

In Bargain-Giving we are Pre-eminent

Our reputation is established. It leads the new era of mercantile industry. Three years ago when we started into business we anticipated the changed conditions, guided ourselves accordingly, and our tremendous success followed. People were quick to appreciate the many advantages here, and by their steady and large patronage helped us to build up what is to-day the largest clothing business in Lincoln.

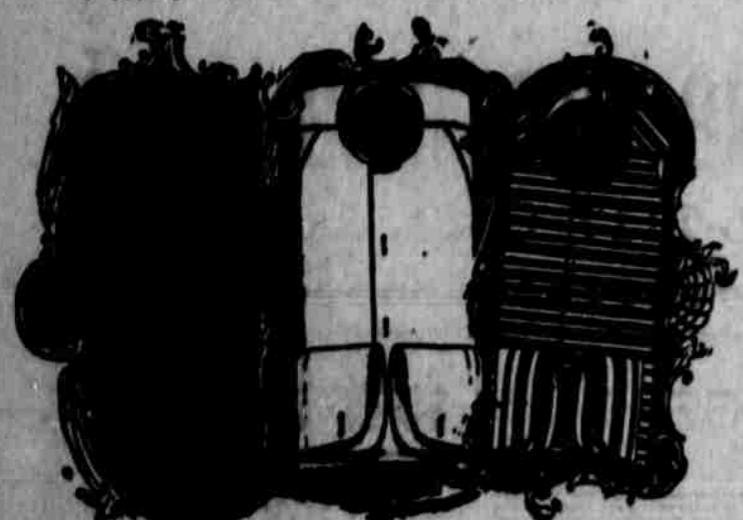
The Larger Your Patronage, the Larger Our Sales

The Greater Our Buying Power, The Lower Our Prices

You are Directly Interested with Us in this Store's Success. The following list of Bargains will only give you an inkling of the Thousands of Grand Money Saving Values we offer in this Great June Sale:

Men's Fancy Dress Shirts

We bought from an Eastern manufacturer of Shirts over 300 dozen Men's Shirts at a great discount from regular prices. We can sell you these Shirts and save you fully 33 1/3 per cent.



25 dozen Men's laundered fancy Shirts, attached collars and cuffs, new style material, worth 39c fully 75c; go in this great sale at..... 39c

50 dozen soft Negligee Shirts, attached collars and cuffs, materials are woven madras, Cheviots and fine striped satins, all made with pearl buttons, re-inforced; regular value 75c; here only..... 48c

24 dozen Men's and Young Men's \$1.00 Negligee Shirts, made to be worn with white collars; one pair extra cuffs to match. These Shirts come in woven cheviots and oxfords. See ours at only..... 50c

25 dozen Men's laundered fancy Shirts, attached collars and cuffs; materials are cheviot and oxford cloth newest patterns; worth 75c; go at..... 50c

10 dozen Negligee Shirts, made with silk bosoms and sateen bodies; fully worth \$1.25; go at..... 75c

40 dozen Men's genuine woven Madras Shirts, laundered; attached collar and cuffs; these shirts are bargains at \$1.25; go at..... 75c

50 dozen best Shirts, are made with attached collars and cuffs, or detached collars and cuffs; some made to be worn with white collars; some have silk puffed fronts; any are worth up to \$1.50; go in this sale at..... 1.00

Extra Special for this Week

We will offer 60 dozen Men's Unlaundered White Shirts, re-inforced front, linen bosom, linen bands. A limit of two Shirts to a customer. 19c

Men's Night Shirts

10 dozen Men's regular 50 cent Night Shirts, go at..... 89c

5 dozen Men's Night Shirts, made extra long; good quality muslin; worth 75c; go at..... 48c

Men's Underwear



The Special Prices we offer in this sale will make buying easy in our Underwear Dept. Fully one-third saved.

50 dozen Gray and Brown Balbriggan Shirts and Drawers worth 35c per garment; go at..... 19c

25 Dozen Balbriggan Shirts and Drawers, shirts made with vegetable pearl buttons. Drawers are fairly gusseted and taped; regular 39c value; go at..... 25c

100 dozen Brown Balbriggan Shirts and Drawers, both shirt and drawers have pearl buttons; these garments are extra value at 50c; go at..... 39c

40 dozen Medium Weight Merino Shirts and Drawers, just the garment for the present wear; regular 60 cent value; here only..... 39c

25 dozen Bonbon & Co.'s French Balbriggan Shirts and Drawers, the 75c quality; go at..... 48c

Belts

Men and Boys' Good Leather Belts, only..... 10c

5 dozen Leather Belts, worth 40c; go at..... 19c

10 dozen Latest Style Leather Belts, worth 50c; go at..... 25c

Straw Hats

Men's, Boys', and Children's Straw Hats, 15c, 20c, 25c, 30c, 50c, 75c, and..... 1.00

Boys' Straw Hats, at 5c, 10c, 15c, 20c, 25c, 35c, 39c, and..... 50c

Boys' Brownie... Overalls At 13c 19c and 25c

Great Hat SALE



We will offer reductions in our Hat Department that will surely be appreciated, the very latest styles at about half the regular prices.

