

WHY NOT?

when looking for soft shirts come direct to us? We are headquarters for Shirts of all descriptions and especially those which gentlemen are seeking just now—the cool kind; the loose, easy Negligee sort.

WE ARE SHOWING 1,500 DOZEN

Men's and Young Men's Negligee Shirts, made of Madras Silk, Percale and Oxford Cloths. Some have silk bosoms; some have collars attached; some have two detached lay-down collars. Others come without collars, to be worn with white ones. All have one and some have two pairs of detached cuffs, and out of all this wonderful assortment you will be positively unable to find a commonplace design.

THEY ARE NEW, THEY ARE BRIGHT AND CRISP IN STYLE

and have been selected with the utmost care from thousands of others, which, in our opinion, lacked one or more of the elements which go to make a perfect Negligee Shirt. Hence the styles and qualities shown over our counters may be taken as the cream of the shirt manufactories' output for 1900.

AT 98^c

we will sell over 700 dozen Men's Soft Shirts, made of Madras Cloths of unusual quality, in the handsomest run of patterns imaginable. Every shirt guaranteed. Among the lot are quite a number of White Negligee Shirts (the new thing.) Also a lot of pleated bosoms and, as well, a liberal assortment of silk bosom shirts. There are shirts here for every taste, not a commonplace design in the lot, and not one can be duplicated for less than \$1.50 outside our store.

AT \$1.50

The acme of shirt making is here exemplified. There is positively nothing in the United States at the price that will equal this wonderful collection. Men's Soft Shirts of the finest \$2.00 quality of Madras Cloths, in wide and narrow stripe effects or modest checks and the like, if you prefer. If you have been unable to please yourself in summer shirts, try us. We have anything the other fellow has and everything the other fellow has not. That's why we are headquarters.

ARMSTRONG CLOTHING CO., LINCOLN, NEBR.