

Get On And Keep On The Right Side Of The Clothes Question!



*Demand the Dignity of All-Wool
... in Your Clothes ...*

Do your share to stamp out the mercerized cotton "cheat" in clothing which is making rich unscrupulous manufacturers and dealers. Stand for all-wool and honesty in your clothes and you will stand with us, no matter whose clothing you buy.

To Good Clothes Wearers:

Because wool, like many other good things, is higher priced, most clothing manufacturers have deliberately cheapened their qualities to keep



prices down. Mercerized cottons and other cotton yarns are mixed with wool in clothing fabrics; the cost is less, and so is the wear-value. The saving is made at the wearer's expense. There are not half a dozen clothing manufacturers in the country who have not sacrificed good quality to price. The excuse is, "It is necessary in order to hold our trade," which amounts to saying that you who want good clothes will not pay for having them good.

If your grocer puts sand in your sugar to avoid charging you a cent a pound more for fear he "would lose your trade" he'd lose it all right, but you would let a clothing dealer do the same thing to your clothes, put into them in some cases as much as sixty or seventy per cent of cotton; you may be wearing such clothes now.

Under the circumstances you are justified in assuming that any manufacturer or dealer who doesn't say plainly that his clothes are all wool is offering you cotton mixed goods. He may have a lot to say about style, fit and the way they are made, but if he dodges on the all-wool point, depend upon it that the "sand is in the sugar." You may buy such clothes if you choose. If you do so because they are cheap and you think you can't afford better, you deserve respect, but you will find all-wool the real economy. We stand for the highest possible standards in clothes. We specialize the clothes made by Hart, Schaffner & Marx, and Stein-Bloch Co. These concerns use and will have none but all-wool fabrics. If you want to be sure that your clothes are all-wool buy those bearing the label of either of these concerns

Suits that are All-wool; Overcoats that are All-wool,
at from \$10.00 to \$30.00.

Armstrong Clothing Co.

Good Clothes Merchants