

Out of town patrons can easily afford to pay from \$3.00 to \$15.00 railroad fare in order to take advantage of this sale. The saving is so enormous that it is difficult to calculate it in percentage. We can simply say to you: Leave nothing undone to secure your share of this great trade advantage.

—Armstrong Clothing Co.

3,200 High-Class

Overcoats On Sale at Half Price

The full force of Winter is upon us. February is strictly a Winter month—March is cold—April is none too balmy, and frequently May is one of our most unpleasant months. Plenty of time to enjoy your Overcoat, besides the future need being satisfied at half price.

—Armstrong Clothing Co.

3,200 of the best hand tailored Overcoats that have been produced for this season's consumption. The garments vary in value from \$50 to \$15 and embrace every style from the smart Paddock to the conservative Chesterfield. Every fabric of known worth and beauty is here represented. Every size from 33 to 50 chest may be secured.



When we laid claim to this tremendous trade advantage we did it with a full realization of the enormity of the undertaking which we were shouldering. We knew that we were taking hold of more Overcoats late in the season than are sold usually by the combined clothing stores of Lincoln in a whole season that is counted favorable. We simply relied upon the good judgment of the men of Lincoln and Nebraska, believing fully that such a trade advantage shared equally with them would be met not only by a liberal response but with greatest enthusiasm.

Nebraska men have learned to look to this store for greater and better bargains than other stores either want to or can afford to give. Manufacturers have learned to turn to us when there is something extraordinarily big to handle, and when you stop to think of it, what other store could the manufacturer lay such a transaction before as the one in hand. What other store would dare undertake such a piece of business?



The Demand for Fine Merchandise

There is not a man in prosperous Nebraska who is looking for cheap merchandise. There is not a Nebraskan who will not be glad to possess the exact sort of Overcoat his fancy dictates if he can buy it for half or less than what it is worth. No one should become too prosperous to be prudent. Overcoats at this sale are the product of the leading firm of clothing manufacturers in America. No finer goods are made. This firm elevated the clothing business from a "confidence game" level and made it as legitimate as the business of agriculture. They give the all wool quality and scorn the mercerized cotton quality. Every garment warranted to be all wool or the money paid refunded.

The Whole Thing in a Nut Shell

The Overcoats are here—there are 3,200 in all

They are Divided into four Great Lots, as follows:

MEN'S OVERCOATS \$ **18.50**
Worth \$50, \$45, \$37.50 and \$35

Styles:
Single and double-breasted Paddocks, single and double-breasted Rytons, single-breasted Varsities, Chesterfields and Box styles. All of the famous H. S. & M. make, all richly lined with silk or serge. Not a coat offered worth less than \$35, and from that up to \$50.00.

MEN'S OVERCOATS \$ **10.50**
Worth \$22.50, \$20 and \$18

Styles:
In this lot we show an endless variety of Paddocks, Rytons, in both single and double-breasted Varsities in single-breasted; also Box and Chesterfield styles. Some of these coats are serge-lined, some are venetian lined, while others are full silk-lined. Not a coat in the lot worth less than \$18.00, and from that up to \$22.50.

MEN'S OVERCOATS \$ **14.50**
Worth \$32.50, \$30, \$27.50 and \$25

Styles:
Single and double-breasted Paddocks, single and double-breasted Rytons, single-breasted Varsities; also Chesterfield and Box styles. The garments are serge or silk lined, all hand tailored, and are guaranteed to be worth not less than \$25.00 in any case, and from that up to \$32.50.

MEN'S OVERCOATS \$ **7.50**
Worth \$16.50 and \$15.00

Styles:
Here we show Overcoats in Ryton, Varsity, Chesterfield and Box styles, cut 44, 46, 48 and 50 inches long. They are all richly lined with finest serge, and are strictly hand tailored, and we guarantee them to be worth \$15.00 and \$16.50. They are all H. S. & M. Overcoats, and in this connection let us say that the lowest priced coat manufactured by H. S. & M. is \$11.00 at wholesale. Draw your own conclusions.

Invitation Extraordinary!

THERE are men through force of circumstances who cannot be patrons of this store. For example: we cannot expect other clothing merchants to be numbered among our valued clients, neither can we expect the men who work for these merchants, nor the immediate members of their families to be our patrons, no matter how much they might enjoy being counted with us. To all those who for various reasons cannot patronize us we extend an invitation most cordial to visit our store during this great distribution sale of Overcoats, and see how a big store is operated and how a great sale is conducted.

From an Educational Standpoint

It is the duty of every man, woman or child who is within a reasonable distance of this store to come and witness this great sale. It's a wise man who familiarizes himself with the methods and business tactics used by others outside of his particular rut of life; hence we say from an educational viewpoint it is worth anyone's while to attend this sale.

—Armstrong Clothing Co.

If You Have a Friend

If you have a friend whom you think may not learn of this sale you could do him no better than to advise him by 'phone or telegraph, or a good way would be to mail him a copy of this advertisement, saying to him that he may order direct and if not pleased with the selection we make for him his money will be refunded.

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Good Clothes Merchants