

An Open Secret

What causes have contributed to making the Armstrong Clothing Co's. store the largest in the west, devoted exclusively to Men's, Youths, and Boys' Clothing and Furnishings?

First: Keeping absolute faith with the people. The Armstrong guarantee means something to the customers of this store. They rely on it without question.

Second: Purchasers of clothing in the middle west know beyond question that this store is always the leader in style---always the leaders in bargains---always at the fore.

Third: The "repeating customer" is the one sought after---the satisfied customer who returns again and again bringing his friends with him.

Fourth: That perfection of service in salesmanship that makes clothes buying a pleasure, not a task. It is that personal service that gives to each patron a sense of security.

There are many other reasons why the Armstrong Clothing Co. has the largest retail clothing and furnishing business between Chicago and San Francisco. Its policy of keeping faith with the people has been rewarded by a volume of business that is steadily increasing year after year. It has grown with Lincoln and Nebraska.

Armstrong Clothing Company

THE GOOD CLOTHES MERCHANTS