EVENING PUBLIC LEDGER-PHILADELPHIA, FRIDAY, SEPTEMBER 10, 1920





I haven't anything up my sleeve-there's no Joker in the pack-there's no mystery about my policy, it's simple as A. B. C.

Conditions in this country have changed since I started last Spring to make hats for this Fall. At that time I couldn't see the end of high prices-but now I can see the finish.

This Fall the Public won't listen to any explanation why any article of merchandise costs more. They won't buy and pay more and I want MORE business. That's the reason in a nutshell why I'm not charging any more.

My hats were not made to sell at \$3.85. They were built to sell at \$5 and a peek in the other windows will convince you they represent unusual value at \$5.

> I could have started the season with a \$5 price and when the first rush was over announced a drop when the market broke-but I'd rather have 100,000 new Customers than 100,000 new Dollars.

> When this period of readjustment is over, and Prices and Profits are normal, every merchant will have to get out and hustle for business, and no one will accuse me at that time of being a philanthropist today because I'm willing to pay the price and get 100,000 new customers now.

> > oné Price



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