

Out of town patrons can easily afford to pay from \$8.00 to \$15.00 railroad fare in order to take advantage of this sale. The saving is so enormous that it is difficult to calculate it in percentage. We can simply say to you: Leave nothing undone to secure your share of this great trade advantage.

Armstrong Clothing Co.

3,200 HIGH CLASS

Hart, Schaffner & Marx Overcoats

The full force of Winter is upon us. February is strictly a Winter Month—March is cold—April is none too balmy, and frequently May is one of our most unpleasant months. Plenty of time to enjoy your Overcoat, besides the future need being satisfied at half price.

Armstrong Clothing Co.

ON SALE AT ONE-HALF PRICE



We purchased for spot cash the entire over-production of Hart, Schaffner & Marx Overcoats. This involves 3,200 of the best hand tailored Overcoats that have been produced for this season's consumption. The garments vary in value from \$50 to \$15 and embrace every style from the smart Paddock to the conservative Chesterfield. Every fabric of known worth and beauty is here represented. Every size from 33 to 50 chest may be secured.

When we laid claim to this tremendous trade advantage we did it with a full realization of the enormity of the undertaking which we were shouldering. We knew that we were taking hold of more Overcoats late in the season than are sold usually by the combined clothing stores of Lincoln in a whole season that is counted favorable. We simply relied upon the good judgment of the men of Lincoln and Nebraska, believing fully that such a trade advantage shared equally with them would be met not only by a liberal response but with greatest enthusiasm.

Nebraska men have learned to look to this store for greater and better bargains than other stores either want to or can afford to give. Manufacturers have learned to turn to us when there is something extraordinarily big to handle, and when you stop to think of it, what other store could the manufacturer lay such a transaction before as the one in hand. What other store would dare undertake such a piece of business?



The Demand for Fine Merchandise

There is not a man today in prosperous Nebraska that is looking for cheap merchandise; but there is not a Nebraskan who will not be glad to possess the exact sort of Overcoat that his fancy would lead him to desire if he could buy it for half or less than half of what it is worth. No one should get too prosperous to be prudent. The Overcoats in this sale are all the direct productions of Hart, Schaffner & Marx. No finer goods are manufactured in this country. It was Hart, Schaffner & Marx who, through straight business methods and clever manufacturing, elevated the clothing business of this country from a "confidence game" level and have made it as legitimate as the pursuit of agriculture. It was Hart, Schaffner & Marx who being true to the men who wear their clothes declared themselves against the mercerized cotton adulteration cheat in clothing and gave the wearers of their clothes the dignity of all wool. Every garment with the H., S. & M label is guaranteed all wool or money (full amount paid) will be refunded.

THE WHOLE THING IN A NUT SHELL THE OVERCOATS ARE HERE—THERE ARE 3,200 IN ALL—THEY ARE DIVIDED INTO FOUR GREAT LOTS, AS FOLLOWS—

MEN'S OVERCOATS

WORTH \$50.00, \$45.00, \$37.50 AND \$35.00.

\$18.50 Single and double breasted Paddocks, single and double-breasted Rytons, single-breasted Varsitys, Chesterfields and Box styles. All of the famous H., S. & M. make, all richly lined with silk or serge. Not a coat offered worth less than \$35.00 and from that up to \$50.00.

MEN'S OVERCOATS

WORTH \$32.50, \$30.00, \$27.50 AND \$25.00.

\$14.50 Single and double breasted Paddocks, single and double breasted Rytons, single breasted Varsitys; also Chesterfield and Box styles. The garments are serge or silk lined, all hand tailored, and are guaranteed to be worth not less than \$25.00 in any case, and from that up to \$32.50.

MEN'S OVERCOATS

WORTH \$22.50, \$20.00 AND \$18.00.

\$10.50 In this lot we show an endless variety of Paddocks, Rytons, in both single and double breasted, Varsitys in single breasted; also Box and Chesterfield styles. Some of these coats are serge lined, some are venetian lined, while others are full sliik lined. Not a coat in the lot worth less than \$18.00, and from that up to \$22.50.

MEN'S OVERCOATS

WORTH \$16.50 AND \$15.00.

\$7.50 Here we show Overcoats in Ryton, Varsity, Chesterfield and Box style, cut 44, 46, 48 and 50 inches long. They are all richly lined with finest serge, and are strictly hand tailored, and we guarantee them to be worth \$15.00 and \$16.50. They are all H., S. & M. Overcoats, and in this connection let us say that the lowest priced coat manufactured by H., S. & M. is \$11.00 at wholesale. Draw your own conclusions.

FROM AN EDUCATIONAL STANDPOINT.

It is the duty of every man, woman or child who are within a reasonable distance of this store to come and witness this great sale. It's a wise man who familiarizes himself with the methods and business tactics used by others outside of his particular rut of life; hence we say from an educational view point it is worth anyone's while to attend this sale.

Armstrong Clothing Co.

Invitation Extraordinary!

There are men through force of circumstances who cannot be patrons of this store. For example: We cannot expect other clothing merchants to be numbered among our valued clients, neither can we expect the men who work for these merchants, nor the immediate members of their families to be our patrons, no matter how much they might enjoy being counted with us. To all those who for various reasons cannot patronize us we extend an invitation most cordial to visit our store during this great distribution sale of Overcoats and see how a big store is operated and how a great sale is conducted.

Armstrong Clothing Company
Lincoln, Nebraska.

IF YOU HAVE A FRIEND

If you have a friend whom you think may not learn of this sale you could do him no better turn than to advise him by phone or telegraph, or a good way would be to mail him a copy of this advertisement, saying to him that he may order direct and if not pleased with the selection we make for him his money will be refunded.

Armstrong Clothing Co.