

High Cost of Shoes

Polley of Co-operation, Public Partnership Now Governing the Royal (Men's) Boot Shop Sends Prices Tumbling

Following closely on Lord Mallaly-Duling's successful attempt to reduce clothing prices in London and the Amercan Woolen Company's co-operative stores' success in Lawrence, Mass., the Royal Boot Shop (N. W. Cor. 13th and Market and 1204 Chestnut St.) new cooperative policy should be viewed with considerable interest, as it is brand-new in Philadelphia.

in Philadelphia. "It is the most practical adoption of the co-operative idea to a store that is not run entirely from altruistic motives," says its originator. Peter A. Hill, the owner and manager of the Royal (Men's) Boot Shops, known from coast to coast as one of the shrewdest shoe buyers and factory detail men with a wide knowledge of men's shoemaking. "We are making an honest effort to reduce the exorbitant cost of shoes by sharing our profits. We've cut them to one-half to one-quarer the usual make-up. Instead of S3 to S6 a pair, the customary retail profit, we are only making from 75c, to S2. This profit, figured against the present cost of making, of course, but we buy direct from three factories on a quantity basis, eliminating the middle men and aiming to sell on a wholesale price. Aud our selling costs are the lowest in Philadelphia The result is, we are able to offer the very best shoes that can be made in America at \$3 to \$6 less than the usual prices. For example, we offer shoes at \$7 that sell every particular for those selling elsewhere at \$17 to \$15. "The first floor foot shops on Market

"The first floor foot shops on Market and Chestnut St. average their selling costs from \$2.40 to \$3 a pair, and with their extra net profit added on, it is readily seen why the public pays the inflated prices for shoes today. "You can see that with gross profits

Feading seen way the phase pars the inflated prices for shees today. "You can see that with gross profits of from 75c, to \$2 a pair we stand to have thousands of dollars if we do not sell huge quantities of shoes. We are contident, however, that Philadelphia mero will be quick to see the advantages of this new selling idea of practically taking them into partnership, and our sales will mount accordingly. Close figuring allows us a modest profit that no one can begrudge. After our sales pass the 1500 pair a week mark, we will make another smashing cut in

The co-operative idea in selling shoes at retail is a brother idea to "Co-partnership in Industry." which is gaining favor in America's leading industries, and it is the aim of the owner of the Royal Boot Shop to adopt the "Co-Partnership Plan." every employee to mare in the profits of this firm in the near future. The plan is being worked out at present and will be introduced here on a wide scale. It looks as though Mr. Hill has hit upon a practical solution of the problem of "Paying Too Much" for the things we need. It so, he deserves all the success the Philadelinia public will accord him, and if it works out as it did with the American Woolen Stores in Lawrence, Mass., proves in other commedities besides shoes will follow will and take a much-needed Come Up For That Spring Suit!

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