THE OEND THTORIL, QLEEM IND EMPRIES


1A RECORD-BREAKING HAT SALE

A Sale Which Practically Involves Our Entire Famous Hat Stock

BY WAY OF EXPLANATION-We have, in arranging for this sale, taken all broken lines and all short lots as well as all odds and ends in men's and boys Hats, and have sorted them in five great lots at prices showing a true reduction of one-half in nearly every case.

THE END JUSTIFIES THE MEANS.-In making this wonderful sacrifice on truly worthy merchandise we feel justified, for the reason that it is a part of our business policy to dispose of every particle of one season's goods before entering upon another season, thus enabling us at all times to show none but fresh goods. This is why people, when buying goods from us, know and feel satisfied that they are getting correct and up-to-date morchandise.

NOT A SMALL SELECTION.-Over 2,500 hats will be disposed of in this sale. They are of all styles and shapes which were the recognized correct things for fall and winter 1900 and vary in true value from 75 c to $\$ 3.50$, the sale price on which shows in nearly every instance a clean saving of fully one-half.

IN CONCLUSION we can only urge upon you the necessity of prompt action on your part in securing your share of these most liberal hat bargains. Come you self and tell your friends. ORDERING BY MAIL IS A SUCCESS. TRY IT.

| LOT 1 | LOMT |
| :--- | :--- |

Lot 3
Men's $\$ 1.50$ \& $\$ 1.75$ Hats at 75 c
$\square$


SALE PRICE 650
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MENS STIFF
HATS
$\cdots$

Lot 4 Men's si.00, \$1.25, \$1.50
Men's
Hats 75 t
$43 \mathrm{c}, \mathrm{c}$
SI.00.
S1. 50

Iodds and ends of Men's
Hats shat sold at 50 Coc and
The SALE PRIGE 590

SALE PRIGE ONLY 43C
ar 83.00, , 83.50 and
STIFF HATS

## ARMSTRONG CLOTHING CO.

The Big Mail Order House
Lincoln. Nebraska.


