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# or GREAT SALE OF BLACK SUITS <br> \section*{THOUSANDS UPON THOUSANDS of} 

** ** ** EBONY BEAUTIES
to select from. Black goods are the "bread and butter" of the clothing business. 80 per cent of all the clothing worn by men are black in color. We have always found it greatly to our advantage to carry extremely long lines in the various grades of blacks and we do not hesitate to say that you will find in our establishment today twice the quantity as can be shown by the nearest of our followers. Our black goods are the direct productions of L. Adler Bros. \& Co., Stein Bloch Co. and Hart, Schoeffner \& Marx, besides other makes of more or less note.

## IN THIS SALE

you may select a Business, Semi-Dress, or Evening Suit, made from black worsted, thibet or cheviots, at prices simply beyond the powers of competition to meet

## -Standard Black Clay Worsteds-

Nothing in the market has advanced so desperately as black diagonal Clays. By actual estimate they have advanced $47 \frac{1}{2}$ per cent, and are now at the high point since ' 92 . Any clothing man will tell you this

## We Hold the Whip Hand

and it is as much to your interest as to ours for you to buy black goods from us. One year ago we combined the purchasing power of our two big stores [Armstrong Clothing Co. of Lincoln, and Armstrong \& McClenahan of Cedar Rapids, Ia.] and went into the open market and contracted black diagonal Clays at the then low current prices for spring 1900 delivery. We foresaw the flerce advance in price, and sought by means of an enormous advance outlay of cash to protect our patrons, in which we have been most gloriously successful. The goods are here. They are cut and made according to the latest 20th century ideas, and you may own them for less money than the same goods can be bought for anywhere else in America. All black goods come in "regulars," "stouts," "slims" and "extra sizes." YOUR SIZE IS HERE.

Lot I
Men's round or square sack suits made of manipulated clay worsted cloth in black color, nicely cut, nicely
made. The fabric used would be sold in most stores as all wool. We are unable to show you any cottonin
them but there is, and we guarantee (our guarantee comes from the mills, that there is 16 g per cent of comes from the mills, that there is $16 \frac{2}{2}$ per cent of
cotton in each suit. They are worth at wholesale $\$ 6.00$ $\$ 5.98$
suma
Lot 2
16 ounce Washington clay diagonal suits, on which the
wholesale price is today $\$ 10.00$ ret rait


 sume
Lot 3 18 ounce Wussock worsted suit worth at retail $\$ 15.00$ at wholesale e 81.200 , on sale here for 810.00 . There
are silky yarns made from A Australian worsted, hand finished garments, imported Italian lining in sack
 ${ }^{1802}$ Wunsock worsted suit $\$ 15$ wholesale price, 818 re. tail price, on gale here for 112.50 made from Wunsock
worited of same material as lot 3 . They have extra worsted of same material as lot 3 . They have extriat
fine linings - lining guaranteed as well as suit; cot rectly fashioned and sized.

Lot 5
Imported Clay worsted suit for $\$ 15.00$. These are genuine imported clays made at Hedderfield, England, and are correctly tailored, perfect fit-
ting, the very best linings and trimmings. They come in sacks, frocks and Prince Alberts They come in sacks, frocks and Prince Alberts
cut as fine as any dress suit can be, on sale at..
Lot $6=$ $\$ 10.00$ Lot 7 wher
 $\$ 12.50$


THE GREATEST SHOWING OF BLACK GOODS EVER MADE IN THE WEST-SEE OUR EAST SHOW WINDOW THE ARMSTRONG CLOTHING CO. LINCOLN, NEBRASKA


[^0]:    A Belafed Avowal By Mary C. Hews.

