

REORGANIZATION

IS NOW ASSURED.

Note

However great our previous Bargain Offerings have been, WE GUARANTEE that this last event will eclipse all former efforts.

Armstrong Clothing Co.

Read

The other page of this Advertisement. It will, we promise, be of lasting aid to all those who are striving to crack the nut of hard times.

Armstrong Clothing Co.

OUR FONDEST HOPES & ARE MORE THAN REALIZED!

Mr. S. G. Armstrong, of Cedar Rapids, Iowa, in conjunction with the present management, have contracted to pay to the Estate of Henry W. King his interest in the ARMSTRONG CLOTHING CO.

September 1st is the Day of Settlement. \$50,000.00 in Cold Cash is needed....

THIS MEANS MORE WORK!

This means Greater Sacrifices! This means that from now on the Prices Demanded for our Fine Merchandise will have no reference whatever to cost or true value.

MEN OF LINCOLN STOP AND THINK!

We not only include all Spring and Summer Clothing, Hats, and Furnishing Goods in this great Sacrifice Sale, but have brought down from our third floor all our heavy weight

Dress Overcoats, Ulsters, Fall and Winter Suits, and Heavy Underwear,

and we give our friends the splendid opportunity of supplying Fall and Winter Needs at less, far less, than January prices. We simply advise you to gather together all the money you can, for this is positively the greatest bargain event ever known in the west. The prices are simply samples of what you may expect to find in the Store.

MACKINTOSH BARGAINS.

Twenty per cent discount on our already low price. These prices will hold good to September 1, or until all are sold.

- Regular \$1.75 Mackintoshes reduced to **\$1.41**
- Regular \$2.25 Mackintoshes reduced to **\$1.79**
- Regular \$3.95 Mackintoshes reduced to **\$3.18**
- Regular \$4.48 Mackintoshes, made of pure wool Trecot, with or without cap, reduced to **\$3.60**
- Regular \$3.50 Mackintoshes come in a variety of colors, including blue and black, with or without cap, reduced to **\$5.20**
- Regular \$7.50 Mackintoshes reduced to **\$6.00**
- Regular \$10 Mackintoshes reduced to **\$8.00**
- Regular \$12.50 Mackintoshes reduced to **\$10.00**

Men's Odd Pants

Twenty per cent discount on our whole line of light and heavy pants. A few extra special.



- Lot 1-500 Pairs Men's Cheviot Pants, worth easily \$1.50 **80c**
- Lot 2-50 Pairs Men's Pants, pure wool, in light and medium colors. Many of these pants would be cheap at \$2.00. All go at **\$1.20**
- Lot 3-100 Pairs Men's Pants, in Cheviots, Cassimeres, and Worsteds, worth as high as \$2.50, at **\$1.60** only
- Lot 4-200 Pairs Men's Pants, in extra fine Worsted and Cassimeres, worth up to \$3.50. Our special price **\$2.00**

MEN'S SACK SUITS

Bargains Unmatchable.



Another line of Fine Suits, former price \$3.00 and \$3.95, reduced to **\$1.98**

Lot 1808, Men's Sack Suits, about 15 in the lot, material Union Cassimeres, color broken plaid of dark and medium brown. Suit is worth \$5.00. Sale price only **\$2.25**

50 Men's Sack Suits, in Cheviots and Cassimeres. They are mostly in medium weights. True value, \$5.00 to \$7.00. They are bunched at **\$2.98**

HERE IS ONE TO REMEMBER

Men's Sack Suits, cut either round or square, material all Wool Tweed, color mixture of medium brown. Cut, make, and finish equal to most \$7.50 suits. If bought before September 1st, only **\$3.95**

Special lot of 300 Men's Sack Suits, actual value \$7.50 to \$8.00, will be sold while they last or up to September 1st, at **\$4.95**

At \$9.98 your choice of 15 styles of Men's Sack Suits, which have sold at \$8.50, \$9.00, and \$9.50. This price holds good up to September 1st, when we, by agreement, settle with the King estate.

At \$7.48 your choice of any of our

regular \$10.00, \$11.00, and \$12.00 Spring Suits.

At \$9.95 your choice of any of our regular \$12.50, \$13.00, and \$13.50 Spring Suits.

At \$11.78 your choice of any of our regular \$17.00, \$18.00, and \$20.00 Spring Suits, many of which are strictly medium weights.

Take Time by the Forelock!

Here is where you can get even. We have unpacked all our fine heavy weight suits carried from last fall's business, and have put them in this sale, you buy them at a wonderful saving. Just think!

Men's Fall and Winter Suits

Well be sold on the very threshold of the Fall business for less than January prices.



