

OUR GREAT JULY CLEARING SALE

Was inaugurated for legitimate purposes. We wanted to reduce our stock. We were anxious to turn many lines of merchandise (in which we were heavily stocked) into ready cash. We did not stop to figure what we paid for these goods, but we marked them at prices such, in fact, as have never before been named on goods of like quality. Hundreds of people have taken advantage of this sale and have found that they could well afford to buy even in advance of their actual present needs. The sale continues, and you are especially invited to come this week. Many new bargains will be offered, many new features are arranged for.

Glance down this list, which is far from being a complete list of the bargains we offer, and mark the particular items in which you are most interested. Then come direct to us and we will guarantee that you will leave our store agreeably surprised and satisfied:

<p>100 Men's sack suits, in lines where we are overstocked, regular price \$3.50 and \$4.00, go in this great July Clearing Sale at - - - \$1.50</p>	<p>600 Men's sack suits, made of all wool chevots and cassimeres. They are worthy suits, yet they represent a surplus in our stock. These suits are good values at \$5 & \$6, sale pr. \$2.75</p>	<p>1,000 men's sack suits, all of which are pure wool, some cassimeres, quite a number of pretty effects in chevots; also a few short lots of fine clay worsteds. These suits have been sold at \$6.50, \$7.50, and 8.00. All go in this July Stock Reducing Sale at..... \$3.95</p>	<p>At \$5.98 We bunch over 1,000 Men's fine all wool Spring and Summer Suits. They are suits which sold in our house at \$7.50, \$8, and \$10. These suits represent a surplus in our stock, and we are not only willing to sacrifice our profit but will actually suffer a dead loss on them in order to clear them out.</p>
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<p>At \$6.98: In this line you will find Sack and Frock Suits of such marvelous character, of such unquestioned value that you will be surprised. Fine clay worsteds in black, gray, and brown. Elegant blue serges, imported chevots and tweeds in handsome, stylish effects. The greater part these suits were originally \$10 and some as high as \$12.50.</p>	<p>At \$8.75: A big assortment of broken lots of Fine Sack and Frock Suits. The total aggregate of these suits in the various materials and cuts will amount up to perhaps 500 suits, the majority of which were \$12.50, while some were our best selling \$15 suits. Any and all of these go at \$8.75.</p>	<p>At \$10.00 A special lot of broken sizes and small lots of men's finest suits. If your size is here you will get a snap. The suits sold at \$15, \$16.50, \$18.50, and some as high as \$20.00.</p>
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BOYS' LONG PANT SUITS MARKED DOWN.

50 Boys' Long Pant Suits, guaranteed by us to be a strong \$3.00 value—will go in this sale at \$1.65

Boys' Pure Wool Long Pant Suits, worth \$5.00, go at.....\$2.98

Boys' Extra Fine All Wool School or Dress-up Suits, worth \$6, \$6.50 and \$7—go at.....\$3.98

CHILD'S WASH SUITS.

A Special lot of Child's Wash Suits, to close only.....15c

Other Wash Suits Reduced to.....19c, 25c, 35c, 50c, and 75c

BOYS' KNEE PART SUITS MARKED DOWN.

Boys' Knee Pant Suits, worth \$1, reduced to..... 57c

Boys' All Wool Knee Pant Suits, worth \$1.50, go at..... 75c

Boys' All Wool Knee Pant Suits, worth \$2, go at..... \$1.00

Boys' Fine All Wool Knee Pant Suits, worth \$2.50 and \$3.00, go at..... \$1.50

Boys' Pure Wool Cheviot and Tweed Suits, worth \$3.00 and \$3.50, go at..... \$1.98

Boys' pure wool cheviot and tweed suits, worth \$3.00 and \$3.50, go at..... \$1.98

Boys' knee pant suits, worth 3.50 and \$4, go at..... \$2.50

Your choice of any boys' knee pant suit in our house that sold at 5.50, 6, 6.50, or \$7, only \$4.50

MEN'S PANTS MARKED DOWN.

100 pairs men's every day pants, worth 75c go at..... 49c

Men's \$1.00 cottonade pants, reduced in this sale to..... 75c

200 pair men's all wool pants, worth \$2.00, go at..... \$1.25

500 pairs men's pants, made of all wool material, representing a surplus in our stock. Pants that are worth 2.50, 3.00 and \$3.50, go at.. \$2.00

Mail Orders made a Specialty.

GENT'S FURNISHING GOODS AND HATS MARKED DOWN

Furnishing Goods MARKED DOWN—MEN'S SHIRTS

50 dozen Wilson Bros.' Negligee shirts with two pairs of cuffs, regular price the world over \$1.50 and \$1.75—reduced in this sale to..... 98c

At 75c Men's Soft Shirts, with or without collars, attached cuffs or detached cuffs—worth more—reduced to... 75c

Men's Silk Puff Bosom Shirts reduced to..... 79c

A special lot of men's Soft Shirts worth 39c, 50c and 60c—reduced to..... 25c

MEN'S Underwear Bargains

Men's 25c Balbriggan Shirts and Drawers go at..... 15c

A special lot of Fancy and Plain Balbriggan Shirts and Drawers, worth 35c and 40c, reduced to..... 25c

All 75c underwear reduced to..... 60c

All \$1.00 Union Suits and extra fine two piece garments reduced to..... 75c

Furnishing Goods MARKED DOWN.

25 dozen Men's Gray Mixed Sox, perfectly seamless, worth 5c, go at..... 2c

100 dozen Tan and Black Hose, guaranteed fast color and seamless, worth 10c, go at..... 5c

A special lot of 25c and 35c Half Hose, come in black, tan and fancy colorings. In the lot there are perhaps 20 dozen pure Lisle thread Hose which are very cheap at 35c—all go at..... 16c

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 collars and cuffs, 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

Small Things Greatly Reduced

10 dozen Men's Suspenders, worth 15c and 20c, go at..... 8c

10 dozen regular 25c Suspenders go at..... 13c

New style up-to-date collars in all shapes—2,100 linen, best value in the market at 15c—go in this sale at..... 7c

5 gross Men's Wash String Ties, worth 10c, 15c, and 20c—go at, each..... 5c

Men's Linen cuffs, link or plain, worth 25c, go at..... 12½c

Men's Linen Finish White Handkerchiefs, worth 10c, go at..... 2c

Men's Turkey Red Handkerchiefs, worth 5c, go at..... 2c

Men's South Sea Island Cotton Handkerchiefs, worth 10c go at..... 5c

Men's South Sea Island Initial Handkerchiefs, worth 20c, go at..... 10c

Men's Pure Linen White Handkerchiefs, worth 25c, go at..... 15c

Men's Work Shirts

17c buys a good full sized Work Shirt—made with yoke—worth 35c.

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

39c buys the best Colony Blue Shirt, worth 50c and 60c.

STRAW HATS REDUCED IN PRICE.

\$1.50 Straw Hats go at..... \$1.00

\$1.00 Straw Hats go at..... \$75c

75c Straw Hats go at..... 50c

50c Straw Hats go at..... 39c

40c and 35c Straw Hats go at..... 25c

MEN'S STIFF HATS.

We will close out stiff hats at the following prices—

All \$2.00 Stiff Hats go at..... \$1.00

All \$3.00 Stiff Hats go at..... \$1.75

All \$4.00 Stiff Hats go at..... \$2.50

SPECIAL REDUCTION IN SOFT HATS.

75c Soft Hats go at..... 50c

\$1.00 Soft Hats go at..... 75c

\$1.50 Soft Hats go at..... \$1.00

ARMSTRONG CLOTHING COMPANY,
1013-1019 O STREET, LINCOLN.