

MERRY CHRISTMAS TIDE!

The time of year when the pleasure of receiving is exceeded by the pleasure of giving. **THE TIME GROWS SHORT.** Everyone should in justice to themselves, make all possible haste in their selection of the many useful and pretty gifts which this store stands ready to supply at the greatest money saving prices.

CHRISTMAS SUIT OFFER



Choice of 500 strictly all wool fancy Cheviot, Melton and Cassimere suits elegantly gotten up possessing true style and excellent wearing qualities worth \$10,

7.50

Choice of over 1000 men's high-grade business and dress suits can be had in round, square and

double breasted, sack style suits, are made from the finest all-wool materials. Christmas price

\$10.00

Choice of 800 men's strictly hand tailored suits. The grandest value ever put on the market at \$16.50. Honestly hand-tailored from collar to button holes. Special Christmas price

\$12.50

Choice of upwards of 50 styles of men's highest grade suits, including many exclusive patterns and styles to be found nowhere else. Suits that from fabric to finish have no equal in the clothing market under \$20.00. Go Christmas week at

\$15.00

Boys' knee pant suits at 98c, \$1.37, \$1.48, \$1.98, \$2.50, \$2.98 and \$3.45, can't be duplicated in this western country short of an advance of 40 per cent more than our price.

CHRISTMAS OVERCOATS.

An overcoat is a handsome and useful present. If bought here will give the wearer absolute satisfaction and will cost less quality for quality than if purchased anywhere else in the west.

Men's all wool, heavy gray Vicuna overcoats, cut full long and neatly gotten up,

\$5.00

Men's strictly all wool Kersey, Beaver and Vicuna overcoats, stylish cut, excellent made, fit guaranteed. Christmas price.

\$7.50

200 men's Oxford gray Vicuna overcoats. Our 48-in long made with silk velvet collar, slashpockets, a genuine \$15 coat at

\$10.00

500 superior quality, hand tailored men's dress overcoats made from finest Vicuna and the like worth a good plump \$18. Price

\$12.50

At \$15 we are offering a special assortment of fashionable dress overcoats, the like of which has never been seen in these parts, coats that are chock full of grace and style and good wearing qualities, coats that can't be duplicated outside our establishment for less than \$20. Price

\$15.00

BOYS' OVERCOATS AND REEFERS.

Boys' Reefers at 98c, \$1.50, \$1.98, \$2.50, \$2.98 and \$3.50. Boys' Overcoats at \$1.25, \$2, \$2.50, \$3.00, \$3.50, \$4, \$5 and \$6. These must be seen to be appreciated.

Little Things That Will Make Acceptable Christmas Gifts.



Men's Mufflers, new patterns, at 25c, 50c, 75c, \$1, \$1.50, and some as high as \$3.

Men's neckwear, newest designs, latest shapes at 25c, 50c, 75c and \$1.

Men's handkerchiefs at 2c, 5, 10c, 15c, 25c and 50c.

Men's finest hosiery in fancy and plain at 10c, 15c, 25c and 50c.

Men's House coats, very swell and comfortable at \$2.98, \$3.50, \$4.50, \$5, \$6, \$6.50 and \$7.50.

Men's dress gloves at 50c, 75c \$1, \$1.50, \$2 and \$2.50.

Golf gloves, newest in design at 25c and 50c.



Boys' gloves at 25c, 50c, and 75c.

Boy's mufflers 25c, 50c, and 75c.

Men's fancysuspenders one in a box at 25c, 50c

75c and \$1.

Boys long hose at 9c, 12c, 15c, 20c and 25c.

Men's Sweaters at 50c, 75, \$1, \$1.50, \$2, \$2.50.

Boys' Sweaters, great assortment, at 35c, 50c, 75c, \$1, \$1.50, \$2.

Boys Ties at 19c, 25c and 50c.

Traveling Bags at \$1.00 to \$15.00.

Jewelry such as pins, buttons and the like at great money saving prices.

Men's dress shirts at \$1 and \$1.50.

Men's stiff hats at 98c, \$1.50, \$2, \$2.40 and \$3.

Men's soft hats at 50c, 75c, \$1, \$1.50 and \$2, \$2.40, \$3.

Men's caps at 25c, 50c, 75c, \$1 and up to \$5.

Boys' caps 25c, 50c, 75c \$1.

Boys' hats 50c 75c, \$1 and \$1.50.

HATS AND CAPS

ARMSTRONG CLOTHING CO.

1221 to 1227 O Street, Lincoln, Nebraska.