



A Great Merchandising Story

The Fahey-Brockman Success is one of the greatest merchandising stories ever told. A few years ago the chief executives of this House were salesmen—who studied things. Today they are directing one of the fastest-growing clothing concerns in the United States. Not long ago they could only scrape together a few hundred dollars to invest in men's and young men's clothes. Today they are masters of a business running into millions annually. Yesterday they were swapping ideas about conducting a retail clothing concern precisely as intelligent consumers wanted it conducted. Today they are doing that very thing and doing it so well that 70% of their huge volume is "Repeat" business. There you have the key to the Fahey-Brockman Success.



F-B Model Business Principles on Consumer's Wants

In effect this conversation took place between the Ultimate Consumer and Fahey-Brockman before they started business:—

U.C. There are too many smart alocs snatching their living from goods in transit.

F-B Correct! We'll eliminate these gentry and pass the change on to you.

U.C. The overhead of the average retail clothier is far too high.

F-B That's a center shot! We intend to cut it in two.

U.C. I don't want to pay for mahogany, marble and other costly trappings.

F-B You won't need to, Old-Timer! We intend to cut out the fol-de-rols of the retail clothing business.

U.C. Small profit and quick turnover should be the governing principle of modern merchandising.

F-B That's common sense! We intend to operate on the idea 'How Little Can We Sell It For,' not 'How Much Will It Bring.'

U.C. Don't juggle prices! Respect my intelligence! Sales are the bunk!

F-B We'll operate on a Permanent Low Price Policy—give you the most in value for the least money. And we're going to rely on you, Friend Consumer, to help us build one of the biggest retail clothing businesses in these states in the shortest possible time.

Super Values Always

"F-B Clothes are Better Clothes"—not just because we say so but because they are the product of America's leading makers. Before the F-B Label goes on any garment the maker knows that it must sustain or better F-B reputation.

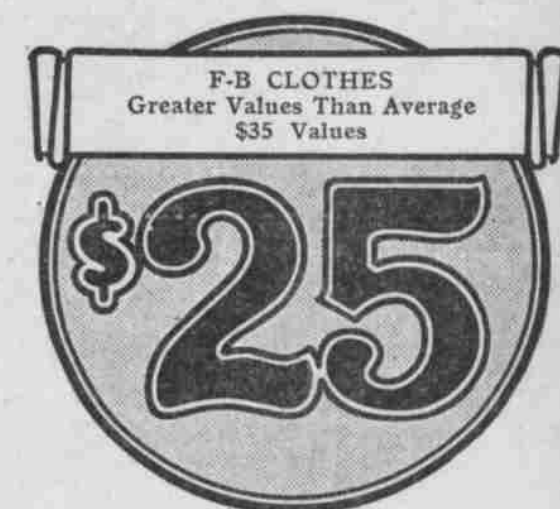
Of course the makers pay strict attention to Fahey-Brockman orders, for three reasons:

FIRST: We operate on a cash basis, taking all discounts.

SECOND: Our huge volume and quick turnover insure big orders, frequently.

THIRD: All F-B garments are sold under our "Satisfaction or Money Back" Guarantee, and the makers know it. Yes, F-B Clothes are most decidedly better Clothes.

Fahey-Brockman have been signally successful—Because they have simply done the things the Consumer wanted done. And the Consumer has rewarded them right royally—by asking them to direct the development of the fastest growing clothing house in America. Simple, isn't it?



Remarkable Prices

Competent judges are ready to concede that F-B Prices are remarkable. They always are uniformly so—and represent far more than a \$10 saving to the customer per garment.

The reasons are plain. Quick Turnover and an ever-mounting volume tell the story. It is quite apparent, if we do six or eight times the business of our average competitor that we can sell for less. Then our basic rental economy of \$50,000 annually helps to insure our consistently low prices.

Come on in and get acquainted!