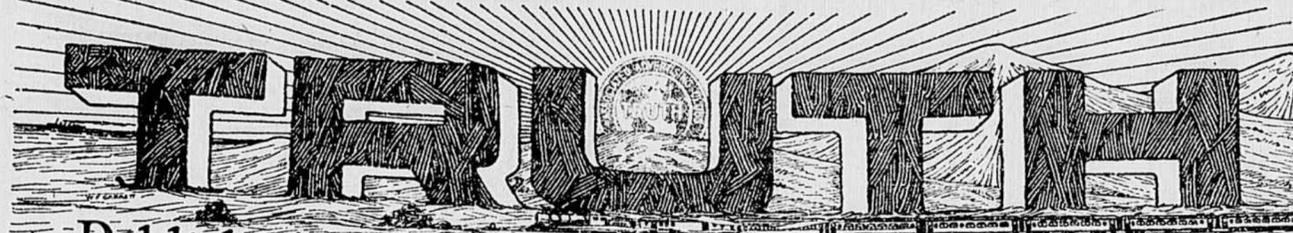


Gubernator's Restaurant
608 East Broad Street.
Oysters and Clams
All the Year Round
SEA FOOD
A SPECIALTY

OFFICERS OF THE CLUB.
President, S. T. Leaming.
Vice-President, Raymond Massey.
Secretary, Gervus Taylor.
Treasurer, Ralph Dombrower.
Address communications, contributions or suggestions for Truth to Chairman of Publicity Committee.



Published by The Richmond Advertiser's Club

VOL. I.

WEDNESDAY, DECEMBER 7, 1920

No. 44

Aragon
means
Best
in
Coffee Tea Rice

DIRECTORS:
S. T. Leaming
Raymond Massey
Ralph Dombrower
Robert Saville
W. S. Campbell
Gervus Taylor
E. N. Ezekiel
H. P. Harrison
W. W. Workman
Address all communications relating to membership and club affairs to Gervus Taylor, Secretary, Box 230.

1920 Map of Richmond and Suburbs
50 cents to \$7.50
At your Stationer's or
Hill Directory Co., Inc.
823 Mutual Building.
Remember Hill's Letter Shop for Multigraphing.

THE TRUTH About Prices

A Plain Statement of Fact Concerning Lower Prices—An Appeal Against Hysteria in Advertising, and for the Elimination of Comparative Prices in Order to Stabilize Business

Business Must Be Stabilized

The problem today of the merchant, as well as the manufacturer, is to stabilize business as much as possible; and, as we see it, the elimination of hysteria in advertising will have as good and as lasting an effect as any other remedy that can be proposed.

The present situation regarding low prices was something that every one anticipated. It was regarded as an absolute certainty that when conditions became normal and production reached a higher point, the surplus created would result in price deflation.

It is our opinion that we should have met this emergency in a sane and sensible way, and adjusted ourselves to the new price conditions without any undue alarm.

When prices were going up, the announcements were frankly made by some establishments, and were evaded by others; so now, when the prices are down, instead of being announced quite simply, directly and accurately, they have been made the basis of an advertising campaign in this country that is both destructive to advertising and to confidence in business.

An Argument for Truth

If all advertisements were absolutely truthful, much less advertising would be required. A simple statement would be sufficient. It is but a few short years ago that the Associated Advertising Clubs of the World were formed, adopting for their slogan "Truth," because they recognized that it was the fundamental of advertising.

Since that time our association has preached the doctrine of truth, and has used its great influence to eliminate the abuses that have crept into it.

Those who will recall the patent medicine advertisements of years gone by will realize the frauds that have been foisted upon the public through advertising. The fake stock-selling schemes are also quickly disappearing because of the war that is being waged upon them by the Associated Advertising Clubs of the World in co-operation with the newspapers.

The A. A. C. of W. has recognized that the average merchants of the country endeavor to conduct their business in an honest way, but they had fallen into evil ways in advertising by indulging in the use of comparative prices.

Dance and Dine

—AT THE—
RICH KELLER

Every Evening from 9 to 12
Excellent Jazz Orchestra from Boston.
25% reduction from menu prices in the Grill Room.
HOTEL RICHMOND,
W. E. HOCKETT, Manager.



Calling to your attention the best place for business men and women to eat—

Murphy's Dining Room
Eighth and Broad.

Outdoor Advertising

The Truth Tersely Told
The Burton System, Inc.
Richmond, Va.

