

July CLEARING Sale

A Sale that will interest Men in all walks of life. A Sale that is designed to be the greatest in our history, which simply means the Largest ever conducted in this state.

Lucky Indeed is the Man Who Has a Clothing Need to Supply

More lucky still is the man who is financially fixed to supply his present needs and then anticipate future wants while this sale is on in full force, for we tell you frankly and honestly, that strictly High Grade Clothing was never offered at such price reductions in the history of this city.

IT IS TIME FOR PROMPT ACTION

Everyone knows what an Armstrong Sale is—no one goes away disappointed, or without finding exactly what he wants. This is occasioned by the fact that our assortment is larger by one-third than other stores and the added fact that none but fine, honest merchandise finds its way upon our counters.

THE BACKWARD SEASON RESPONSIBLE

It requires no argument to convince any man that this spring and summer thus far, has been extremely backward. This condition has hindered early sales, and we find ourselves July 5, not with a broken stock, but as fine an assortment as you could possibly expect to see at the opening of the season. All of this is decidedly in favor of the man who can buy now, and to him the benefits of this sale depends wholly upon how much he can afford to spend.

Buy little or much, the saving is just as pronounced, and is of sufficient importance so that it should appeal to the rich, and at the same time be an absolute blessing to the man who must count his clothes money.

Our Entire Stock of Men's Fine Suits and Outing Suits Are Divided Into Five Great Lots With the Single Exception of Blk. Gds.

\$18.60 For Men's Suits Worth \$30, \$27.50, \$25	\$14.60 For Men's Suits Worth \$22.50, \$20	\$11.60 For Men's Suits Worth \$18, \$16.50, \$15	\$8.60 For Men's Suits Worth \$13.50, \$12.50	\$5.60 For Men's Suits Worth \$10, \$8.75, \$7.50
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Buy Hot Weather Furnishings

NOW, This store's prices on Men's Furnishing Goods are at all times far below all competition. It has always been so and it is our purpose to make this condition hold good in the future. Just now this July Clearing Sale offers unusual, and almost unheard of, money saving opportunities. You will only have to come to our store before you can fully understand the full force of this statement.

Greatest Sale of Boys' and

Children's Clothing and Furnishing Goods ever inaugurated in Nebraska. Finest and most durable goods will be sold without any regard as to their real value. Come and see for yourself and you will agree with us that this is the greatest Boy's Clothing opportunity ever made possible in this section of the United States by any concern at any time.

Little Bargains for Boys and Children

Boys' Balbriggan Underwear.....19c	Boys' 25c Waists, several patterns to select from.....12 1-2c	Boys' Rob Roys, extra quality.....19c
Boys' Handkerchiefs..... 1c	Boys' fast black Hose..... 7c	Children's Duck Caps, in white and linen color..10c
Boys' extra fine Handkerchiefs..... 5c	Boys' and girls' Black Cat and Shaw Knit Hose during this sale.....19c	Boys' Straw Hats, newest shapes, full 35c qual..19c
Boys' slightly soiled Shirts, 75c and \$1 values..25c	Boys' Belts, small sizes, worth 15c..... 5c	Brownie Overalls.....16c
Boys' Waists, with or without collar, made from madras and percales, \$1 value.....39c	Choice of 100 Straw Hats, some worth to \$1....15c	Child's Play Union Suits.....27c
Boys' Negligee Shirts, 75c value.....41c	Children's Napoleon Caps, 75c quality.....41c	Child's Wash Suits.....39c
Boys' all wool Sweaters; all colors, \$1.25 value..79c		Boys' Suspenders..... 7c
		Boys' Finest Suspenders.....19c

In order to make a speedy clearance of all our handsome stock of Men's Odd Trousers we have decided to give uniform discount of **20 PER CENT OFF FROM REGULAR PRICES**

When you take into account that this store sells more than half of all the odd trousers sold in Lincoln, and that our stock contains a wider range of sizes, better assorted patterns, as well as finer makes, and that this is the exact time when men want most an extra pair of trousers to freshen up their suit, this offer seems timely as most liberal.

Armstrong Clothing Co.

1221-1227 O Street, Lincoln, Neb.