

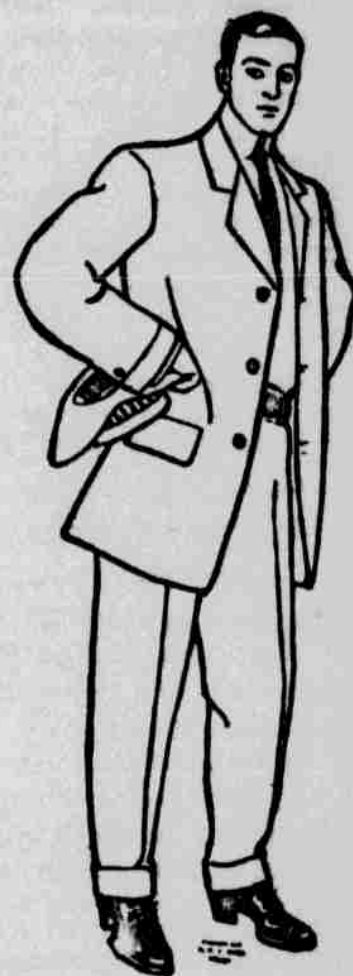
# MEN'S FALL CLOTHING

## Right in Style and Full of Service

### "I Want Style"

And you are right. It is style in clothes that shows the difference between the prince and the peasant. Smart pick and span stylish clothes are a business asset.

We have all the styles of the best designers of the country. All the striking new features are here as well as the more conservative cuts, every one in exactly the right fashionable hues. But best of all, this style and shapeliness is tailored into each garment—it will have that stylish appearance until it is worn out.



### "I Want Service"

You are wise. Your clothes money is wasted if you don't get good long service out of the clothes you buy. That means all wool fabrics and good tailoring. That is what you get here. From the lowest to the highest priced garment the fabric is all wool or silk and wool if we tell you so. Then the Armstrong tailoring means long wear, for it is thoroughly well done. Where a hot iron shapes most clothing long enough to sell them, our clothing is permanently needle moulded into shape.

### Well Tailored Trousers \$2.98 and \$3.98

We know that no other clothing store in this state shows such a stock of Trousers as we do. See these at \$2.98 and \$3.98 and you will understand why we sell the most pants.

Suits, Overcoats and Raincoats at **\$10**

There are lots of Suits and Overcoats offered at \$10, but we are very certain that there is not one that comes up to these in quality and style. We would like you to see them.

Suits, Overcoats and Raincoats at **\$15**

Suits and Overcoats of surpassing beauty and excellence, with all the new characteristics found only in the high priced clothes will be seen in our magnificent array at \$15.

Suits, Overcoats and Raincoats at **\$20**

We claim that these Suits or Overcoats at \$20 cannot be duplicated by any other clothier at \$25. Just compare the garments at this price with what any other clothier shows.

# ARMSTRONG CLOTHING CO.

Good Clothes Merchants.

Lincoln, Nebraska.

#### WHERE THE HIDES GO

Shoe Men Use Them Up in a Way That is Appalling

Mayer Factory of Milwaukee Uses 416,389 Annually

Steers, Cows, Calves, Goats, Horses, Sheep and Kangaroos Contribute to One of the Greatest Industries on Earth

In the mad whirl of business, people rarely pause long enough to consider the little things of life and how closely they are identified with the greater ones—how inseparable, in fact they are, from and how essential to them. Take for instance the shoe business—did ever anyone ponder long enough

to realize the wealth of actual energy and animal life expended in the production of footwear for the human race.

As an example, take the Mayer Boot & Shoe Company, a Milwaukee concern that in its three hundred working days has consumed no less than 416,389 hides of all kinds during the past twelve months.

Here then we have the hides of 60,298 steers, 31,163 cows, 55,704 calves, 196,846 goats, 67,599 sheep, 2,523 horses, and 1,479 kangaroos, all consumed and distributed by the great Mayer factory within the period of a year. Stand these animals in a straight line and they would cover a distance of 351 miles, nearly one sixtieth of the earth's circumference. To bring this

livestock to its final point of destination, required no less than 3,000, 26 foot cars, which strung together would cover over 15 miles of railroad track. It takes the hides of nearly 1,500 animals daily to supply the demands of this monster shoe enterprise and were all of them spread out at one time, it would require an area of over 5,000,000 square feet to accommodate them.

Nearly 1,000 skilled artisans are employed by the Mayer Company the year round making the Honorbilt shoe for men, Western Lady for women, and the celebrated Martha Washington comfort shoes; also school shoes that wear like iron and work shoes for all classes and purposes. The total capacity of the Mayer factory is 6,000 pairs of shoes a day. The equipment

of this factory is as thoroughly modern and up to date as money and experience can make it. Another decidedly favorable feature is that of location, which is in the greatest leather market in the world, thus enabling the company to secure first choice on products consumed. The uniformly excellent quality of all shoes turned out by the Mayer factory is largely attributed to this fact.

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