

The largest hat store in the world—*is right here in Philadelphia!*



A Section of the Store

We wish to extend our thanks to Mr. Frank E. Hahn, the architect who designed this unusual hat store.

We wish to extend our thanks to Mr. K. Carlen, representing the Vogel Cabinet Co., who so faithfully carried out every detail.

We wish to extend our thanks to the following firms, all of whom added their share toward producing what we feel is the handsomest hat store in the world today:

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| E. J. Johnson—Slate Tiles | Nagler Bros.—Metal Work |
| Nocenti & Co.—Caenstone | J. Jacob Shannon & Co.—Hardware |
| Holcombe's Electrical Shop | M. I. Ryan—Tile Work |
| Jos. P. Quinn—Stone Work | Geo. Nass & Co.—Lumber |
| H. Perlstein—Mirrors & Glass | Marcus Bros.—Art Glass |
| Jno. L. Conner—Metal Lathing | Hydraulic Press Brick Co. |
| Neolithic Products Co.—Flooring | Chas. P. Biggin Co.—Ornamental Iron |
| Shults Sign Shop—Signs | Wm. H. Hazlett Co.—Ornamental Plastering |
| M. Eisenberg & Son and Smyser-Royer Co.—Electric Light Fixtures | Chas. C. Giessler—Show Cases |

Last, but not least, we wish to extend our thanks to Mr. Lionel Friedman, of Mastbaum Bros. & Fleisher, to whom we are indebted for the securing of this store for us.

The largest hat store in the world is right here in Philadelphia, dedicated to Philadelphia's smartest dressers, situated in the heart of Philadelphia's shopping district, planned, modeled, decorated and furnished by Philadelphia firms and Philadelphia craftsmen.

Won't you come today and see this wonderful hat store? This is an invitation to see it, not to buy. It is directly next door to our former store and the new number is 1307 Market Street.

Pre-Advanced Styles at Our Former Prices!

The opening of the largest hat store in Philadelphia is an event in itself. The price policy which will be enforced is of equal importance. While other hatters throughout the United States have raised the price on their hats—**TRULY WARNER HAS NOT!**

We, too, must meet the increased cost of production. But for the present we have decided to maintain our regular quality without deviating from our regular selling price of **TWO DOLLARS.**

Other hatters are making YOU bear the additional cost of production. We will carry it OURSELVES! If the correct dressers of America continue to prefer Truly Warner Hats, we shall make a determined effort to maintain our regular retail price—and our regular quality, too!

Our New Spring Hats are pippins! You'll find here every advanced style—every new and correct thought that it is possible to express in men's hats. You will find quality such as only the high-priced hatters can offer you. And you will enjoy the saving as well as the satisfaction of knowing that, no matter what style you select, the price is just

\$2\$

Truly Warner

1307 MARKET STREET