

# ARMSTRONG'S JANUARY SALE



The most stupendous offering of Men's, Young Men's and Boys' high grade clothing ever placed before the people of Nebraska. It is the sale Nebraska Men have been watching for. It is the one sale that distributes more perfect clothing than any other similar sale in the state.

If you were asked what sort of clothes you prefer, you would naturally say

## "GOOD CLOTHES"

Nobody wants poor clothes. The reason that this store stands for "good clothes" is because you do. We want to give you what you want and ought to have for the reason that every time we pay you an extra dividend in service, style, good looks, and lasting satisfaction in your clothes we are simply strengthening and extending the Armstrong Free Masonry of "good clothes," a thing this store has faithfully labored for years to accomplish. This store, the Armstrong store, is a "good clothes" store pure and simple. It is impossible to buy poor clothes here. The cheapest suit or overcoat we sell is \$10.00. The highest priced garments sell at \$40.00. We make little or nothing on our \$10.00 lines because we cannot produce them truly good and make a legitimate profit on them and we prefer to sacrifice profit rather than quality. Our \$40.00 garments are as good and perfect as it is possible to produce Men's Clothing. If we could pay more and get more value put into the garments we would gladly pay the extra price, but we cannot, hence \$40.00 stands for the best obtainable in Men's Clothes.

## This January Clearing Sale Resolves Itself Down to a "Good Clothes" Sale

It is a sale that will interest men from all the various walks of life. For the man that says "the best or nothing for me," we are prepared with an overwhelming assortment. For the man who has to count his clothes money we are in a position to give him unheard-of help.

We have taken our whole stock of Men's Suits, Overcoats and Rain Coats and have divided them into Five Grand Price Divisions on the following basis. We urge that you read with great care the special bargains made possible under each of these Great Bargain Divisions.

DIVISION 1 AT	DIVISION 2 AT	DIVISION 3 AT	DIVISION 4 AT	DIVISION 5 AT
<b>\$22.00</b>	<b>\$18.00</b>	<b>\$14.00</b>	<b>\$11.00</b>	<b>\$6.00</b>
Embraces all Men's Suits, Overcoats and Rain Coats that formerly sold at \$40, \$35 and \$30.	Embraces all Men's Suits, Overcoats and Rain Coats that formerly sold at 27.50 \$25 and \$22.50.	Embraces all Men's Suits, Overcoats and Rain Coats that formerly sold at \$20 and \$18.	Embraces all Men's Suits, Overcoats and Rain Coats that formerly sold at 16.50 and \$15.	Embraces all Men's Suits, Overcoats and Rain Coats that formerly sold at 12.50 and \$10.

This sale takes in every Suit, Overcoat and Rain Coat in our store, Blacks, Blues, and Fancies, the only things being reserved are Uniforms and Full Dress Suits. All Fur and Fur Lined Overcoats go at a discount of 25 per cent. All Men's Odd Trousers will be sold in this sale at one-fifth off the regular price.

# ARMSTRONG CLOTHING COMPANY

GOOD CLOTHES MERCHANTS