- Men's \$5.00 Sack Suits, in fine all wool material, heavy weight go at **\$3.95**
- All \$6.50 heavy weight sack suits go at **\$5.20**
- All \$7.50 Men's Sack Suits go in the great sale at **\$6.00**
- All \$10.00 Men's heavy weight Sack or Frock Suits go at **\$8.00**
- All \$12.50 Men's heavy weight Sack or Frock Suits go at the low price of **\$9.95**
- All \$15.00 Men's heavy weight Sack or Frock Suits go at **\$11.78**
- All our Men's heavy weight Sack or Frock Suits which sold at \$18.00 and \$20.00 go at **\$14.75**

Please Note the above prices hold good up to September 1st, not longer.

Prince Albert Suits

- All \$10.00 Prince Albert Suits go at **\$8.00**
- All \$12.50 Prince Albert Suits go at **\$10.00**
- All \$15.00 Prince Albert Suits go at **\$11.78**
- Your choice of any of our regular \$18.00 or \$20.00 Prince Albert Suits only **\$14.75**
- Notice—Many of these suits are heavy weights.

Boys' Long Pant Suits



All Light, Medium, and Heavy Weight Suits are included in this sale.

- All regular \$3.50 long pant suits go at **\$2.85**
- All regular \$4.00 long pant suits go at **\$3.20**
- All regular \$5.00 suits go at **\$4.00**
- All regular \$6.50 long pant suits go at **\$5.20**
- All regular \$7.50 long pant suits go at **\$6.00**
- All regular \$10.00 long pant suits go at **\$8.00**

BOYS' AND CHILDREN'S Overcoats and Ulsters



We place on sale all our Overcoats, Ulsters, and Reefers for Boys and Children, giving our patrons the pick of the flock at a uniform discount of 20 per cent from our regular prices. It's a good time to prepare the children for coming cold weather.

BOYS' KNEE PANT AND VESTED SUITS.

Now is the time to buy School Suits. We do not confuse you to our light weight goods, but give you your choice of light, medium, and heavy weight goods as well.

Everything Goes!

Nothing will be reserved. The pick of our beautiful stock at a uniform discount of 20 per cent from former prices.

FIGURE IT THIS WAY.

- \$5.00 suits at **\$4.00**
- 4.50 suits at **3.60**
- 4.00 suits at **3.20**
- 3.50 suits at **2.80**
- 3.00 suits at **2.40**
- 2.50 suits at **2.00**
- 2.00 suits at **1.60**
- 1.50 suits at **1.20**

Another Glorious Opportunity

MEN'S HEAVY

Overcoats!

Many careful buyers bought overcoats and ulsters during our big January sale. These coats were bought by people who expected to use them the coming fall and winter. Now is your chance! You buy now for the January price, and in many instances less. There are only a few weeks between now and overcoat weather.



MEN'S OVERCOATS.

Men's steel grey or brown Union Kersey Overcoats for men, made with deep velvet collars, cut correct length. The biggest bargain you ever saw at **\$5.00**, go at **\$3.98**

Men's black, blue, or grey mixed kersey overcoats, velvet collars, serge linings, worth upwards of \$7.00 at only **\$4.95**

All our regular \$7.50 dress overcoats go at 20 per cent discount.

20 per cent discount on all our regular \$10.00 overcoats.

20 per cent discount on all our regular \$11.50 overcoats.

20 per cent discount on all our regular \$18.00 overcoats.

20 per cent discount on all our regular \$20.00 overcoats.

20 per cent discount on all our regular \$35.00 overcoats.

The above prices hold good until September 1, but under no circumstances longer.

A Chance of a Lifetime. Men's Ulster Coats

Sold at a big sacrifice just before the opening of the regular season. We give a uniform discount of 20 per cent.



Here is the Way to Figure it.

- Men's \$20.00 ulsters reduced to **\$15.00**
- Men's \$18.00 ulster reduced to **\$14.40**
- Men's \$16.50 ulster reduced to **\$13.20**
- Men's \$15.00 ulster reduced to **\$12.00**
- Men's \$12.50 ulster reduced to **\$10.00**
- Men's \$10.00 ulster reduced to **\$8.00**
- Men's \$7.50 ulster reduced to **\$6.00**
- Men's \$6.50 ulster reduced to **\$5.20**
- Men's \$5.20 ulster reduced to **\$4.00**

A special lot reduced to \$1.98, \$2.15 and \$3.50.

We ask all who are interested in overcoat buying to call. We know the opportunity is one for great money saving, but we caution you not to put off too long, for this sale positively closes September 1, when all goods will go back to former prices.

The Above Prices will hold good till September 1st, at which time all will go back to Former Marks.

Armstrong Clothing Co.

1013 TO 1019 O STREET.