

OUR GREATEST JANUARY ... CLEARING SALE ...

Mild weather has been your ally. Today we offer you a larger stock than we ever did in January—more styles, more sizes, more fabrics. Every garment on our great clothing floor is in this sale, full dress suits and uniforms excepted. All our Suits, Overcoats, Raincoats and Trousers, not a single garment left out and all marked at prices which mean a clean saving of from 20 to 50 per cent from our regular prices, which are, as everyone knows, at least 20 per cent less than any other clothing store in Nebraska.

This Sale Lays Claim To Your Very Particular Attention

for the reason that the goods offered are of the finest make and latest style.

The product of such well known, high grade wholesale tailors as Hart, Schaffner and Marx, Stein-Bloch Co., Hirsh, Wickwire & Co., are here and make up fully 90 per cent of the goods offered, hence the man who is in a position to take advantage of this sale cheapens his clothing bills without cheapening his clothing. It is simply the best sale we have ever arranged for the people and we predict that it will be the greatest success we have ever attempted.

... Plan of The Sale ...



The plan of this sale is very simple and easily understood. All Suits and Overcoats, full dress and uniforms excepted, are divided into Five Great Lots, values ranging up to \$35.00. Fur Coats, Fur Lined Coats and Odd Pants go at 20 per cent discount.

HERE THEY ARE

Lot 1

ALL OUR MEN'S SUITS AND OVERCOATS
Worth \$27.50, \$30.00, \$32.50 and \$35.00.
CHOICE \$19.50.

This lot embraces the choicest lot of fine Suits and Overcoats that this or any other store has shown for this season. Not a garment offered but what is positively new and correct in style.

Lot 2

ALL OUR MEN'S SUITS AND OVERCOATS
Worth \$22.50 and \$25.00.
CHOICE \$15.50.

\$15.50 is the price, but the values we give you are as good as you can possibly secure today for \$22.50 and \$25.00. Do not make the fatal mistake of confusing this sale with many other sales you may hear about, for this store delivers to the people exactly what it advertises and will guarantee to fulfill every printed promise in the store.

Lot 3

ALL OUR MEN'S SUITS AND OVERCOATS
Worth \$18.00 and \$20.00.
CHOICE \$11.50.

The Suits and Overcoats taken into account under this lot are all of the finest makes and are made from strictly all wool materials, while the styles are in strict keeping with the latest fashion plate designs. You are simply given the opportunity to buy our regular \$20 and \$18 Suits and Overcoats for \$11.50.

Lot 4

ALL OUR MEN'S SUITS AND OVERCOATS
Worth \$15.00 and \$12.50.
CHOICE \$8.50.

Here is a chance for every man to dress well. No need to go without a fine Suit or Overcoat now; indeed, we believe many men will figure on supplying future wants when they see what a splendid opportunity this is to secure fine goods for the prices generally demanded for very poor qualities.

Lot 5

ALL OUR MEN'S SUITS AND OVERCOATS
Worth \$10.00 and \$8.50.
CHOICE \$5.50.

Here is where the man who has to count his clothes money may get truly well made, good quality Suits and Overcoats at a price that he can easily afford to pay.

One very special feature of this sale is the fact that all our superior stock of black and blue suits are included in the sale.



ARMSTRONG CLOTHING CO. Good Clothes Merchants
Lincoln, Nebr.