

HOLIDAY CLOTHING BARGAINS

Such rousing bargains in all departments that it will pay you to travel many miles in order to secure your share of the goods which are offered at bargain prices just at the very time that such merchandise is in demand and would be of value to you. We do not wait till the season is past and then offer you goods for less money. We want to sell you goods now and we offer you as an inducement our unrivaled stock to select from and name prices to you which show easily a saving of 33 to 40 per cent. No one can afford to put off buying; this season merchandise is steadily advancing and will continue to for some time to come. We have not advanced prices as yet on a single article, and we shall not until we are absolutely forced to, as it is our policy to stand for reasonable prices.

Men's Suits



AT \$5 1,000 Men's Suits made of all wool chevots, cut either round or square, double breasted, sack style, come in colors, blue black and grey, also mixtures and plaids. These suits are all sewed with silk thread, cut over same identical pattern that our finer goods are cut over. They are carefully handled and will do for the wearer all that could be expected of a suit costing twice the price, yet we give you the choice of the entire line during December for **\$5** only.

AT \$6.50 Men's and Young Men's Suits, hundreds to select from, either in fine pure wool clay worsteds, elegant chevots, durable cassimers, which come in plain or fancy colorings. Those suits are bargains and when you come to examine the tailoring you fully appreciate the faultless fit, you will wonder how we can sell such fine suits for less than \$10 yet we will give you the pick of the stock during December for **\$6.50**

At \$ 7.50

Here is a line of Men's suits that we will put against many being sold hereabouts at \$12.50. They are wonderful in their construction, splendid fitters, and our solid guarantee goes with every suit. They are lined with double warp Italian cloth. The wide French facings are satin piped, the under collars are of saffen. The collars are hand padded, the shoulders are hand shaped, the buttons are made of bone, in fact everything found in the average \$12.50 suit can be found in these handsome creations, many styles to select from. December's price **\$7.50**

At \$10

This is the line that we take particular pride in and we claim the values we offer equal any outside of our house at \$15. Are you skeptical? If so see what others offer and then see ours. Then your opinion and ours will be exactly the same. This line will show you single or double breasted meltons, 24-oz serges, fine qualities of clay worsteds in 22-oz weights, also finest qualities of cassimers and an endless array of fancy worsted in stripes and checks. Not one suit worth less than \$15. December price **\$10**

At \$12.50

Quality and fine workmanship go hand in hand in this peerless line of Men's fine dress and business suits. They are gems of the tailoring art. We can not begin to tell you what handsome creations they are. They come in sacks—cuts of all styles, also cutaway, frock and Prince Alberts, made of all the newest fabrics known to the market and showing all the latest color effects so popular this season. Every suit worth \$18. All go during December at **\$12.50**

Men's Overcoats and Ulsters

At \$5.00 Men's Overcoats made of all Wool Beavers, come in blue and black, heavy two inch silk velvet collars, Fly front, satin piped facing, elegant dressy coats at a small price. Also a lot of light colored covert cloth coats very dressy, regular \$7.50 garments, go at **\$5.00**



At \$7.50 Mens Fly Front Dress Overcoats made of fine all wool Kerseys and Chinchillas in colors blue, black, brown and olive. Besides these we have a very extensive line of covert cloth coats, some have fancy backs, others plainly lined. Each and every particular coat in this line is a big bargain at \$10.00. December buyers have their **\$7.50** choice at

At \$10.00 Men's Extra Fine Dress Coats. They are made of fine vicunas in the new Oxford gray shades. Elegant triple mills Kerseys in black, blue, brown and olives. Coverts in light tan, gray and brown, made with velvet collars, or with collars of same. These coats are made to fit, made to wear, made to equal any offered elsewhere at \$15.00. All go to our December patrons at **\$10.00**



\$12.50 At this price we actually give you values in Men's Fine Dress Coats, such as are being shown elsewhere at \$18.00. They consist of a big lot of the Oxford gray vicunas leather cloth, Melton's finest quality chinchillas and extra fine Kerseys made up in the most artistic style possible. Our claim as to these values is a strong one, but can be fully backed up by the goods which cannot conceal their true merit. To our December patrons **\$12.50**

Men's Ulsters

AT \$5.00 Men's all wool frieze ulsters sizes 34 to 46 color jet black, seams strongly sewed, lining of the most substantial nature, former price \$7.50, December price **\$5.00**

