

The Armstrong Clothing Co.

Open their aggressive spring campaign

With the greatest array of irresistable bargains ever offered in fine CLOTHING, HATS and FURNISHING goods for MEN, BOYS and CHILDREN. Every department of their immense establishment is overflowing with all the new bright creations for spring. Make it a point when down town to look over their stock. You are promised the most courteous attention.

SPRING 1897

Clothes for the 19th Century Boy.



For 98c

Childrens' junior and reefer suits to fit boys from 3 to 6 years old, extra good value at \$1.50, only 98c.

For \$1.25.

Junior, reefer and boys two piece suits, fit boys from 3 to 8 years and 6 to 14 years; nice all wool effects—can't be matched anywhere for less than \$2, only \$1.25.

For \$1.98.

Over 200 knee pant suits, fit boys from 8 to 15 years. Also to fit boys 3 to 9 years. Made up either junior or reefer style not a suit in the lot worth less \$3, now \$1.98.

For \$2.45.

10 Styles junior and reefer suits, to fit boys 3 to 9 years. The juniors are made with vests to match, or with fancy corduroy vests. These suits actually sell at four dollars, now only \$2.45.

For \$3.75.

25 Styles juniors, reefers, Drexel and Yorkshire suits to fit boys 3 to 9 years; also a lot of regular two piece suits, fit boys 9 to 16 years. These little and big suits are considered bargains at five, six and seven dollars. All we ask is \$3.75.

Rousing Bargains Mens' Suits.



For \$7.50.

You may be a well dressed man. We give you your choice of over 20 styles of sack and frock suits at that price. They are made of fine cheviot or worsted cloths, silk sewed well lined, and come in various plaids, checks and mixtures as well as blue and black.

For \$10.00

We are able to show you 18 styles of sack and cutaway frock suits. The price gives you but a poor notion of the excellent qualities these suits possess. The cloths are fine imported Scotch tweeds, English worsteds and German cassimeres. You will find the equal of these suits in tailor shops with a modest \$25 price on them. We save you actually \$15 in price and will guarantee to give you a better fit.

For \$12.50, \$15, and \$18

We give you the cream of our stock. If you never wore ready made clothing we invite you to step in and try on a few of these suits. You will be an easy convert to the ready made faith for fit, finish and workmanship, they are only equaled by finest merchant tailor work.

Fedora! Fedora!

Where art thou?



I am the new 1897 spring shape Fedora hat and come in all the new shades of brown and extreme light colors as well as in black.

We sell guaranteed Fedora hats at **98c, 1.25, \$1.50, \$2 and \$2.50.**

Mens' Stiff Hats.

All the new spring shapes are in. Our price will be found lower by 25 per cent than our closest competitors.

- Mens' stiff hats at 98c.
- Mens' stiff hats at \$1.50.
- Mens' stiff hats at \$2.00.
- Mens' stiff hats at \$2.50.
- Mens' stiff hats at \$3.00.
- Our 3.50 stiff hats, the equal of any \$5.00 hat in the market.

THE ARMSTRONG CLOTHING CO.

1013 to 1019 O street, Lincoln, Neb.