

Getting What You Pay For

After all is said and done that is the secret of right buying. It isn't so much the amount you pay for a suit of clothes or an overcoat---it is getting the worth of your money in style, fit, fabric and durability. It is our custom of giving this full value that is the "secret" of our success in business. At this store, whatever price you see fit to pay, you are assured of one thing---you are getting the full value of your money in all those things that go to make a satisfied customer---the "repeating customer." If it is a \$10 suit or overcoat, you can---and if you are a regular customer, you do---go away with the knowledge that you have value received, and then some. If it is a \$40 suit or overcoat, you go away with the same knowledge.

SUITS \$10 to \$40
OVERCOATS \$10 to \$40

The exclusive styles, the richness of the coloring, the wearing qualities of the fabrics, the high-class tailoring---all the things that should, and do, appeal to the discriminating buyer, you get here for less than you would pay elsewhere for just ordinary clothes. There is no reasonable excuse for any man not buying his clothes at Armstrongs.

The Christmas Shoppers.

We beg to suggest that now is a good time to be selecting those Christmas presents for "Him." We carry just the articles that will be appreciated by Father, Husband, Brother or Sweet-heart. The articles that carry the sacredness of a gift from a loved one, and also have the quality of utility.

Armstrong Clothing Co.

GOOD CLOTHES MERCHANTS