

THE QUESTION OF COST. With that settled all else is easy. You pay 5c for one cigar; you get six for a quarter. It is because we buy largely that we get inside prices. This enables us to quote you the lowest price. The "all wool" question is in the same class as the cost question. If a dealer offers you an "all wool suit" for \$5 you may rest assured of these facts: Either the cloth is not all wool, or the people who made the suit are underpaid---or both. If the labor is well performed it must be well paid. No union man will deny that proposition. At the present market price of wool and the cost of woollen cloth it stands to reason that "all wool" suits made by well paid labor, must cost more than "mercerized cotton" suits masquerading as all wool and made by sweat shop labor. Just figure it out for yourselves.

Our guarantee of "all wool" carries with it the reputation gained by years of square dealing. We do not advertise "all wool" suits for men at \$5 and \$6 because they are not to be had---no matter how poor the workmanship. But we have "all wool" suits and overcoats at prices ranging from \$12.50 to \$30.00, and guarantee material, fit, lasting qualities and workmanship. The men and women who make them are well paid and work in sanitary factories. We have set our faces against the "mercerized cotton" fake and the sweat shop evil, and we ask the workingmen of Lincoln to co-operate with us.

It will equally benefit us all.

Yours very truly.

Armstrong Clothing Co.

Good Clothes Merchants