

ARMSTRONG CLOTHING CO.

Remember it's your business to see where you can get the most for your money. Don't forget it's our business to see to it that we give you more for your money than other stores do. In doing your part come and let us show you how thoroughly we can do ours.

ALWAYS FOUND AT THE FRONT...

A good soldier never lags behind, but is always forging to the front. Men who are eager to go to the front are the kind that win battles. Same way with keeping store—keep in front, be first. When there is an opportunity to improve the retail trade of Lincoln you will always find our store in the front rank of the procession. When there is anything new at right prices our store is the first to tell you. When there is a reduction in price of goods our store

If you buy for Cash, you naturally look for the store with the best values, not the lowest priced goods. It has always been our rule to sell good reliable goods at reasonable prices, and to never knowingly Handle Trashy or undesirable goods. On this basis, coupled with one price to all, we solicit your business.

is the first to say so. Always keeping the people posted and selling goods at prices 25 per cent lower than the other fellow is what keeps us in the front rank of the clothing business of Lincoln.

COLLARS AND CUFFS

At 10 cts. or 3 for 25, we sell pure 2100 Linen Collars of all styles and 2100 Linen Cuffs at 15c. per pair. Our customers wonder how this is done; merchants, too, wonder how we can sell these collars for less than what they pay for them. It's an open secret; we sell nearly as many collars as all other stores in Lincoln combined, buying big quantities makes the difference in price.

Best Celluloid Collars.....	15c
Second grade Celluloid Collar.....	10c
Third grade Celluloid Collar.....	5c
Fourth grade Celluloid Collar.....	2c
Celluloid Cuffs at 10c and.....	25c

BOYS' SHIRT WAISTS

Good quality Boys' Shirt Waist, only.....	15c
Mother's Friend Shirt Waists, only.....	25c
Mother's Friend laundered Waists, worth 75c; in this sale.....	39c
Mother's Friend Shirt Waists, laundered, worth \$1.00, go at.....	75c

BOYS' SHIRTS

Boys' Work Shirts.....	25c
Boys' extra good Work Shirt.....	35c
Boys' Cassimere (heavy) Shirts, worth 75c, go at.....	50c
Boys' laundered Shirts, with collars attached, at.....	19c, 25c, and 50c
Boys' fancy bosom Shirts, with white bodies, worth 75c, go at.....	50c
Boys' extra quality fancy bosom Shirts, to be worn with white collars; worth \$1.00; go in this great sale at....	75c

ARE YOU IN THIS PICTURE?



If you are, you are a hard-to-fit man. We have taken a great deal of pains this season in buying sizes to fit tall slender men, short thick men, and tall fat men. In fact, we have bought for every shape and size, in order to fit without difficulty all who come to us.

Our "Slims," "Stouts," "Fats," and "Extra Sizes" are made from the very latest fabrics and come in all the new colorings. We have learned

from experience that hard-to-fit men want nobby stuff as well as their regular shaped brothers. Therefore, you will be shown nothing in our house but new, snappy styles in Overcoats as well as Suits, and when you find your size it will fit. Prices for odd-shaped Suits and Overcoats, \$5.00, \$7.50, \$10.00, \$12.50, \$15.00, \$18.00, and \$20.00.

SUSPENDERS

Men's good Suspender, only.....	8c
Men's Suspender, regular 25c value, go at.....	19c
Men's 40c Suspender, with us.....	25c
Men's 75c Suspenders, go at.....	50c

HANDKERCHIEFS

Linen Cambrie Handkerchiefs.....	3c
Linen Cambrie (colored border) Handkerchiefs.....	5c
Turkey Red Handkerchiefs.....	2c
Best Turkey Red Handkerchiefs.....	5c
Indigo Blue Handkerchiefs.....	5c
Best Indigo Blue Handkerchiefs.....	10c
Pure Linen Handkerchiefs at 15c, or 2 for.....	25c

DRESS GLOVES

Fine Dress Glove in Dog Skin, Kid, and Mochas, at 50c, 75c, \$1.00, and 1.25

Men's and Boys' Hosiery

150 Dozen Men's Black or Tan Hose, worth 6c per pair, go at.....	4c
50 Dozen Men's Grey Mixed Seamless Hose, worth 8c per pair at 48c per dozen, or per single pair.....	5c
75 Dozen Men's Heavy Weight Pure Dye Black or Brown Hose, worth 15c, go at.....	12 1/2c
Men's Fine Imported Half Hose, worth fully 25c per pair, go at 2 for 25c or each.....	15c
Men's Merino Half Hose, very heavy, worth 25c per pair, go at.....	15c
Boys' Long Hose, go at.....	8c
Boys' Extra good Long Hose, go at.....	19c

Men's Overalls

Men's Overalls Without Apron, in good Substantial Make, only.....	25c
Men's Heavy Drab Overall (pantaloon cut), worth 60c, go at.....	45c
Men's Regular 1.00 Pantaloon Overall, go at.....	75c
Men's Apron Overalls, Splendid Quality, size 32 to 50 waist, worth 60c, go at.....	39c
Men's Apron Overall, Best Railroad Cut, worth 75c, go at.....	50c
Men's Check Jackets at 29c and.....	35c
Men's Best Blue Jacket at.....	50c

Trunks and Valises

Trunk—Good Zink Covered Trunk, sizes 26 to 46 inches, at 1.50, 1.75, 2.00, 2.50, 2.75, 3.00, 3.50 and 5.00. Others in Fancy Makes at..... 6.00, 7.50, 8.00, 10.00. Valises at..... 50c, 75c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.50, 5.00. Telescopes, sizes 14 to 30 inches..... 25c, 35c, 50c, 65c, 75c, 85c, 1.00, 1.25, 1.50. If you are going away it will pay you to look over our stock of Trunks and Valises.

ARMSTRONG CLOTHING CO.

LINCOLN'S LEADING CLOTHIERS,

1013 TO 1019 O STREET.

LINCOLN, NEBRASKA.