

"The Melancholy Days Have Come"

We don't blame William Cullen Bryant for having been a pessimist about this time of the year. You recall that it was Bryant who wrote the poem beginning "The melancholy days have come, the saddest of the year," etc. But Bryant lived long years before this store was founded. Were he alive today, and able to get here, he wouldn't have written it. The sight of our splendid line of fall and winter all-wool clothing would have made an optimist of him, and he would have gone into raptures over our ideal Nebraska falls and our glorious Nebraska winters. "Melancholy days" forsooth.

When we say "all-wool" clothing, we mean just exactly that. We guarantee just exactly that. "Mercerized cotton" fabrics and "sweat shop" makes find no place on our tables. We haven't any "all-wool suits" for men at \$4.50, \$5.00 and \$5.50. The workmanship in our all-wool suits costs more than that. It may be possible to sell an all-wool suit for a man for \$5 and make a profit. But heaven help the poor garment workers that made it! We wouldn't offer a self-respecting Lincoln Union man a suit made that way. But we have

All-Wool Suits from \$10 to \$30
All-Wool Overcoats, \$10 to \$30

And the garment workers who made them are well paid. The fabrics are genuine all-wool, with our guarantee to that effect. The fit is equal to the best; hand tailored throughout. The suits will fit well as long as they last, and they will last as long as you care to wear them. The suit that is made right will look right all the time. Our clothing is made that way. If you want "sweat shop" clothing, made of mercerized cotton masquerading as all wool, you are wasting time to inspect our stock. We haven't got it. We don't keep it.

Yours very truly.

Armstrong Clothing Co.
Good Clothes Merchants