

You Certainly Have ...NO OBJECTIONS TO SAVING MONEY...

Therefore this sensational mid-season sale now in progress at the big American clothing store appeals strongly to you. Right in the midst of the season, right when the goods are most needed by the customer, the Armstrong store provides a bargain benefit that is being patronized by thousands. Remember you can shop by mail as satisfactorily as in person. And satisfaction is guaranteed in every respect.



Men's All Wool Suits at \$5.00

We want to tell you about these suits. You probably don't think they are good. We will admit they are not so good as our better ones, but they are better than you will find outside of our store for \$7.50. We don't ask you to take our word for it. All we ask is that you look the suits over. We say to you they are all wool, and you may depend upon it that they are. You may have these suits in a number of pretty patterns, light and dark shades. They are good plump weights and will stand all kinds of hard usage. Remember these suits are worth \$7.50 and even more. They are on sale here at.....**\$5.00**

fine Tweeds, Cheviots, Worsteds, and Cassimeres, both in black and fancy. Over 1000 suits to select from. Positively the greatest assortment of men's strictly high grade suits ever offered at one time at this figure in these parts. They are worthy of your most careful investigation—made as they are, by Union Labor, cut over most approved patterns, and being thoroughly hand-tailored makes this range of suits the equal of any \$15.00 suit shown hereabouts. Sale price.....**\$10.00**

Overcoat Offer No. 1. at \$5.00.

Here's where you save from \$2.50 to \$3.00 on a low priced Overcoat. It is a strictly ALL WOOL Cassimere in a dark gray shade, cut 44 inches in length, has velvet collar and fly front, and is trimmed with a good quality of Farmer's Satin. Truly this coat is a grand value at \$7.50. Sale price only.....**\$5.00**

Overcoat Offer No. 2. at 7.50.

Men's All Wool Dress Overcoats, made from substantial Cassimeres, Friezes and Kerseys. Come in grays, blacks and blues. They are fine fitting garments and will give the limit of wear and satisfaction. They may be had in 42, 44 and 46 inch lengths, loose or form fitting. There's not a coat in the lot worth less than \$10, while many are plump values at \$12.00. Sale price.....**\$7.50**

Overcoat Offer No. 3. Our \$10.00 Overcoats the Equal of Any \$15 Coat on the Market

We know exactly what we are talking about, and we fully appreciate the boldness of this statement. The whole thing is up to you to prove or disprove. You personally have no interest in the matter beyond getting a coat that pleases you in every way and one that you know possesses more value than it would be possible for you to obtain without putting more money in it. Hundreds of men have told us that they could not buy garments possessing the same merit in fineness of fabric, fit and finish, for less than \$15.00, and we believe them. These coats may be had plain in 42, 44, 46, and 48 inches in length, or belted in 48, 50, and 52 inches. They come in fine Kerseys, Vicunas, Friezes, and the like, while you are given choice of blacks, blues, browns and fancy colors. Sale price....**\$10.00**

Men's Fine Caps.

20 dozen good warm Caps at.....**19c**
50 dozen wool Caps, all sizes, at.....**25c**

A Little List of Little Bargains.

Men's odd colored Collars, mostly turn-down shapes, 3 collars for.....**1c**
Men's white linen Cambric Handkerchiefs, each.....**2c**
1 dozen bone Collar Buttons.....**3c**
Rockford Socks, per pair.....**4c**
Red and blue Handkerchiefs, 24-inch size, each.....**5c**
Wizard Cuff Holders, each.....**6c**
Men's 15c quality colored border Handkerchiefs, each.....**7c**
Men's elastic silk overshot Suspender, each.....**8c**
Men's silk shield Bow Ties, each.....**9c**
Men's gold plated link Cuff Buttons, each.....**10c**
Long length heavy Woolen Hose, each.....**11c**
Pure linen Handkerchiefs, each.....**12c**
Gold plated Tie Pin, over 100 styles to select from, each.....**13c**
Men's fine Garters, each.....**14c**
Men's fine silk teck or four-in-hand Tie, each.....**15c**
Men's Golf Gloves, each.....**16c**
Men's fine dress Suspenders, each.....**17c**
Men's genuine Rubber Collar, worth 25c the world over, each.....**18c**
Men's steel frame Ear Muffs, each.....**19c**

A Clever Lot of Men's Winter Suits at \$6.98

In this range we are able to show a splendid variety of worthy suits. They are made from clean, pure wool fabrics, and may be had in Cheviots fancy and plain, Clay Worsteds and Thibets in black as well as plain and fancy Cassimeres. These garments are the results of careful tailoring and will prove thoroughly satisfactory both in fit and wear. We lay particular stress upon one particular lot of suits at this price—a very dark Cassimere, which we positively guarantee to be the equal of any \$10.00 suit outside of our store. Seeing is believing. Investigation will satisfy the most skeptical. Price.....**\$6.98**

Two Great Specials in Men's Odd Trousers

Men's Union Made Work Pants, made of honest, strong materials worth \$1.50, go at.....**98c**
Men's Fine Cassimere and Cheviot Pants, all wool material, Union made, worth \$2.00, go at.....**\$1.50**

Men's Regular \$15.00 Suit at \$10.00

Here is where we are strong. Suits are Union Made—rightly made. Have a wonderful amount of style and ginger in them. Cut from extra

Everything Else in Stock---Thousands of Articles---In the Same Proportion.

Armstrong Clothing Co.

The Store that Makes Bargain Hunting Successful.

1221, 1223, 1225, 1227 O Street.

Lincoln, Nebraska.