

**CHRISTMAS GIFTS
OF QUALITY**



The real quality gifts that the father, brother, sweetheart will appreciate because they recognize his taste in dress and add to his physical enjoyment as well as his sense of the artistic. The gifts of quality are those that have the merit of the artistic as well as the merit of durability. Any gift coming from the Armstrong store carries with it its own guarantee of general excellence, up-to-dateness and durability. There is that indefinable air about the Armstrong ware that appeals to the lover of the artistic, and a gift for a favored one bought at this store carries with it something that will make the personal equation appear all the more distinct.



**CHRISTMAS GIFTS
OF UTILITY**



When to the gift of quality is added the element of utility the perfect Christmas present is the result. What father will not rejoice to receive from members of his family, a box of neckwear, a pair of fine suspenders, a well blocked hat, a box of fine handkerchiefs, a box of fine hose, a half-dozen well-fitting shirts. What son would not rejoice to receive the same things—i for that age—or if younger, a suit of our boy's clothing, a hat, or something of that kind? Or something in the line of traveling bags, umbrellas, mufflers, fancy vests, pajamas, night robes, trunks, suit cases, sweater vests—or something of quality that has merit of utility?

THE BEST GIFT OF ALL IS AN ARMSTRONG SUIT OR O'COAT

Nothing would give more pleasure; nothing could be more useful. And if it comes from the Armstrong store it carries with it the assurance of being the best of its kind obtainable anywhere. Every year the custom of giving Christmas presents of utility as well as quality is growing, and the results are always pleasing.

Suits and Overcoats at \$10, \$12.50, \$15, \$17.50, \$20, \$25, \$30, \$35 and \$40

At these prices you will get the best clothes ever shown in Lincoln. Nothing can compare with these garments in style, quality of fabric, thorough tailoring and correct fit. Look where you will, you will not find the equal of these garments at the prices we quote you. Whatever price you pay, you are certain to receive the full value of your money. **WE SUGGEST THE ADVISABILITY OF SELECTING CHRISTMAS GIFTS NOW.** We will reserve your purchase until wanted. Will deliver on Christmas Eve or Christmas Day if you desire. Purchase the gift and rest assured we will deliver exactly as you order us to do. But come early and avoid the usual holiday crush. Everything in Men's Boys' and Children's wear—and everything of the best. Let us help you solve the problem of a suitable and acceptable Christmas gift for Father, Brother, Sweetheart or Son. It will be our pleasure, and it will give you and the recipient of your gift equal satisfaction.

OUR CHILDREN'S DEPARTMENT

We take especial pride in calling attention to our Boys' and Youths' Department, where we handle a stock that in size and variety is equal to most of the so-called "Big Clothing Stores" in the aggregate. For the schoolboy, whether he be "Kindergartner" or High School, we have just what he would like most to have. Especially do we call attention to our splendid line of Overcoats, Reefers, etc., for the Little Tads. Never have we had such splendid lines of Nobby Clothes for the Small Boys, and never have we been able to offer equally good bargains. It will delight the mother's heart to visit this department and select something for the boys that will be both handsome and practicable.

This is the Real Christmas Bargain Store

The Bargains will have the merit of carrying pleasure to the recipient and at the same time proving useful. The useful present is always the best present.



Armstrong Clothing Co.

GOOD CLOTHES MERCHANTS

