

THE BONE AND SINEW OF AMERICA

To all the Marching Hosts of Organized Labor, everywhere in these United States today, and especially in Lincoln, we extend our warmest greetings. It is meet and proper, that Labor should have a day set apart in its honor, for nothing is more entitled to honor and praise than honest labor. And it is equally meet and proper that this day should be September, the harvest month--when the fruition of toil becomes in evidence. May Labor's skies grow clearer with each passing day; may Labor come more fully into its own as the years go by, and may peace and good will abound among men of all classes and conditions--"When the Lion and the Lamb shall lie down together, and a Little Child shall Lead them."



Our Fall Offerings

We have just closed one of the most remarkable sales in the history of this big store--remarkable for its remarkably big sales. And now we come to invite you to visit us and cast your appreciative and discriminating eyes over the Fall Bargains that we are offering. Each season sees us further advanced than the season before, but this Fall we rather pride ourselves on having taken an unusually long step forward. As a result we have the choicest lines of clothing ever our good fortune to offer the public. In fabric, in color, in pattern, in make, in fit and in "snappy, attractive styles" we have never seen the equal. Our immense buying power gives us the best opportunities to secure not only the services of the best makers, but gives us first choice--the pick of the lot-- the cream of the whole. And with our usual desire to divide the good things we are going to start off the season with the rarest bargains ever offered to the buyers of Men's Clothing and Furnishings. A visit to our store at this time will be as pleasing and as interesting as a visit to the Fair. Indeed, a visit to the Fair is not complete without a visit to the "Good Clothes Emporium."



Late-in-Season Goods

There yet remains in stock a number of exceptional bargains in goods that, with the entry of September, become out-of-season, but which we will not carry over if low prices will move them. We need the room fully as much as we need the money, therefore we have averaged the two things up--you get them for mighty little money if you will kindly take them away and make room for our Immense Fall Stock. As a matter of fact and we drop the hint although it is expensive to us--much of these goods will be in style next season, and you'll make usury on your investment by buying them now, putting moth balls in'em and hanging them away until next Spring and Summer. Lots of Union Made Goods in these bargain lines, and the kind of Union Made Goods that any Clothing House is glad to handle because the Union Label is only one of the meritorious features about them. We feel a satisfaction in recommending these goods because we know full well the purchaser will feel kindly towards us all the time he is using them. That's one of the secrets of our success--the come-back customer, the "repeater."



For the seventh time we use the columns of Lincoln's labor paper, The Wagerworker, to extend our kindly greetings to Organized Labor. We do this from sincere motives. Perhaps there is a vein of selfishness about it, but it is at least enlightened selfishness. But if both of us profit by our business relation are we not both to be congratulated. We want you to realize the largest possible profit from your toil. We want to prosper with you. Our interests are indential--so let us work together in harmony.

ARMSTRONG CLOTHING CO.

GOOD CLOTHES MERCHANTS.