

# THIS MONTH

Let the Time and Place be Remembered

# THIS MONTH

We start December by making our first display of Holiday Goods and we can assure you that our line of sensible Holiday Goods are worthy of your most careful inspection. We shall offer bargains in these lines of Merchandise too, for that is our method of getting the big end of the business of Lincoln. Value for value we will sell you the same goods for less money or better goods for the same money than any other store. For example, look over our line of House Coats and Bath Robes. Nothing like them has ever been shown in our city. The charming color combinations, the rich trimmings and the handsome fabrics used in these garments make of this line the strongest and best that we have ever seen, while the prices as we name them make each particular garment a huge bargain in itself. We invite those who enjoy up-to-date Neckwear to glance down our 140 feet of showcases containing all the advance styles and latest fads shown. There you will find 20th Century Stripes and Persian Bars—truly gems from the Orient—made up in wide or narrow Four-in-hands, Puffs or Tecks; over 200 dozen of these beautiful Ties will go on sale at 50c. Oxford Mufflers will be a feature for the coming Holiday buying. They are comfortable, convenient and acceptable. We have them in all styles, colors and qualities, starting as low as 25c and as high as \$1.50. Another feature that should not be overlooked is the splendid bargains to be had in our Glove department. Gloves and Mittens made by "Dent," Dempster & Place, besides other reliable makes of fine Goods. We have them unlined for dress and street wear, but desire to call special attention to those which are intended for cold weather. They come either fleece, Jersey or silk lined, while some are lined with lambskin with a short fleece left on the inner side. Prices for rightly made Gloves and Mittens vary, of course, as to quality, but our lines from 50c to \$1.50 will be found in every way satisfactory and the Armstrong guarantee goes with every pair.

## SUBSTANTIAL GIFTS

The average woman regards the selection of a gift for a gentleman as an arduous task. Let us say that we will stake our reputation that there is not a young man in Nebraska that would object if on opening his Xmas box to find a handsome fancy Vest of faultless design or perhaps a half dozen Stripe or Plaid Hose, a half dozen E. & W. Cuffs, a bright tie and perhaps a half dozen Linen Handkerchiefs. These are the things that men buy for themselves almost every day in the year and as a gift are prized by them far more than trinkets of silver, which are at best of no practical value, easily lost and more often looked at, laid away and forgotten forever. Our goods are designed for men—it is a part of our business to keep in touch with all the new ideas, every "rakish" fad that appears on the market will be shown in our store or window first.

We desire to urge upon every one the necessity of early Xmas buying. Merchandise is far more scarce than money and when we urge you to make your selections early we do it without a selfish motive. The selections will be better and the prices will be lower than the same goods can be duplicated for later on.

## Underwear Bargains

If you buy your Underwear elsewhere you may get just as good goods as if you bought of us but you surely will pay more for the same thing. We actually save you one profit even in this staple department and we can but feel that it is your duty to give us your whole business in this line.

**At 34c Per Garment** Men's Heavy Fleece Shirts and Drawers, worth 50c.

**At 39c Per Garment** MEN'S FINE WOOL Fleece Shirts and Drawers. Worth 60c.

**At 50c PER GARMENT** Men's Extra Fine Wool Fleece Shirts and Drawers, worth 75c.

**At 50c PER GARMENT** Men's Long Fiber (very soft) Camels Hair Shirts and Drawers, easily worth 65c.

**At 75c PER GARMENT** 200 DOZ. Men's Camels Hair Natural Gray and extra fine, double fleeced, Shirts and Drawers. The kind that is sold everywhere for \$1.00.

**At \$1.00 Per Garment** Over 20 Styles of Camels Hair, Natural Gray, Ribbed and Fleece Shirts and Drawers. These goods practically represent the best lines manufactured and are sold in nearly every store in the land at \$1.25 and \$1.50.

## Fancy Vests

They are quite the right thing, a fancy, double-breasted vest of bright coloring. We carry perhaps the most complete line in the West. Our business has been exceedingly large, which has been occasioned by the very low prices we have named.

**At \$1.98** 40 styles Men's and Young Men's fancy double-breasted vests worth \$3.00, go this month at only **\$1.98**

**At 3.25** 50 styles Men's and Young Men's extra fine silk vests. Come single and double breasted **\$3.25**

**At \$3.50, \$3.75 and \$5**

We are showing hundreds of the famous "Vest Two." They are single-breasted on one side and double-breasted on the other. You get two vests in one.

## Shirt Bargains

This department is one of the strongest in our house. We sell, perhaps, one-half of all the men's shirts sold in Lincoln. The reason for this great business is that we take more pains in the selections, and pay more money to get the correct tailoring done, and above all we save you money every time.