Commercial Photographers

—Flash Lights
—Groups
—and General Photograph

Stead Studio

5 South 12th Street.
Madison 1644.
M. B. HARRINGTON,
Manager.

For French Cakes and Pastries of Quality
Ask for
MAXIME'S
Sold Everywhere
Wholesome, deliciously good and appropriate for all occasions.
MAXIME'S
717 East Grace Street.

better have
WHITTET
print it.
WHITTET & SHEPPERSON
Printers
Fifth St. between Main and Franklin
RICHMOND, VA.

The Price Revision Downward

That prices have dropped very materially during 1920 must be evident to the consumer. To illustrate how radical the changes have been within the last few months, we publish below the prices on standard and staple cotton goods that are in effect today, and the prices that were in effect August 15th.

	Our Regular Prices	Today	Aug. 15
Fruit of Loom Muslin, yard	25c	48c	48c
Lonsdale Muslin, yard	22c	45c	45c
Bleached Indian Head, 36 inches wide, yard	35c	50c	50c
Berkley Cambric	33c	55c	55c
Unbleached L. L. Muslin, 36 inches wide, yard	15c	35c	35c
Bleached Pepperell Sheeting, 19-4, yard	75c	\$1.00	\$1.00
Popot Bleached Sheet, 12x36, each	\$2.25	\$2.65	\$2.65
Popot Pillow Cases, 42x36, each	55c	62c	62c
Amoskeag Apron Gingham, yard	19c	20c	20c
Amoskeag Outing Flannels, yard	25c	45c	45c
Merzerized Table Damask, 72 inches wide, yard	\$1.00	\$1.49	\$1.49
64 Count, 36-inch Percales, yard	20c	32c	32c
Longcloth, 64x64, 36 inches wide, 10 yards	\$1.75	\$2.69	\$2.69

How Comparative Prices Mislead

The unstable conditions of today have made "comparative values" the mythical phrase in advertising. How can "values" stay up, after prices have dropped?

What is the value of Fruit of Loom Muslin that is selling today for 25c a yard? The price a few months ago was 48c, but the price in the days of the grocer to advertise 35c sugar at 12c a pound?

When the \$1 silk stockings started on its price night during the war, it had the grace and dignity to bear a \$3.00 ticket; but when the painful process of deflation was applied, and the price became \$1.95, was it quite right to advertise it as \$3.00 hose for \$1.95?

We recently witnessed the price of the former \$2.00 Manhattan Shirt marked down from \$5.00 to \$3.50. How should this fact be presented to the public? Are they \$5.00 shirts? It is our impression that they are now \$2.50 shirts.

Some concerns use comparative prices only in "making a statement of fact." They regard it as an absolutely honest and truthful to state that their \$50 suits have been marked down to \$35. We contend that such a statement, even when truthful, misleads. If the season has advanced and the manufacturer is now quoting them at changed market conditions.

You, of the public, have a right to expect advertising absolutely accurate information. There should be nothing evasive, ambiguous or misleading about any statement you see in the public prints. You, of the public, have a right to insist upon an accurate statement of fact.

AD CLUB TODAY

Major
Armstead
Dobie

"Liberalizing the Law of Sales"

A lecture for every thinking man. Come and bring your friends. Richmond Hotel, 12:55 P. M. Dinner, \$1.00.

Christmas
PERSONAL GREETING CARDS.
L. P. Levy & Co.
603 East Broad Street.

REMEMBER!!
We Write All Lines of
INSURANCE
AND
SURETY BONDS
Jibson, Moore & Sutton, Inc.
208-B-10 Mutual Building.

Good for the Eyes
The S. **GALESKI** Optical Co.
Main & 8th Sts. 223 E. Broad St.
Kodak Headquarters.

FREDERICK SPIGEL STUBBS
ADVERTISING ART
1012 Y.D. BLDG.
-TELEPHONE- -R.V. 2-042-

Mosmiller FLORIST
115 East Main Street.
All the season's flowers are here with all their beauty and fragrance.
Phones, Madison 1117-1118.

FREEMAN ADVERTISING AGENCY, Inc.
HOME OFFICE SEVENTH FLOOR, MUTUAL BUILDING, RICHMOND, VA.
Newspaper, Magazine and General Advertising Planned, Prepared and Profitably Placed.
Recognized by:
American Newspaper Publishers' Ass'n.
Periodical Publishers' Association.
Agricultural Publishers' Association.
Southern Advertising Agents' Ass'n.
Associated Advertisers of the World.

STEREOS and MATS

Ad Club Members can get quickest and best service in our modern plant.
VIRGINIA STATIONERY CO.,
Mfg. Dept. Ninth and Cary.

