

OUR LOSS! YOUR GAIN!

We have entered into our great clearing sale with a full knowledge of the immense loss it will entail. We have counted the cost and have decided that cash at this season of the year is better than merchandise. We therefore inaugurate our

GREATEST of all CLEARING SALES

This will be a sale which will meet the full expectations of the people.

YOU CAN BUY CLOTHING FOR LESS MONEY THAN THE ACTUAL COST OF PRODUCTION

FURNISHING GOODS AND HATS WILL BE SOLD AT A UNIFORM

DISCOUNT OF 25 PER CENT

It will pay out of town people to travel hundreds of miles to attend this great sale. Mens' dress suits, mens' business suits, mens' odd pants, mackintoshes and all boys' and childrens' clothing will be almost given away. Now is the golden opportunity of your life to buy from a first class house first class merchandise for less than your own price. See to it that you are among the crowds. Make it a point to get your share of these glorious bargains.

Sale begins Friday, July 16 and continues 30 days

Read carefully these few items below, which are only a sample of the good things you may expect to find.

Little Things

which are of real vital importance to

MOTHERS OF BOYS.

Brownie overalls only 13 cents.
Boys' shirt waists from 7 cents up.
Boys' knee pants ages 4 to 14 years, only 7 cents.
Excellent pants for boys, worth upwards of 40c go at 19 cents.
All our fine "Mothers' Friend" shirt-waists and blouses go at about half price.
Boys' suspenders 6 cents.
Boys' hose 9 cents.
Boys' straw hats 3 cents.
Other straw hats at 9, 15, 19, 21, 27 and 39 cents.
All our exquisite line of high grade Tams for the little fellows will be sold at half price. All neckwear for boys at 25 per cent discount.

BUY BOYS' AND CHILDRENS' CLOTHING

While these Wonderful Bargains last.

Boys' knee pants suits, worth \$1 now 50c
Boys' knee pants suits, worth \$1.50, now 98c
Boys' knee pants suits, worth \$2, now \$1.13
Boys' knee pants suits, worth \$2.50, now 1.48
Boys' knee pants suits, worth \$3, now 1.98
Boys' knee pants suits, worth \$3.50, now 2.62
Boys' knee pants suits, worth \$4, now 2.98
Boys' knee pants suits, worth \$4.50, now 3.38
Boys' knee pants suits, worth \$5, now 3.72

Undisputable Bargains in Men's Dress and Business

SUITS

All \$2.75, \$3.00 and \$3.50 mens' sack suits in this sale \$ 1.75
All \$3.75, \$4, \$4.25 mens' sack suits go in this sale at only 2.75
All our regular \$4.50, \$5.00 and \$6.00 mens' sack suits (all wool) go in this sale, the greatest of all clearing sales at 3.95
All our regular \$6.50, \$7.00, and \$7.50 sack and frock suits for men go at 4.95
All our regular \$8.00, \$8.50 and \$9.00 sack and cutaway frock suits go at 6.98
All our regular \$10, \$11.50 and \$12.00 sack and frock suits go at 7.45
All our regular \$12.50, \$13.00 and \$14.00 sack and frock suits are reduced to 8.37
All our regular \$14.50 and \$15.00 sack, frock and Prince Albert suits go at 9.95
All our regular high grade \$16.50 and \$18.00 mens' sack, frock and Prince Albert suits, reduced now to 11.78
All our regular \$20, \$22.50 and \$25 sack, frock and Prince Albert suits are actually cut to 14.75

THE AVERAGE MAN

After glancing over the above prices cannot help but realize that these goods cannot be produced for the prices quoted. The facts are, we are overloaded and having made an unusual heavy purchase for fall, we only feel that it is in keeping with business prudence for us to push these goods out, let the loss be what it may.

BOYS' LONG PANT SUITS

Regular \$2.50 and \$3 suits go at... \$1.75
Regular \$3.25, \$3.50 and \$3.75 suits go at..... 2.82
Regular \$4, \$4.50 and \$5 suits go at 3.75
Regular \$6, \$6.50 and \$7 suits go at.. 5.25
Regular \$7.50, \$8 and \$8.50 suits go at..... 6.38
All regular \$10 and \$12.50 suits go at..... 8.37

MENS' ODD PANTS

Men's odd pants, worth 85c, go at 49c
Men's odd pants, worth \$1, go at 68c
Men's odd pants, worth \$1.50, go at \$1.00
Men's odd pants, worth \$2 and \$2.50, go at 1.48
Men's odd pants, worth \$2.75 to \$3, go at 1.98
Men's odd pants, worth \$3.50, go at 2.45
Men's odd pants, worth \$4, go at 2.98
Men's odd pants, worth \$4.50 and \$5, go at 3.45
All of our fine stock of Furnishing Goods subjected to a tremendous discount of 25 per cent.
All our nobby up-to-date Hats go at 25 per cent Discount.
Don't buy a dollars worth of Merchandise till you have investigated into the merits of this, the greatest money saving sale on record.

Mothers!

Bring your boys with you. This is a golden opportunity to lay in a future supply at prices which can surely never again be duplicated.

LITTLE THINGS

Which

MEN OFTEN NEED

Mens' black and tan hose, seamless and fast color, 5c.
Mens' celluloid collars 6c.
Mens' white cambric handkerchiefs, only 3c.
Mens' 40 cent unlaundered shirts, 25c.
50 dozen buckskin shirts, worth upwards of 50c, go at 24c.
Mens' summer work shirts 12c.
Mens' wire buckle suspenders, worth 25c, go at 8c.
Mens' straw hats at 5c, 10c, 15c, 19c, 27c, 39c, 58c, 75c and \$1.13. Worth double the money.
25 dozen mens' summer overalls, go at 25c.
Mens' 40 cent check jackets 19c.
Mens' balbriggan underwear, in shirts and drawers, go at 12 1/2c.
Mens' red handkerchiefs 2c.

INVESTIGATE!

INVESTIGATE!

Inquire into your needs carefully, figure on your future wants, for perhaps never again such a splendid opportunity will come to you. At all events call at the store; we will gladly show you through and will in this way vindicate our advertisement and give you an opportunity to advise your friends where to trade.

ARMSTONG CLOTHING CO.

The Largest, Most Liberal and Wideawake Clothing Institution in the West

1013 TO 1019 O STREET, LINCOLN, NEB