**At 25c** 200 dozen men's white unlandried shirts made with double front and back. Shirts are a guaranteed 40c value.

**At 50c** Our Reputation unlandried shirt for men equal in every respect to the \$1.00 kind. Reinforced front and back, gussets in sleeves and tail, pure linen bosom and wristbands.

**At 39c** Men's bosom shirts, all colored, worth 60c.

**At 50c** Men's bosom shirts, some all colored, some with colored bosoms and white bodies, splendid 75c values.

**At 75c** Men's all colored bosom shirts, some have two separate collars, others are without collars, to be worn with white ones. They are good \$1.00 values.

**At \$1.00** Are shown Monarch, Manhattan, Wilson Bros. and many other fine makes of shirts at this price, either in all white, all colored or white body with colored bosom. In this line there are 500 dozen shirts to select from, and they are by far the best assorted as to pattern that you can find. True values up to \$1.50.

## Heavy Shirts

**39c** Buys a good work shirt of heavy Jersey or substantial cotton, worth 50c.

**50c** Buys Noxall shirts, or if you like a heavy blue flannel or Jersey shirt, any and all worth 60c to 75c.

**75c** Buys heavy flannel or extra heavy fleeced Jersey shirts worth \$1.00

**\$1.00** Buys a fine quality of blue or tan all wool flannel shirts or pure wool fleeced Jersey. These are easily worth \$1.25 to \$1.50.

**\$1.50** Buys single or double breasted all wool shirts, make, cut and fit equal to the \$2.00 kind.

**At \$2.00 \$2.25 \$2.50** We show the famous non-shrinkable flannel shirts, made of pure soft lamb's wool. The tailoring and fit of these garments are faultless in every detail.

## Sweaters

Men's cotton Sweaters worth 60c go at **50c**

Men's 80 per ct. wool Sweaters, worth \$1.00 go at **75c**

Boy's Sweaters go at 40c **\$1.00** 50c, 75c, worth

Men's fine all wool Sweaters worth \$1.50 go at **\$1.00**

Men's extra fine Sweaters worth \$2.00 go at **\$1.50**

## Oxford Mufflers

The most convenient muffler made, always in shape, always ready; and nothing more acceptable as a gift. Our line is by far the largest to be found while the prices we name will show you a splendid saving.

20 dozen Oxford mufflers worth 50c go at **25c**  
40 dozen Oxford mufflers worth 75c go at **50c**  
75 dozen Oxford mufflers worth \$1.50 go at **\$1.00**.

## Neck Wear

**At 25c** 200 dozen full shaped puff ties worth 50c.  
**At 25c** 100 dozen tuck or four-in-hand ties worth 40c.  
**At 50c** 200 dozen extra fine silk ties, either in tuck, puff or flowing end four-in-hands. Every tie in the lot is worth 75c.

## Glove and Mitten Bargains

**15c Buys** MEN'S UNLINED LEATHER GLOVES.  
**25c Buys** Mens or boys heavy lined work gloves or mittens worth easily 35c.

**At 50c** You may have the choice of over 50 doz gloves & mitts, either lined or unlined that are good 75c value  
**At 50c and 75c** We are showing 20 styles of men's and boys lined kid gloves and mittens which are worth more.

**At \$1 and \$1.25** Mens finest dress gloves or mittens in lined or unlined kid or Buck. Also a big line of fur goods.

## Cap Bargains

**25c Buys** Boy's or Men's all wool cloth caps worth 40c.  
**50c Buys** Men or Boy's fine Jersey caps that would be cheap at 75c.

**50c Buys** Men's or Boy's plush caps all styles worth 75c.  
**10c Buys** A special lot of Boys cloth caps which would ordinarily bring 35c.

**\$1 Buys** Fine all silk plush caps for men. They are truly bargains at \$1.50.

## Little Bargains

**5c Buys** Japinet handkerchiefs.  
**2c Buys** Turkey red handkerchiefs.  
**3c Buys** Linen cambric handkerchiefs.

**10c Buys** Fine initial handkerchiefs.  
**8c Buys** Boys suspenders.  
**15c Buys** Mens silk overshot suspenders.

**7c Buys** All linen collars all styles.  
**11c Buys** Linen cuffs all styles.  
**8 1-3c Buys** Boys long hose.

**25c Buys** Large size puff ties, worth 40c  
**12 1-2c Buys** Mens wool socks worth 20c.  
**5c Buys** Mens black ortan solid color socks worth 10c.

# ARMSTRONG CLOTHING CO

## LINCOLN, NEBRASKA.