FOR the benefit of Clothing Consumers, we will endeavor to hand you a brief synopsis of the "modus operandi" of the Clothing Business, and then let you judge as to who is in the better position to serve you more economically.

In June we select—direct from the manufacturers—piece goods for our various lines of Fall and Winter Clothing, to be made up for us in accordance with the various models. These goods are bought to the best possible advantage, in a good many instances closer than some city retail dealers who don't avail themselves of anticipations and discounts. Now these city retailers conduct busine the same way. They must pl their orders with the manufactu just as we do, and they must an pate and discount in order to be position to sell as close as we. if their expenses to handle the duct were no more—BUT here co the difference. "Stop and think" the enormous expense he has nec sarily been subjected to when t suit is handed to you. For instan a house of fair size with a $10 rent: Salesman who waits on $20 to $40 per week; window dr $25 per week; together with license, insurance and man expenses to be added to you overcoat. Then you can some idea as to why we a ter position to sell Clo much less.

Now the above plain, logical facts, confirmed by cons every day. As a days ago, after for her boy, styles and chased mitt

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