

GREAT REORGANIZATION SALE.

Preparatory to a reorganization of our firm, caused by the death of our special partner, MR. HENRY W. KING, of Chicago, it becomes necessary for us to turn our stock of Clothing, Hats and Furnishing Goods into cash at the earliest possible moment in order to settle with the King estate. This means much cash needed. This means that our monster stock of Clothing, Hats and Furnishing Goods, which aggregates \$100,000 in value, will be thrown on the market at such astonishingly low prices that it will pay people to travel hundreds of miles in order to take advantage of the wonderful bargains offered. This means that the people of Lincoln and vicinity will be treated to a feast of bargains such as have never before been offered to the American people.

THIS IS TRULY A SALE OF NECESSITY.

THIS IS TRULY THE GREATEST MONEY SAVING SALE EVER INAUGURATED In a word, this is a sale which will save to the buyers of Clothing, Hats and Furnishing Goods a vast sum of money, while to us the sale will entail untold losses.

We Have the Goods; They are Yours at Less Than Your Price.

REMEMBER—Our stock is all new and of this season's make. Our Clothing has a reputation in Lincoln and throughout the west of being the best. Our Furnishing Goods stock is the largest in Nebraska, barring none. In it can be found all the best makes of Shirts, including the Manhattan, Monarch, Wilson Bros. and the Mascott brands. All the clever things in Neckwear, Collars, Cuffs, Hosiery, Suspenders, dress and work Gloves, in fact all the things which go to make a man's wardrobe complete. Our Hat stock needs no word of praise for the reason it has a recognized reputation for excellence.

Be Among the Early Ones. Sale in Full Operation Now.

Unprecedented Bargains in MEN'S SUITS.

- 50 Men's Suits in honest material go at the Ridiculously Low Price of **\$1.98**
- 300 Men's Suits in fancy union Cassimere, all sizes, worth upwards of \$6, go at **\$2.25**
- 500 Men's Suits in Cheviots and Cassimeres, true value from \$4.75 to \$7.00, go at **2.98**
- 150 Men's suits, round or square cut, in Cheviots and Cassimeres, greatest values ever offered in the world **3.95**
- 200 Men's Suits, cut either round or square, actual value \$7.50 and \$8, go without reserve in this sale at **4.95**
- 250 Men's Suits in black, plain grey and fancy plaid Cheviots, Cassimeres and Tweeds, cut either round or square. These Suits are silk sewed and beautifully tailored and fully guaranteed, they are good \$9.00 Suits, in this sale **\$5.75**
- At **\$7.48** your choice of over 20 styles of fine Cheviot, Cassimere and Worsted Suits, the equal of which cannot be duplicated for \$10, \$11 and \$12. They come in all styles, colors and designs, and are tailored the best throughout.
- ALL our regular \$12.50, \$13, \$13.50 and 14 dollar Suits go in this sale at **\$9.95**
- ALL our reg. 14.50, 16 & 16.50 dollar Suits go in this monster sacrifice sale at **11.78**
- ALL our finest Suits which sold at 17, 18, 20 dollars and up, go at uniform price of **14.75**

Boys' and Children's ... CLOTHING

You should know that our stock of Boys' and Children's Clothing is the best in the state—not only the best, but the largest and most varied. You should know that our prices are lower than any other store. THINK OF IT—we offer you just at the very opening of the summer season an absolute discount of

20 PER CENT

On our already low prices. Bring your boys with you and get the full benefit of this sale by fitting them out even in advance of their actual needs.

BOYS' ODD PANTS
—go at—
20 PER CENT DISCOUNT.

MEN'S ODD PANTS
go at uniform discount of
TWENTY PER CENT.

BOYS' SHIRT WAISTS
go at uniform discount of
TWENTY PER CENT.

HATS.

STIFF HATS, SOFT HATS, CRASH HATS—Every new thing known is represented in our stock. All new, all bright, and this season's make. Everything goes. All go, must go, at the enormous discount of

20 Per Ct.

FURNISHING ... GOODS

What could be more timely than this great sacrifice sale just at the opening of the spring and summer season, just at the time people are buying summer Shirts and summer underwear, besides the many things needed by men at all seasons of the year? We give the people of Lincoln the opportunity to make their selections of summer furnishing goods from our stock at an absolute

DISCOUNT of 20 PER CENT

We claim this to be an opportunity of a lifetime. We know the people will not fail to appreciate what an awful sacrifice this is. Our only hope of reward is that we may have your full patronage in this sale to the end that we may quickly turn our stock into cash. You know what our stock is, you know our prices, figure 20 per cent off.

All our goods
Are marked
in plain figures.

ARMSTRONG CLOTHING CO.,

1013 to 1019 O Street, Lincoln, Nebraska.