

SOME SUMMERY SUGGESTIONS

The hot spell was delayed a long time, but when it did come it came with a rush. It caught most of you unprepared, and as a result you have been uncomfortable. To all such we desire to offer a few summery suggestions that will be of service at this particular time



SACRIFICING APPEARANCE TO COMFORT

There is no need to do that. No need to secure comfort at the expense of good taste. It is quite easy to secure solid summer comfort in the way of clothing, while maintaining that neat appearance that goes such a long way towards making a man feel comfortable as well as look comfortable. For instance, let us equip you with some of that sanitary knit underwear that takes up the perspiration, does not cling to the body, and permits a free circulation of the air as well as free circulation of the blood, to say nothing of keeping the pores open. Next, let us equip you with a light-weight, handsomely designed negligee shirt; a shirt made in the latest style from the most fastidious patterns and selling at a wonderfully low price, all things considered. Next, let us equip you with a couple of pairs of light-weight summer trousers, either in blue serge or white wool or duck. Perhaps you have scruples against appearing coatless upon the streets. Well, if you are determined to make that sacrifice to the conventionalities, at least be comfortable by making the sacrifice as light as possible and allow us to equip you with a light-weight, unlined coat—blue serge, for instance, or alpaca. Now top off with a headpiece of up-to-date straw, either in the sailor effect or the always presentable panama. We have them in all shapes and makes. In fact we feel rather proud of our Straw Hat Department, for we opine that it is quite a bit bigger and better than that of any other gentlemen's furnishing house in the west.

AFTER THE HOT DAY'S TOIL BE COMFORTABLE

And at the same time be dressed neatly and at small expense. We have outlined the way in the above suggestions. And even while at work you should be as comfortable as possible. Let us equip you with a cool work shirt and a pair of well-made, easy-fitting and cool overalls. We have the very latest in these lines; just the things for the wage earner who wants quality as well as the assurance that he is not only getting what he wants at the right price, but at the same time giving his fellow workers a show for their white alleys. You know what we mean by that, all right.

How About That Summer Suit?

Have you secured it yet? If not, we suggest that you drop in and let us show you a line of clothing for summer wear that has never been equalled in any other establishment in this or any other section of the country. In this line we have a combination of style, fit, patterns, durability and price that will make each and every suit a joy and a comfort to the purchaser. Perhaps you have delayed getting that summer outfit because the weather has not been quite right. Well, it's certainly warm enough now to make you hasten on your way to this store, where you know by experience you get the right treatment, the right price and the right results. Our constant aim is to afford you opportunities for getting what you want at prices that are mutually satisfactory. We think we have struck it in the elegant lines of clothing we have for your inspection and approval.

The Matter of Price has Received our Consideration.

We understand industrial conditions fairly well, and we know that the average worker has to do a lot of figuring to make both ends meet. We want to help you with that line of figuring. That's why we offer you garments made by well paid labor at prices that are right. Nor are you at all limited in your choice. Anywhere between \$10 and \$30, and we will outfit you in garments that are worth the money. Whatever price you feel able to pay, this store will guarantee to give you full value for your money—and then some. We've staked our business reputation on that motto, and we leave it for you to judge if we have lived up to it. Come in and let us show you about. We'll take chances on selling to you after you have investigated.

: ARMSTRONG CLOTHING COMPANY :
GOOD CLOTHES MERCHANTS