

Our New Year's Greeting

On the closing day of the Old Year we extend to everybody-and especially those with whom we had so many pleasant business dealings-our heartiest wishes for a Happy and Prosperous New Year. May all your legitimate hopes and aspirations for 1911 be fully realized, and may health and happiness be your daily portions.

THE OLD YEAR

During 1910 our business has grown and prospered beyond the mark we set for ourselves when the year began. Each succeeding year sees our business enlarged over the previous year. We aim to achieve this by dealing fairly with the public, thus meriting the public's good will and patronage. That we have succeeded to such a large extent is a vindication of our policy. It will be continued through the years to come.

THE NEW YEAR

During the year to come we expect to give our customers the further benefit over our enlarged buying ability. Being the largest purchasers of ready-to-wear clothing in the west, we are enabled to take the pick of the offerings and avail ourselves of the lessened prices offered for large orders. All these savings-and the aggregate is tremendous-we pass on to our customers. We handle only the best makes of the best manufacturers, and the "Armstrong Brand" is always the brand of quality.

The Service That Is Unexcelled

Our salesmen are trained to sell customers something that will give them adequate service. They are not trained to sell something. We want every customer to leave the store feeling good, and to feel so good so long that he will come back when next he wants the best and latest in our lines. The "repeating customer" is the customer we want. In service and excellence of goods, this store acknowledges no superior. If you are an old customer, here's our New Year's Greeting. If not already a customer, here's hoping that you soon will be one.

Armstrong Clothing Co.

FUR CAPS

Good Clothes Merchants

SILK HATS