

Fall Merchandising

Remember at this special sale we offer but choicest reliable goods and at much less than others ask for inferior and shoddy goods.

Has begun; a merchandising campaign greater than any we have ever known has been inaugurated in this store for the Fall season. Preparations have been made for the greatest output of worthy merchandise in our history, and if such an event does not take place, it will be because great values and small prices have no weight with the purchasing public. To see our stock of Hats, Caps, Gloves, Mittens, Shirts, and Underwear, means not only that you will buy from us, but that you will save a handsome sum on your purchase.

We have the reputation of selling one-half of all the clothing sold in Lincoln. This season we want to sell two-thirds of all that is sold.

MEN'S HATS

Our hat department is where you make a big saving. We retail more hats than any two stores in Lincoln. Buying as we do in such large quantities direct from the manufacturers saves you one profit.



- 10 Dozen Men's black and brown Fedora Hats, worth 1.00, go at.....50c
- 20 Dozen Men's black, brown, and tan Fedora Hats, pure fur stock, worth 1.25, go at.....75c

- 25 Dozen Men's black, tan, and brown Fedora Hats, regular 1.50 values, go at.....1.00
- 30 Dozen Men's and Young Men's Fedoras, come in black, tan, and brown shades, all the new shapes, worth 2.50, go in this sale at.....1.50
- 50 Dozen Men's finest Fedora Hats, all new shapes and colors, worth 3.00, go at.....2.00

STIFF HATS



- 20 Dozen Men's brown, black, and tan Derby Hats, worth 2.50, go at 1.50
- 25 Dozen black and brown Derby Hats, new fall shapes, worth easily 1.50, go at.....98c

10 Dozen last season's Stiff Hats, worth 1.50 and 2.00, go at 75c

MEN'S CAPS

- Men's Fall Caps, worth 50c and 75c, to close out quick, go at.....19c
- Extra quality Men's Winter Caps.....25c
- 40 styles Men's Winter Caps in finest Scotch Kerseys and Push, go at 50c, others at.....75c and 1.00

BOYS' HATS

- Boys' and Children's Fancy Hats, go at.....9c
- Boys' fine quality Hats, go at.....13c
- Boys' extra quality Hats go at.....25c

BOYS' CAPS

At 15c, 19c, 25c, 35c, and 50c.

MEN'S SHIRTS

We bought at a great sacrifice of a manufacturer about 800 dozen Men's and Boy's Shirts at about 50 cents on the dollar. Now is your opportunity.

Men's unlaundered white Shirts, made from good muslin, linen bosom, reinforced back and front, gussets, continuous facings. A shirt equal to any sold by many merchants at 40 cents. Sale price only 19c

25 dozen men's good work Shirts, worth upwards of 40 cents, go at 19c

Men's fine laundered white Shirts, made from good muslin, carefully tailored and perfect fitters, sold every day at 60 cents. Sale price only 39c

Men's laundered fancy bosom Shirts with white bodies, extra pair of cuffs, new style patterns, worth 75 cents, go at..... 50c



Men's twilled work Shirts in black with narrow white stripe, extra heavy, cut full and securely sewed, worth 50 cents everywhere, go at 39c

20 styles of the famous Noxall every day Shirts (best in the world), go at..... 50c

10 dozen laundered negligee Shirts, with collars attached, go at 39c

MEN'S TOP SHIRTS

IN FLANNEL AND JERSEY.

- Men's outing flannel Shirts, at.....19c, 35c, and 50c
- Men's Jersey Shirts, at..... 29c, 39c, 50c, and 75c
- Men's Flannel Shirts, at..... 50c, 75c, \$1.00, and \$1.50

SWEATERS

- Men's and Boys' good Sweaters 39c
- Men's heavy Sweaters at 50c
- Men's all wool Sweaters, several styles and colors 75c
- 5 styles extra heavy Sweaters, all colors, worth \$1.50, go at..... 1.00
- 7 styles Men's Sweaters, all new style colorings, worth \$2.50 go at..... 1.50

GLOVES AND MITTENS

We bought from an eastern manufacturer more than 500 dozen Men's, Boys', and Children's Gloves and Mittens. Buying in such immense quantities enables us to retail Gloves and Mittens at much less price than stores about town pay for similar goods.

The prices we name are for our customers—not for peddlars or merchants.

WORKING GLOVES

- 10 Dozen Men's unlined working Gloves, per pair, only15c
- 15 Dozen Men's lined or unlined working Gloves, worth 35c, go at.....19c
- 25 Dozen Men's Husking Gloves, only.....25c
- 20 Dozen Men's and Boys' lined or unlined working Gloves, genuine Nappa tanned, worth easy 39c, only25c
- 50 Dozen Men's lined or unlined Gloves, regular 75c values, go at.....50c

MEN'S MITTENS

- 75 Dozen Men's Canvas Mittens at.....4c
- 25 Dozen Men's lined or unlined working Mittens, worth 35c, go at.....19c
- 10 Dozen Men's and Boys' lined and unlined working Mittens, worth 40c, go at.....25c
- 8 Dozen Men's and Boys' lined and unlined Mittens, worth 50c, go at.....39c
- 10 Dozen extra fine work Mittens, worth everywhere 75c, go at.....50c

MEN'S UNDERWEAR

- Men's heavy winter Shirts and Drawers, worth 25c, go at... 16c
- Men's extra quality natural grey Shirts and Drawers (all sizes, worth 40c, go at.....25c
- Men's heavy fleece lined Shirts and Drawers, worth 50c, sale price35c
- 5 Styles Men's genuine wool fleeced Shirts and Drawers, the 60c quality, go at.....45c
- 150 Dozen Men's Shirts and Drawers in Camel's Hair, extra quality, fleece lined and ribbed, worth everywhere 1.50, go in this sale at.....1.00

Read Carefully Every Item on this Advertisement, then Bring It with You and See for Yourself that we Sell Goods Just as Advertised.

ARMSTRONG CLOTHING CO.

THE BIG DAYLIGHT CLOTHING STORE,

LINCOLN, NEB.

1013 to 1019

O STREET.