

## Profiteering by inferiority

## Mawson E DeMany

 ${ }_{12} 15$ Chestnut Street The Fur Event Extraordinary

Enormous Savings on a Full Line of Fur Coats, Coatees, Chokers, Scarfs, Stoles, Sets and Muffs
Being the purchase of $\$ 110,000.00$ worth of Skins and Manufactured by Ourselves
This Event is based upon the selling out of one New York Skin Dealer to his partner and the mecessary and immediate turning into cash of the ware houseful of skins. We bought the lot-a vast and magnificent assortment
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now placed on sale at Sacings of onceltired to now placed on sate at Sacings of one-m
A Small Deposit Will Reserve Your Purchase

| Fox, Wolf and Lymx Scarfs | Stoles in Various Sizes |
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| $\begin{array}{llll}22.50 & 32.50 & 42.50 & 49.50\end{array}$ | $\begin{array}{llll}14.50 & 69.50 & 89.50 & 98.50\end{array}$ |
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WHEN raw materials and labor cost more, the finished product costs more. And "costs more" has to go all the way thru to the consumer; it just has to, or business stops

But profiteering is another thing; it charges more in proportion to cost than a fair margin; or worse, it charges more for merchandise that is not up to a high grade. That's the meanest form of profiteering

We know our clothing is higher priced; we wish it were not. But we shall not make it lower priced by letting down the quality. We set the all-wool standard for ourselves years ago; we've lived up to it ever since

> If the time comes when we can't make what we think are the best clothes for you; worth the price, and money back if you're not satisfied -we'll quit mak̉ing clothes.

## Hart Schaffner \& Marx

