

# Joseph Hilton is in Philadelphia!

*This is the Tenth Joseph Hilton Store—Those in New York City sell more men's clothes than any other clothing chain in New York*



HERE are two views of the Joseph Hilton tailoring plant—two views that tell the whole story. In the top picture, you see a designing room, a skilled designer putting all the genius, all the art of Fifth Avenue tailoring into the one garment that he is designing—all his skill, all his craftsmanship goes into that one suit.

And below you see the result—the scientific application of what that designer put into the one suit is evident in the second suit, and in every one of the hundreds of suits that follow. Quantity production reduces the cost of each garment without losing one bit of the genius and skill that went into individual production.

That is what we mean when we say that Joseph Hilton style is *built* in, not *pressed* into a Joseph Hilton garment. That is what we mean when we say "bench-tailored". The only difference between the first way and the second is the price you'd have to pay.

*The convenience of a Charge Account gladly extended to those who prefer it*

LAST SATURDAY at 1332 Chestnut Street, next to the Garrick Theatre, the finest, the best equipped men's clothing store in Philadelphia threw open its doors.

That opening brought to Philadelphia a merchandising policy in men's clothing that has built the largest retail clothing business in the City of New York—a merchandising policy that has made possible a tailoring shop covering a square city block, employing hundreds of tailors, and making the finest of bench-tailored, all-wool clothing.

That merchandising policy gives to you the product of this institution at prices none other can equal—simply because none other has built its business on the same principle.

### *Selling Clothing at Cost.*

AS business men, you will appreciate what it means when we tell you that Joseph Hilton stores sell every garment *at cost*.

There is nothing miraculous in that. It is simply a policy of manufacturing our own clothing in our own factories, and selling those goods at wholesale prices to our own stores. It is in these wholesale prices that Joseph Hilton profit is made. It is dependent upon wholesale volume—not retail price—for profits.

Isn't it obvious then that the lower the price for which we sell our goods, the more goods we sell; and the more

goods we sell, the more business our factory does?

### *Read that Policy Over Again*

IT marks the clear dividing line between Joseph Hilton merchandise—Joseph Hilton prices—and all other clothing in America. It is a distinct policy of our own, a policy that means a saving to you of from 25% to 33½% every time you invest in clothing.

The store is ready to receive you. We want you to come in. We want you to try on one, two, or three suits. We want you to judge the values for yourself. You need not come in to buy. Just learn to know us, and when you need a suit, *we know where you will buy it!*

# Joseph Hilton

*Our Only Store in Philadelphia  
—we have no connection with any  
store operating under similar name!*

## 1332 Chestnut Street

*Next to Garrick Theatre*