AT \$6.50 50 Men's Ulsters in very heavy weight frieze cloth, honestly made, best sewing, fit and finish, all that one could ask for, color steel gray true value \$8.50, sale price **\$6.50** only

At \$7.50 We show an elegant Ulster at this price. Over 100 in the lot; its **\$7.50** a 36 oz black frieze and is worth \$10.00. Sale price

At \$10.00 We aim to give the people at \$10.00 the grandest values ever shown. Coats made of Chinchilla, pure wool, 36 oz Irish frieze. The real imported article, made up with raw edges; a coat in fact that will never wear out. The coats come either fancy or in plain linings in all sizes from 34 to 48 True value \$15.00. December price **\$10.00**

Boys' and Children's Reefers

Here are the greatest bargains ever offered in this line of merchandise and when you take into account that this is the exact time of year that such goods are wanted makes every offer a greater bargain proposition.

At \$1.25 Boys' Heavy Reefer Coats with sailor collars, ages 3 to 9 years, made of Chinchilla, 60 per cent wool, very strong and warm, worth \$1.75, December price only **\$1.25**

At \$1.50 Boys' Chinchilla Reefers, ages 3 to 9, made with 2 1/2 inch velvet collar, worth \$2.00. December price **\$1.50**

At \$1.50 Boys' Chinchilla Reefers, ages 3 to 15 years, made with high storm collars. Colors, black and blue. The coats are very cheap at \$2.00. December sale only **\$1.50**

At \$1.75 We have a lot of very dressy reefers made of a black and green astrakhan. They have small silk velvet collars and are worth \$3.00 easily. December price only **\$1.75**

At \$1.98 56 Boys' Reefer coats, ages 3 to 15, made of a very substantial quality of Chinchilla: coats have high storm collars, strong linings, with every seam sewed with linen thread. The garments were gotten up for a \$3.00 value. December price only **\$1.98**

At \$2.50 We show at this price a bunch of Reefer Coats that are mighty hard to equal. They are made of Chinchillas and Friezes, have high storm collars and are worth every penny of \$3.50. December price only **2.50**

At \$2.98 Boys' Reefers, age 3 to 16 years, made of blue and black Chinchilla cloth, grey and tan Frieze, also a special black Frieze. Coats have storm collars; cut, make and trimming practically as good as the very highest priced goods. True value \$4.00. December price **2.98**

At \$3.50 The astonishing values we offer in Boys' Reefers Coats at this price should bring to our store every thoughtful buyer. They are made of the finest qualities of 36 oz, Irish Frieze in black and brown, finest quality of pure wool Chinchillas, and finest quality herring bone sketches. Their tailoring is perfection itself. The wear is guaranteed. Their value is truly from \$5 to \$6 December sale only **\$3.50**

Boys' Ulsters

We show you a complete line of Boys' and Children's Ulsters at \$2.98 \$3.50, \$3.75, \$4.50, 4.95 and \$6.00. We guarantee to save you money on any garment you may select.

Boys' Overcoats

We are the only store carrying a full line of Boys' top coats for the little fellows as well as the larger ones. Ages 4 to 12, at \$2.75, \$3.50, \$5.00 and \$6.50; ages 13 to 18, at \$3.50, \$4.50, \$5.00, \$6.50 and \$7.50. These coats are made just like men's in every detail. They have silk velvet collars and are simply perfect in all respects.

Boys' Knee Pants Suits

At \$1.00 Boys' Knee Pants suits worth \$1.50.
At \$1.37 Boys' Knee Pants suits worth \$2.00.
At \$1.50 Boys' Knee Pants suits worth \$2.50.
At \$1.98 Boys' Knee Pants suits worth \$3.00.
At \$2.50 Boys' Knee Pants suits worth \$3.50.
At \$2.98 Boys' Knee Pants suits worth \$4.00.
At \$3.50 Boys' Knee Pants suits worth \$5.00.

BOYS' Long Pants SUITS

At \$1.98 Boys' Long Pants suits worth \$3.00.
At \$2.98 Boys' Long Pants suits worth \$4.50.
At \$3.95 Boys' Long Pants suits worth \$5.00.
At \$5.00 Boys' Long Pants suits worth \$7.50.

ARMSTRONG CLOTHING CO

LINCOLN, NEBRASKA.