

To good-clothes wearers

BECAUSE wool, like many other good things, is higher priced, most clothing manufacturers have deliberately cheapened their qualities, to keep prices down.

Mercerized cotton, and other cotton yarns are mixed with the wool in clothing fabrics; the cost is less, and so is the wear-value; the saving is made at the wearer's expense.

There are not half a dozen clothing manufacturers in the country who have not sacrificed good quality to price. The excuse is—"It is necessary in order to hold our trade," which amounts to saying that you who want good clothes will not pay for having them good.

If your grocer puts sand in your sugar to avoid charging you a cent a pound more, for fear he "would lose your trade," he'd lose it, all right. But you let a clothing manufacturer do the same thing to your clothes; put into them, in some cases, as much as sixty or seventy-five per cent of cotton; you may be wearing such clothes now.

Under the circumstances, you are justified in assuming that any manufacturer or clothier who doesn't say plainly that his clothes are all-wool is offering you cotton-mixed goods. He may have a lot to say about style and fit, and the way they're made; but if he dodges on the all-wool point, depend upon it, the "sand is in the sugar." You may buy such clothes if you choose. If you do so because they're cheap, and you think you can't afford better, you deserve respect; but you'll find all-wool the real economy.

We stand for the highest possible quality in clothes; we use, and will have, none but all-wool fabrics. We are against "mercerized cotton" in clothing fabrics because it opens the way to general adulteration of fabrics; it lowers the quality for more than it lowers the price; many a man is paying almost the full all-wool price for goods half cotton.

We have been told that we could not maintain this position; that we would lose trade; that the pressure for low prices would force us to lower qualities. On the contrary, our goods are more than ever in demand, for what they are, rather than for what they cost; there are enough men who want the best to keep us busy.

We take our stand on this question in the interests of high standards in the business of making, selling and wearing clothes; we'd like to see every man who wants honest merchandise taking his stand with us, whether he wears our clothes or not.

Hart Schaffner & Marx

Good Clothes Makers