For Best Work and Satisfaction Go to
Southern Auto Repair Company, Inc.
210 North Madison Street.
Richmond, Va.
Madison 6308. Randolph 1006.

The Safe-Cabinet
"The World's Safest Safe"
Bears the Highest Endorsement of the Underwriters' Laboratories.
Underwriters' Laboratories Inspected Safe Class A No.
Underwriters' Laboratories Inspected Safe Class B No.
THE SAFE-CABINET COMPANY,
M. M. Friedman, Agency Manager,
11 North Seventh St.
Richmond 207.

D. A. PRENTISS
310 West Broad Street.
Grant
Saxon
COLUMBIA STORAGE BATTERIES.
Phone Randolph 469.

Electric Motors Repaired
QUICK SERVICE
We are equipped to give you prompt and intelligent service on your motors and generators
Wingfield & Hundley
Richmond, Va.

Virginia Trust Company
The Safe Executor
RICHMOND, VIRGINIA.
Please Remember This—Our Business Is That of Acting as Executor, Guardian and Trustee.
Established 1892—Twenty-Eight Years Ago—for That Purpose.

Telephones: Mad. 0452, Ran. 1552
SCHER'S SODA SEGAR
Cor. Ninth and Broad Streets,
Richmond, Va.

Have Your Old Carpets Rewoven Into New Rugs
Richmond Awning Co.

SAUER'S
PURE FRUIT FLAVORING EXTRACTS
BEST BY EVERY TEST
17 HIGHEST MEDALS
Largest Selling Brand in U. S.
C. F. SAUER CO., RICHMOND, VA.

The Joy of Living can be obtained only through the practice of the sound, infallible principles of life:
Work
Service
Thrift.
The Union Bank of Richmond
1104 E. MAIN ST.

We Want You on Our Books
We Will Do Anything a Good Bank or Trust Company Can Do for You.
Resources, \$42,000,000.
First National Bank
The Oldest Bank in Richmond.
Interest in Savings Department Begins the First Day in Each Month.
Why Not Rent a Safe Deposit Box?

The Realtors To Handle Your Real Estate
ALLAN, SAVILLE & SNEAD, Inc.
601-2-3 Ry. & Power Bldg.
Phone Randolph 3226-3227.

Virginia Engraving Co., Inc.
Photo-Engravers
Artists and Designers
8 and 10 North Eleventh St.
Phone Randolph 318.

"No Car Rides or Drives Like the CADILLAC."
JONES Motor Car Co.

The Oldest Agricultural Journal in America
Circulation, Over 100,000
Established 1840
The Southern Planter
Semi-Monthly
Offices: 28 North Ninth Street
P. O. Drawer 1236
Richmond, Va.

NOTICE!
Special sale on Screen Doors for one week. Prices from \$2.75 up, including all fixtures. Come in and compare our prices with others.
Newton-Woodward Hardware Corp.,
616 East Broad Street.

Electrical Work of Every Description
Complete Line of Electrical Appliances.
MORRIS HUNTER
113 North Eighth Street.

Maccar Trucks
ARE BEST
Is the verdict of many users
KING-WILSON MOTOR CORPORATION
820 W. Broad St. Mad. 1361.

DENNIS AUTO SUPPLY CO.
301 W. Broad St.
Automobile Accessories
Automobile Robes
Distributors G. & S. Tiro.

Eventually You'll Use **DAY-ELDER** Worm-Drive Motor Trucks
Note first, that DAY-ELDER TRUCKS are built of very best materials, money can buy, and second, they are very most reasonably priced. **WORM DRIVE** trucks on the market. **INVESTIGATE!**
KLINE KAY SALES CO.,
605-615 West Broad Street,
Richmond, Va.

SAN CARLOS HAVANAS
10c Straight and 2 for 25c
\$4.50 and \$5.50 Per Box
Frank Moriconi & Co.
Tenth and Main Streets.

The Firms Who Are Wise
AD-VISE
"Printing of Distinction"
For Results
Brown Print Shop
Where Governor Street Meets Franklin, Richmond, Va.
Phone Madison 1896.

Trading where
J. N. Green Stamps
are issued and not receiving them as a discount, is like refusing a transfer and paying a double fare.
THE Sperry & Hutchinson Co.
108 North Seventh Street.

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J. N. Green Stamps
are issued and not receiving them as a discount, is like refusing a transfer and paying a double fare.
THE Sperry & Hutchinson Co.
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