

Monroe Clothes
 2nd Floor Cor. 10th & Market Sts. Over Woolworth's



A New Standard of VALUE

Our Philadelphia Upstairs Shop Opens Tomorrow **COME UP!**

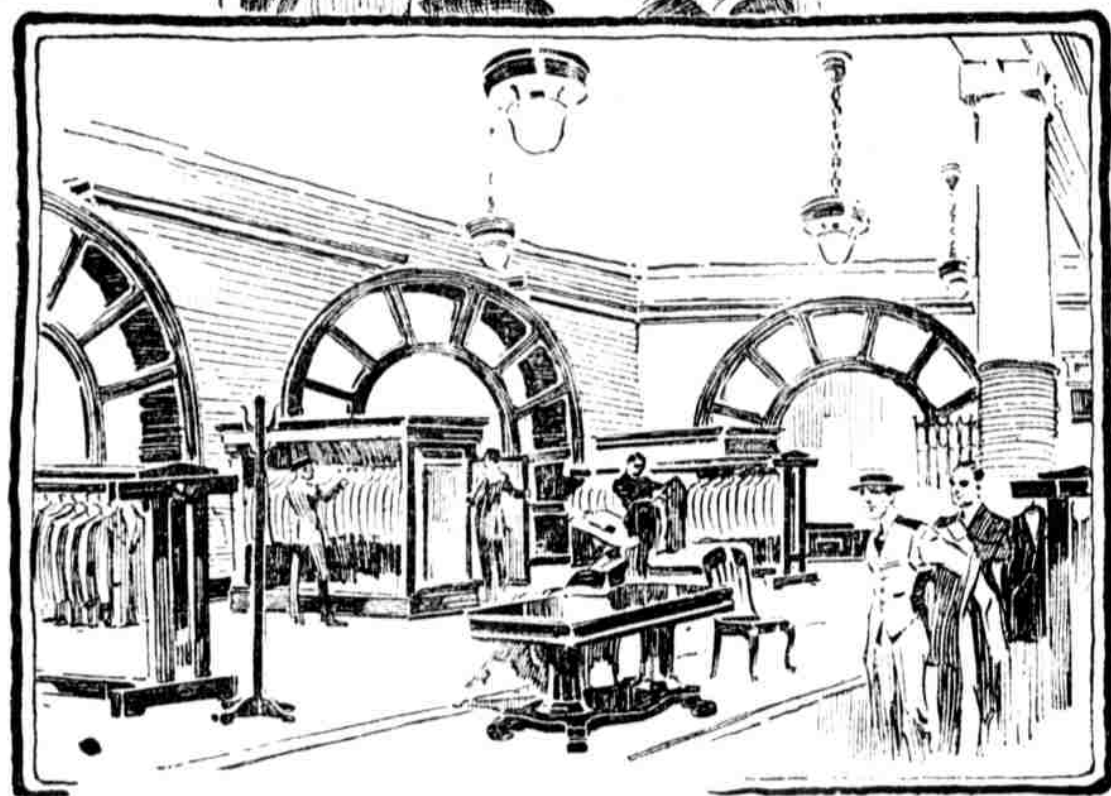
Tomorrow the opening of our first big Philadelphia Upstairs Monroe Clothes Shop will introduce a big proven idea—and a New Standard of Value in Clothes.

Starting originally in 1913 with one small Upstairs Shop at 42d St. and Broadway, New York City, and a revolutionary big idea in merchandising—that of selling our high-grade product (we are clothing manufacturers primarily)—direct to the wearer eliminating Jobber's and Middleman's profits—and doing away with the other big, outstanding, price-enhancing expense, **ground floor high rents** (all our Monroe Clothes Shops are UPSTAIRS), we have developed from a one-shop proposition to America's Largest Clothiers.

We intend in the course of the first few months of the 21-year lease we have on our first Philadelphia shop at 10th and Market Streets to be known as Philadelphia's foremost Value Clothes Shop—because we know that guaranteed Quality Monroe Clothes—honestly tailored and trimmed—made of **all-wool** fabrics only—silk-sewn throughout—and priced to you at a saving of at least \$10 and oftentimes more—must beget us that recognition.

We have attained this enviable position and unshakably maintained it only because our enormous business has been solidly founded on square dealing, integrity, honest quality Clothes and unapproachable VALUES. We operate in Greater New York alone—18 Upstairs Monroe Clothes Shops and have passed the 500,000 mark in sales in that highly competitive market.

In order to begin operating in Philadelphia with a flying start (we know by experience that the best advertising we can do is to get several thousand Monroe Suits out among the people so they may realize and talk about their genuine goodness and economy) we will offer in addition to our regular lines of Monroe Clothes.



MEN'S AND YOUNG MEN'S

ALL-WOOL, SILK-SEWN SUITS at \$23 & \$27

These are truly amazing values—every garment represents a saving of from \$8.50 to \$13.50 on former WHOLESALE PRICES—Every Suit is this season's model, many are silk-lined and all are Suits you will be proud to wear at prices you will be delighted to pay.

Limited Assortment
 \$27.50 and \$30
 Wholesale Values

\$32.50 and \$35
 Wholesale Values

\$37.50 and \$40
 Wholesale Values

\$19

\$23

\$27

Satisfaction Guaranteed or Money Back

Monroe Extra Specials For Opening Week



SUITS, \$8.50

The Regular \$15 Kind

White Flannel Trousers, \$8.50 Worth \$12.50

Outing Trousers, \$4.75, and Worsted Trousers, \$6.75

MOHAIR SUITS, \$15.00 A Clear Saving of \$5

Come Up and See What a Substantial Saving Is Yours When You Buy Monroe Clothes—Direct From the Maker—Via Our Upstairs Shop—From America's Largest Clothiers

NO CHARGE FOR ALTERATIONS

Monroe



Clothes

2nd Floor—Over Woolworth's

Corner 10th and Market Streets