If you haven't bought your spring hat do so now Men's New Style Derby Hats, brown and black; in this sale at..... 89c

10 dozen Men's Latest Style Stiff Hats, worth \$2.00; go at..... 1.25

25 dozen Black and Brown Derby Hats, worth \$3.00; go at..... 1.98

Fedora Hats

5 dozen Brown and Black Fedora Hats, only..... 39c

15 dozen Men's Fur Fedora Hats, tan, brown, and black. Also a lot of crushed Hats in new style shades; worth \$1.00 and \$1.25; go at..... 75c

25 dozen Fedora, Crush and Pasha Hats, come in tan, black, and brown shades; regular \$1.50 quality; go at..... 98c

20 dozen Men's Soft Fedora and Crush Hats, latest styles, extra good quality; regular values \$2.50; go in this sale at..... 1.48

25 dozen Men's Crash Summer Hats, all new shapes; guaranteed value 50c; go at..... 19c

Boys' Hats

9 CENTS Boys' good wearing Hats.

13 CENTS Boys' regular 25 cent Hats and Caps.

25 CENT Hats and Caps worth double the money.

Men's Hosiery

Here is where we save you lots of money. We sell you good hose for less money than others sell cheap and worthless ones for.



50 dozen Mixed Socks, good wearing, only..... 2c

100 dozen Tan and Black Socks, per pair, only..... 3c

65 dozen Men's Tan and Black Half Hose, worth 15c per pair; go at..... 8c

40 dozen Men's Regular 25c Hose, tan and black, only..... 16c

25 dozen Men's Half Hose. Come in fancy stripes, tan and black; worth 35c; go at..... 25c

A BIG FLURRY

In Furnishing Goods

Be on hand to take advantage of the prices.

10 dozen Men's good Suspenders, regular 20c values; go at..... 9c

10 dozen Men's regular 25c Suspenders, go at..... 13c

8 dozen Boys' Suspenders, go in this sale 6c at.....

All the newest styles in fine Linen Collars, worth 20c; only..... 10c

10 dozen Boys' Long Stockings, worth 15c; only, per pair..... 7c

50 dozen Men's beautiful Neckwear, all silk; made for this season's business in all the newest patterns in tecks, four-in-hands, and band bows; values clear up to 50c; go in this sale at..... 19c

100 dozen of our finest Neckwear in Tecks, Four-in-hands, and Puffs, all this season's patterns. This is extraordinary for the reason that it is offered in the beginning of the season; regular values clear up to \$1.00 go in this sale at..... 38c

Men's White Handkerchiefs, only..... 3c

Men's blue and red bandana Handkerchiefs, only..... 3c

Boys' Shirt Waists

Boys' good wearing Waists, fit ages 4 to 12, go at..... 13c

10 dozen Mother's Friend Waists, worth 25c go at..... 25c

Children's Fancy Blouse Waists, worth 35c; go at..... 19c

10 dozen Shirt Waists, fit boys 6 to 14 years, made with attached or detached collars, worth 75c; go at..... 48c

BOYS' SHIRTS

10 dozen Boys' light and dark Shirts, made with attached collars; worth 35c; go at..... 19c

15 dozen Boys' fancy Percale Shirts, attached collars, worth 39c; go at..... 25c

18 dozen Boys' fancy Percale and Madras Shirts made with laundered attached cuffs and collars, or made detached cuffs, to be worn with white collars; worth 75c and \$1.00, go at..... 50c

20 dozen Boys' Oxford and Madras Soft Shirts, made with two separate collars and attached cuffs; worth 75c; go at..... 50c

MEN'S WORK SHIRTS

17 CENTS buys a good full-sized Work Shirt, made with yoke; worth 35c.

29 CENTS buys as good a Work Shirt as you usually pay 50c for.

39 CENTS buys the best colony blue Shirt; worth 30c and 60c.

Our GREAT JUNE CLOTHING SALE advertised on other page of this sheet is a Record Breaker.

Be Sure you Read and Take Advantage of the Opportunities Offered.

ARMSTRONG CLOTHING COMPANY

1013 to 1019 O Street, Lincoln, Neb.