

Great REORGANIZATION SALE

AN AVALANCHE OF ECONOMICAL PURCHASERS.

Our Store Crowded and Jammed to Overflowing From Morning Until Night Since the Commencement of This Reduction Sale.

Every day we receive fresh evidence that the people are with us and that they fully appreciate our liberal discounts. Hundreds and thousands come and go to spread the good news that it is an assured fact that the Armstrong Clothing Company are doing just as they advertise; that an absolute 20 per cent discount is given on all furnishing goods; that a discount of 20 per cent is given on all soft, stiff, crash or straw hats; that a discount of 20 per cent is given on all Boys' and Children's Clothing; that a bona fide discount of 20 per cent is given on all Mackintoshes and Odd Pants; that our Men's Suits are sold at most astonishingly deep cut prices.

CAUSE OF SALE: The death of our special partner, Mr. Henry W. King of Chicago, whose interest must be settled as quickly as possible, in accordance with our partnership agreements.

OBJECT OF SALE: To settle with the King estate and reorganize our firm in as short time as such a vast undertaking could be brought about.

MOUNTAINS OF FINE MERCHANDISE

To be moved; mountains of Fine Suits, mountains of Boys' and Children's Clothing, mountains of Furnishing Goods (the best in America), mountains of Hats of the best makes. YOUR INTEREST IS OURS. Every man who walks over our threshold is put in a position to save many, many dollars.

We ask you to act promptly that you may get the best assortment.

Reorganization Prices on...

..MEN'S SUITS

Prices which tell a true story of economy. Do not neglect this wonderful opportunity.

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 \$6.00, 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, come in Cheviots and Cassimeres, greatest values ever offered in the world, only **3.95**

200 Men's Suits, cut either round or square, actual value 7.50 and \$8.00; go without reserve in this great 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 silk sewed, 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 throughout the best.

ALL our regular \$12.50, 13, 13.50 and 14 dol'r suits go in this sale at **\$9.95**

ALL our regular \$14.50, 15 and 16.50 dollar Suits go in this monster sacrifice sale at **\$11.78**

ALL our finest Suits which sold at \$17.00, 18.00, 20.00 and upwards will go in this sale at the uniform price of **\$14.75**

Boys' and Children's ..CLOTHING..

You now have the opportunity to make your selection of Boys' and Children's Clothing from our complete stock at a

Discount of 20 Per Cent.

EXTRA SPECIAL—We have in our stock about 50 Reefer Suits, made double-breasted with deep sailor collars, some are light weight, some medium, some heavy, sizes 3 to 7 years. These suits sold at \$4, \$5 and \$6, your choice next week for \$2.50. This extra special offer has no reference to any other part of our stock.

Boys' Odd Pants

Go at a discount of 20 per cent.

EXTRA SPECIAL—25 dozen Boys' Knee Pants at 9 cents.

Boys' Shirt Waists

Go at a discount of 20 per cent.

EXTRA SPECIAL—50 dozen Boys' Shirt Waists in neat designs, will go at the extra special price of 9c.

Men's Odd Pants

Go at a discount of 20 per cent.

HATS! HATS!

20 per cent discount

On any and all Stiff Hats, Soft Hats, Crash Hats or Straw Hats.

FURNISHING GOODS...

Everything Goes
at a discount of

...20 PER CENT

No such opportunity has ever come to you just at the opening of the season to buy from a stock like ours, strictly up to date Furnishing Goods at such a wonderful discount.

We have everything which goes to make a man's wardrobe complete. You save exactly 20 cents on every dollar's worth of goods bought in our Furnishing Goods Department.

Extra Special!

50 dozen fine Linen Collars in all styles, collars that sold at 15c, collars that sold at 20c, collars that sold at 25c, all put in a bunch. They are slightly soiled but will be cheap at our extra special price of 5c. each. Other collars at 20 per cent discount from former prices.

Extra Special!

Men's or Boys' Laundered Colored Shirts with collars attached, handsome patterns and designs; extra special price 19c each—others at 31c, 40c, 60c and 80c.

All our Manhattan Shirts that sold at \$1.50 go at \$1.20.

Armstrong Clothing Co.

1013 to 1019 O Street, Lincoln, Nebraska.