

Armstrong's Autumn Clothes Carnival

DESIGNED FOR THE BENEFIT OF SHREWD SHOPPERS

EXTRA SPECIAL TO OUR COUNTRY FRIENDS ONLY

Come and Eat With Us

This store is especially interested in having out-of-town people visit it during this Clothes Carnival. As an inducement we make the following liberal offer and we make it all the more gladly as a jubilee offering on account of the magnificent fall trade we have enjoyed. The more you buy the more of your family will be our guests. The offer is an additional premium over every bargain price named. The coupon explains the whole proposition.

Nebraska Independent Meal Ticket

This coupon, when presented at the cashier's desk with a cash purchase amounting to \$5.00 will be exchanged for a ticket good for a hearty 25c meal at a first class restaurant. With every full \$5.00 purchase, no matter how much you buy, you can have another meal ticket. For out-of-Lincoln patrons only. Not good after January 1st.

Armstrong Clothing Co.

Mighty problems now confront the heads of families and the army of self-supporting young men. On the threshold of a hard winter they are cruel problems. Food, fuel and clothes we must have, and the problem of how to get them grows bitter as prices on all these keep on their skyward flight. In this situation the Armstrong Clothing Company offers great relief. On a general rising market it assembles clothes values greater than ever before and offers them at the same low prices that prevailed in the days of \$7.50 hard coal, 3 cent hogs and 10-cent corn. We will not be found in collusion with those clothes dealers who arbitrarily seek greater profits because of other advances, regardless of the misery it entails upon you. You can save enough money by buying your clothes at Armstrong's to even up the excess you have to pay for other necessities. You cannot afford to overlook this saving opportunity. We are prepared to save you money. We are willing to save you money. And you must save money somewhere. Let us get together. See the specimen bargains offered on this page. They are mere samples from a

Monster Money-Saving Merchandise Movement INVOLVING A HUNDRED THOUSAND DOLLAR STOCK

SOME OF THE GREAT CARNIVAL OFFERS IN SUITS AND OVERCOATS

... Men's Suits ...

Hart Schaffner & Marx Hand Tailored



We show you a saving of \$2.50 on a line of all-wool and well-made Men's Suits in black, gray and brown, sold elsewhere at \$7.50, but priced here at..... **\$5.00**

From \$2.50 to \$3.50 can be saved on a line of more than ten styles of very good Men's Suits priced as high as \$10.00 in other stores, a big variety of patterns, our price..... **\$6.50**

A beautiful lot of more than 20 styles in Men's Suits, the equal of garments selling in other stores as high as \$12.50, nobby Cassimeres, Cheviots, Worsteds, Meltons and a few very fine black Clay Worsteds in frocks, offered you for only..... **\$7.50**

No other store attempts to compete with Armstrong's on \$10.00 Suits. In this immense showing is found the world-famous Hart, Schaffner & Marx and other fine makes. Men's choice business and dress-up suits, single or double breasted styles, Worsteds in sack or frock styles, a great range of patterns, the peer of any other \$15.00 line. Our price..... **\$10.00**

At this last price we offer you the very cream of style, pattern and tailoring. It is not necessary to go beyond this price figure to get everything that ought to be found in a handsome, durable suit, cut in the height of style, made by the best tailors. Other stores think nothing of asking \$22.50 for qualities like these. Our price for these exclusive patterns is only..... **\$15.00**

Men's Overcoats and Ulsters

200 Men's all-wool Oxford gray dress Overcoats, cut 46-inches long, fly front, velvet collar, Italian lined, strongly sewed, worth every cent of \$10.00. Also a lot of black and gray Ulsters cut 52 inches long with high notch collars, our price only..... **\$5.00**

A grand lot of new dress Overcoats in fine all-wool blue, black, brown and olive Kerseys, gray and black Vicunas, and pretty fancy patterns. Also 36-oz. Irish Frieze Storm Ulsters, full length, with "Zero" collars. Our carnival price is only..... **\$7.48**

At \$10.00 and \$12.50 we show practically everything necessary in style and quality, splendid cloth, splendid tailoring, splendid wear. The overcoats represent no greater value, with all their excellence than does the line of Ulsters at this price. Your choice of many hundreds of beautiful Overcoats and Ulsters for only..... **\$10.00**

Hart Schaffner & Marx Hand Tailored



BOYS' AND CHILDREN'S DEPARTMENT

Offers you money-saving values ranging all the way from 25 per cent to 33 1/3 per cent lower than you will be asked for like qualities elsewhere. A tremendous assortment. The Boy's Big Store on second floor. Take elevator.

Boy's Three-Piece Knee Suits

Many a boy is immeasurably pleased at wearing a suit "just like papa's." And if it comes from Armstrong's you can count on its wearing. Can show you an elegant value at..... **\$2.25**

Youths' Long Pant Suits

Our Boys' Big Store has them all distanced when it comes to Long Pant Suits. Every new and desirable novelty in garments that last. See the Extreme Value we are offering at..... **\$1.98**

Boys' Odd Pants

Boys' Wool Knee Pants for..... **25c**
Still better ones at 75c, \$1.00, \$1.25 **\$1.50**
and..... **\$1.00**
Boys' Corduroy Pants, ages 4 to 16, at 50c, **\$1.00**
and..... **98c**
Boys' Odd Long Pants at..... **98c**



Autumn Carnival Prices on Gloves and Mittens

Men's Canton Flannel Husking Mitts at..... **5c**
Men's extra quality Canton Flannel Husking Mitts at..... **8 1-3c**
Genuine Calfskin Mitt with heavy Arctic wrists, 50c quality at..... **25c**
Genuine Horse Hide Mitts, heavy Arctic wrists, at..... **25c**
Oil tanned, fleece lined Glove, knit wrists..... **21c**
Heavy Dogskin Mitts, fleece lined..... **39c**

Autumn Clothes Carnival Prices on Men's Shirts

50 doz. Men's Unlaundered White Shirts, 40c values..... **25c**
Men's fast color black and white stripe Work Shirts, heavy weight..... **25c**
Men's heavy Chambray, white stripe, 2 pockets, double back and reinforced shoulders in front, worth 50c..... **39c**

ARMSTRONG CLOTHING CO.

1221, 1223, 1225, 1227 O Street, Lincoln, Nebraska