

“Beg Pardon, Sir— This \$12.50 is Yours!”

HE picked out a beautiful all-wool serge suit made of the kind of cloth that you don't find in anything but expensive clothes.

The suit was tailored like all *Joseph Hilton* suits obeying the last detail of fine tailoring!

Fit—of course, it did! It was built to do that. It met every requirement of custom tailoring.

But that is getting away from the story—the story of \$12.50 we did not own, we did not want, and asked this man to take.

When *he* walked into our store he asked for a \$50 serge suit.

“Yes, sir!”

Then he tried on several models. When he came to the one he liked best he put down five \$10 bills. He had asked for a \$50 suit and he laid down the money to pay for it.

And then—our salesman handed him back \$12.50.

WHAT'S this for? I asked you for a \$50 suit.

“That's right! That is a \$50 suit. But this \$12.50 is the difference between what *Joseph Hilton* charges for a \$50 suit and what other stores charge.”

When this man said he wanted a \$50 suit, he was thinking in terms of what other merchants must ask \$50 for. That is what guided this *Joseph Hilton* salesman into giving this man the suit he wanted—a \$50 suit—for \$12.50 less. Or, in short, a \$50 suit for \$37.50.

That \$12.50 is the profit any other merchant must make, the profit he is entitled to and the profit you must pay him. That \$12.50 is the profit *Joseph Hilton* stores do not have to make, do not want. That \$12.50 is the difference between cost and selling price.

But Joseph Hilton sells clothing at cost.

No, 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, depending upon wholesale volume—not retail prices—for profits.

Isn't it obvious, then, that the lower the prices for which each *Joseph Hilton* store sells its goods, the more goods will the *Joseph Hilton* chain sell, and the more goods the chain sells the more business the wholesale department does?

That story is the story that affects your clothing bills. It is the plan that saves money for you just as soundly as it makes money for us. It is the plan that has built the largest retail chain of stores in New York.

Now, test this plan yourself. Come in. Select a \$50 suit and when you note the price tag you will see it reads \$37.50.

Ask for a \$37.50 value and the price tag will never read any higher than \$25.

Just decide you want a suit. Consider what it would cost you elsewhere—then come here and buy it for less.

HERE'S proof of what *Joseph Hilton* value offers you in suits that feature every wanted fabric in a wonderful array of colors and weaves.

The tailoring is all that a custom tailor could put into a garment. In fact, the only difference between the custom tailored method of making a suit and the *Joseph Hilton* method is the lower price you pay.

It matters not whether you prefer the conservative, or styles that tend the other way. Here the stocks are replete and you will find the suit you want. Here are styles priced at

\$19.50 \$24.50 \$29.50
and prices up to \$55

Let your first visit to this store save you the money that other stores must make.

The Convenience of a Charge Account Gladly Extended to Those Who Prefer 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