROM
7 cents up

BOYS' KNEE PANTS, Ages 4 to 14 years, only
7 cents

EXCELLENT PANTS FOR BOYS,
Worth upwards of 40c, go at
19 cents

ALL OUR FINE "MOTHERS' FRIEND"
SHIRT WAISTS AND BLOUSES
GO AT ABOUT
HALF PRICE.

BOYS' SUSPENDERS
6 cents

BOYS' HOSE
9 cents

BOYS' STRAW HATS
3 cents

OTHER STRAW HATS AT
9, 15, 19, 21, 27 and 39 Cents

ALL OUR EXQUISITE LINE OF HIGH
GRADE TAMS FOR THE LIT-
TLE FELLOWS WILL
BE SOLD AT
HALF PRICE.

ALL NECK WARE FOR BOYS' at 25
per cent discount.

Mothers!

BRING YOUR BOYS WITH YOU. THIS IS A GOLDEN OPPORTUNITY TO LAY IN A FUTURE SUPPLY AT PRICES WHICH CAN SURELY NEVER AGAIN BE DUPLICATED.

Undisputable Bargains

IN MEN'S

Dress and Business **SUITS**

All \$2.75, \$3.00 and \$3.50 Men's Sack Suits in this sale. **\$1.75**

All \$2.75, \$4.00 and \$4.25 Men's Sack Suits go in this sale at, only **2.75**

All Our regular \$4.50, \$5.00 and \$6.00 Men's Sack Suits (all wool) go in this the greatest of all clearing sales at. **3.95**

All Our regular \$6.50, \$7.00 and \$7.50 Sack and Frock Suits, for Men only, go at. **4.95**

All Our regular \$8.00, \$8.50 and \$9.00 Sack and Cut Away Frock Suits go at. **6.98**

All Our regular \$10.00, \$10.50 and \$12.00 Sack and Frock Suits go at. **7.45**

All Our regular \$12.50, \$13.00 and \$14.00 Sack and Frock Suits are reduced to. **8.37**

All Our regular \$14.50 and \$15.00 Sack, Frock and Prince Albert Suits go at. **9.95**

All Our regular High Grade \$16.50 and \$18.00 Men's Sack, Frock and Prince Albert Suits, reduced now to **11.78**

All Our regular \$20.00, \$22.50 and \$25.00 Sack, Frock and Prince Albert Suits are actually cut to. **14.75**

The Average Man

After glancing over the above prices cannot help but realize that these goods cannot be produced for the prices quoted. The facts are, we are overloaded and having made an unusually heavy purchase for fall we only feel that it is in keeping with business prudence for us to push these goods out, let the loss be what it may.

Buy Boys' and Children's

CLOTHING

While These Wonderful Bargains Last.

Boy's Knee Pants Suits, worth \$1.00, now	50c
Boy's Knee Pants Suits, worth \$1.50, now	98c
Boy's Knee Pants Suits, worth \$2.00, now	\$1.13
Boy's Knee Pants Suits, worth \$2.50, now	1.48
Boy's Knee Pants Suits worth \$3.00, now	1.98
Boy's Knee Pants Suits, worth \$3.50, now	2.62
Boy's Knee Pants Suits, worth \$4.00, now	2.98
Boy's Knee Pants Suits, worth \$4.50, now	3.38
Boy's Knee Pants Suits, worth \$5.00, now	3.72

Boy's Long Pants Suits.

Regular \$2.50 and \$3.00 Suits go at.	\$1.75
Regular \$3.25, \$3.50 and \$3.75 Suits go at.	2.82
Regular \$4.00, \$4.50 and \$5.00 Suits go at.	3.75
Regular \$6.00, \$6.50 and \$7.00 Suits go at.	5.25
Regular \$7.50, \$8.00 and \$8.50 Suits go at.	6.38
All regular \$10.00 and \$12.50 Suits go at.	8.37

Men's Odd Pants.

Men's Odd Pants, worth 85c go at.	49c
Men's Odd Pants, worth \$1.00, go at.	68c
Men's Odd Pants, worth \$1.50, go at.	\$1.00
Men's Odd Pants, worth \$2.00 and \$2.50, go at.	1.48
Men's Odd Pants, worth \$2.75 to \$3.00, go at.	1.98
Men's Odd Pants, worth \$3.50, go at.	2.45
Men's Odd Pants, worth \$4.00, go at.	2.98
Men's Odd Pants, worth \$4.50 and \$5.00, go at.	3.45

All Our Fine Stock of
Furnishing Goods . . .

SUBJECT TO A TREMENDOUS DISCOUNT OF
25 PER CENT.

All Our Nobby Up-to-Date Hats

GO AT 25 PER CENT DISCOUNT.

Don't buy a Dollars worth of Merchandise till you have investigated into the merits of this, THE GREATEST MONEY SAVING SALE ON RECORD.

Little Things . . .

WHICH

Men Often Need!

MEN'S BLACK AND TAN HOSE,
seamless and fast colors, onl y. 5c

MEN'S CELLULOID COLLARS. 6c

MEN'S WHITE CAMBRIC HAND-
KERCHIEFS, only. 3c

MEN'S 40c Unlaundered SHIRTS. . . 25c

50 DOZEN BUCKSKIN SHIRTS,
worth upwards of 50c, go at. 24c

MEN'S SUMMER WORK SHIRTS. . . 12c

MEN'S WIRE BUCKLE SUSPEND-
ERS, worth 25c, go at. 8c

MEN'S STRAW HATS at 5c, 10c,
15c, 19c, 27c, 39c, 58, 75c and \$1.13
Worth double toe money.

25 DOZEN MEN'S SUMMER OVER-
ALLS, go at. 25c

MEN'S 40 CENT CHECK JACKETS 19c

MEN'S BALBRIGGAN UNDER-
WEAR, in Shirts and Drawers,
go at. 12c

MEN'S RED HANDKERCHIEFS. . . 2c

Investigate!

Investigate!

Inquire into your needs carefully; figure on your future wants, for perhaps never again such a splendid opportunity will come to you. At all events call at the store; we will gladly show you through and will in this way vindicate our advertisement and give you an opportunity to advise your friends where to trade.

Armstrong Clothing Company,

THE LARGEST, MOST LIBERAL AND WIDE-AWAKE CLOTHING INSTITUTION IN THE WEST.

1013 TO 1019 O STREET,

LINCOLN, NEBRASKA.