

# ARMSTRONG'S JANUARY

## BIGGER AND BETTER

Presenting greater money saving opportunities than in times of such magnitude that it catches the eye and holds the attention of all New Englanders at prices that will be a complete revelation to the buyers of clothing—none but goods of known worth and merit are offered—this fact alone added fact into account that our regular prices are from 20 to 30 per cent off our great reduction really means.

**THIS IS A SALE**

The arrangement of the Sale is Simple and Easily Understood. All our Men's Suits and Overcoats. We do not embrace in this sale Dress Suits, Uniforms. Fur Coats, Duck Coats.

**Lot 1 Embraces all Men's Suits and Overcoats that formerly sold at \$40, \$35, and \$32.50, at ~~-\$23.90~~**

These are the latest types of clothes that we specialize at \$40, \$35, and \$32.50 at a saving of from \$8.00 to \$16.00 on each garment. Not extreme of foppish, yet not dull—made to be a part of a living, breathing, well-balanced, progressive man. Finest of imported woolens in the most beautiful tones of greys, blues, browns, and rich blacks, soft unfinished worsteds and rough weaves, STRICTLY \$40, \$35 and \$32.50.

**Lot 3 Embraces all Men's Suits & O'coats that formerly sold at \$22.50 & \$20 ~~\$14.90~~**

The best dressed men in Lincoln will buy these suits and overcoats—Why? Because when they investigate they will find the best suits and overcoats they ever saw at \$22.50 and \$20.00 offered here at \$14.90. These garments are perfection beyond criticism, made from absolutely all wool fabric in the very latest shades and patterns, besides embracing an endless variety of styles, dark patterns, blues & blacks.

**Lot 4 Embraces all Men's Suits & Overcoats that formerly sold at ~~\$14.90~~**

The saving in this lot is tremendous. The garments offered are as new and up to date in style as the best. Each garment is high tailored at all vital points for perfect and lasting fit. Every new style is included in this lot, not in a short way but most abundantly. This is the best possible opportunity for selecting.

## Young Men's, Boys' and Children's

All Russian Blouses, Sailor Blouses, Eaton Norfolk, Double-breasted Norfolk and children's Overcoats for children and boys, age 2 1-2 years to 17 wearing knee length trousers.

**Lot 1 at \$1.35**

This lot embraces all boys' and children's Suits and Overcoats that formerly sold at \$2 and \$2.50.

**Lot 2 at \$2.35**

This lot embraces all boy's and children's Suits and Overcoats that formerly sold at \$3 and \$3.50.

**Lot 3 at \$3.35**

This lot embraces all boy's and children's Suits and Overcoats that formerly sold at \$4 and \$5.

**Lot 4 at \$7.50**

This lot embraces all children's Suits and Overcoats that formerly sold at \$7.50.

# ARMSTRONG CLOTHING