

THE MOST IMPORTANT JANUARY

Clearing Sale

OF

Men's, Boys' and Children's Clothing

This Store Has Ever Conducted is Here Announced

This is an important announcement because any bargain news from this store means much to those interested in Men's and Boys' Clothing—it is important because the character of goods is of interest to prosperous Nebraska men. It is important because this season, the necessity for quick clearance is more urgent than it has been in years. For that reason the reductions are of a more radical nature than this or any other store has ever before indulged in.

The Panic, Coupled With Overbuying and a Mild Fall, Makes Quick Selling a Necessity

You men who are in a position to take advantage of this sale may truly count yourselves lucky for we tell you frankly, squarely and truthfully that this is the most radical price-cutting sale we have ever conducted.

The Merchandise is Here; It Must and Will Be Sold

We have taken our entire stock of high-grade Men's Suits and Overcoats and divided them into five grand divisions on the following basis:

| Division No. 1 | Division No. 2 | Division No. 3 | Division No. 4 | Division No. 5 |
|--|---|---|--|--|
| Men's Suits and Overcoats that we sold at \$40, \$37.50, \$35 and \$32.50, all go at | Men's Suits and Overcoats that we sold at \$30, \$27.50 and \$25, all go at | Men's Suits and Overcoats that we sold at \$22.50, \$20 and \$18, all go at | Men's Suits and Overcoats that we sold at \$16.50, \$15 and \$12.50, all go at | Men's Suits and Overcoats that we sold at \$10, \$8.50 and \$7.50, all go at |
| \$22 | \$17 | \$13 | \$9 | \$5 |

A Very Special Feature of this Sale is that it takes in every Suit and Overcoat in our store with the exception of Uniforms and Full Dress Suits. Every Blue, Black and Fancy Sack Suit, and every Plain or Fancy Overcoat is involved.

Men's Odd Trousers

For Dress and Every Day

Will be sold during this great sale at a discount of

Twenty Per Cent

ALL DUCK COATS, PELT LINED COATS & LEATHER COATS

for men may be secured here during this sale at a fourth off the regular price.

ALL FUR AND FUR-LINED COATS

for men will be sold during this great Clearing Sale at a reduction of

Twenty Per Cent

ARMSTRONG CLOTHING

1221 to 1227 O Street

COMPANY

LINCOLN, NEBRASKA