

TO THE UNION MEN

Of Lincoln and Vicinity

THIS is the time of year when you are thinking of buying your New Spring Outfits. That's what we want to talk to you about. We claim, and we can prove, that we have the finest line of goods that union men want to buy that was ever brought to this section of the footstool. There is something in clothing apart from the label that union men want, and which justice to them and to us demands that they should have. The union man has a right to expect the label, and he also has a right to expect that in addition to getting the label he shall get good goods, well made; that he shall get style, fit, texture, color, make and wear. We want to handle union-made goods, but when we do they must be such goods as will sell to the non-union man, as well as to the union man, and give satisfaction to both. In the clothing line we claim that we have found just that kind of clothing—clothing that we are proud to sell to any man, confident that he will be satisfied, and that he will return to the store to give us his patronage.

We refer to the famous garments put out by M. Wile & Co., of Buffalo, N. Y., successors to the Brock Clothing Co. We were proud to handle the Brock output, but with all due respect to that firm we believe that the output of their successors is a vast improvement. We can sell this union-made clothing to any man, confident that he will be satisfied with it—satisfied with the fit, durability and the price. These are garments that the union man is entitled to. In them he gets the worth of his money, as well as the satisfaction of having patronized the label of his fellow unionists.

At \$15, \$18, \$20 and \$22.50

**We Offer the Finest Bargains in Union-Made Clothing
Ever Offered Union Men in This Vicinity**

It will afford us pleasure to show you these goods. We are confident that, having seen them, you will bear out our every claim for them.

But we carry more labeled goods than clothing. For instance, we are proud of our line of Union-Made Shirts, Union-Made Hats, Union-Made Overalls and Work Shirts. And we point with pride to our line of Union-Made Trousers. We also carry a good line of Union-Made Work Gloves—Union Made and Lincoln Made. In fact, our lines of union-made goods are unusually large and complete. We have more union goods in stock than any other Gents' Furnishing House in the west, and what we have is the best.

NOW, a little heart-to-heart talk with you, Mr. Trades Unionist. We often hear complaints from you that the merchants do not handle large enough lines of union-made goods. Admitting for the sake of argument that this is true, let us ask you: Whose fault is it? We ask ourselves two questions when we buy our stock—"Will the goods sell?" and, "Will they give our customers satisfaction?" We must put in stock what the people want to buy—that is self-evident, is it not? Well, if we do not handle enough union-made goods to suit you, Mr. Union Man, is it not possible that the fault is yours and not ours? Perhaps you have not made the demand so strong that the merchant is convinced that he can sell them. Ever look at it in that light? You make the demand strong enough, and you'll have every merchant in Lincoln jumping sideways in his efforts to get labeled goods. We believe in being honest with you in a discussion of this matter, and we frankly say to you that in the past the demand for the label has not been such as to warrant us in buying enormously, and not nearly as large as the number of union men in Lincoln would justify. Surely, if you are not enough interested in the label game to demand it, you should not expect us, or any other business firm, to play the game for you. Just study over this fact: It is your duty, not ours, to create a demand for labeled goods. It is our duty to supply the demand. This we have done in buying this season's goods. If you increase the demand, we'll surely meet it with enlarged purchases of union-made goods.

Come in and talk this matter over with us. We want your trade, and we will try to supply your every demand. But, really, we are not mind readers. Meet us on a friendly basis and believe us to be your friends as well as your servants.

Wishing you and your organizations every success in all efforts to better the conditions of the toilers, we are,
Yours very truly,



Armstrong Clothing Co.

Good Clothes Merchants

Clothing for Union Men Who Play the Game Square