

"Fahey-Brockman Clothes Are Better Clothes"

Money-Saving Facts

F AHEY-BROCKMAN CLOTHES are the vogue for the simple reason that a quickly expanding army of men and young men know that we deal in *Money-Saving Facts* as well as in *Quality Clothes*. And these facts are vastly important—so important that thousands of our customers declare: "You owe it to the community to repeat them again and again."

The Most for the Least

That's the basic principle of the Fahey-Brockman business. It's our reply to the constant demand of the consumer for more economic methods of merchandising. And it is reflected impressively in our prevailing prices. These prices, mark you, are absolutely staggering to merchants of the old school in face of the *uniformly high excellence of F-B Clothes*.

"How Do We Do It?"

That's the invariable question of puzzled competition. Our answer is simple. Here it is: We link mass production *directly* with mass distribution and cut overhead charges by a margin that amazes men who have not studied our system.

Get These Facts

"Overhead Charges" and "Turnover" are the magic terms, indeed, the governing factors of modern merchandising. Where "Overhead Charges" are high and "Turnover" slow the cost of merchandise to the consumer is out of all proportion to its value. That's precisely where Fahey-Brockman is a long jump ahead of all competition, bar none: Because our Overhead Charges are *amazingly low* and our "Turnover" is quick enough to make the average clothing merchant dizzy.



Take the Item of Rent

The floor space we occupy would cost us practically \$50,000 more per year on the street level. And that is only one of the Six principal savings the F-B plan of Merchandising effects—one of the six big, basic savings which we pass on to you in better clothes for ten dollars less.

A Plain Statement

It is utterly impossible for any other retail clothing house in the Northwest to equal Fahey-Brockman Values in Men's and Young Men's clothes, *as a general proposition*. Why? Because our "Cost of Doing Business" is lower than that of any other retail clothing house in America excepting one and that is *not* in this territory. Come right in and ask us to prove this fact to your satisfaction—prove it beyond the shadow of a doubt.

Concentration Pays

The Fahey-Brockman organization is not trying to corner the universe. Our posing problem is to deliver *matchless clothing values* to the men and young men of Portland in particular and the Northwest in general. And a host of our leading-business and professional men declare that we have achieved a signal success in this direction. Here they can buy Quality Clothes—Clothes designed and fashioned scientifically by America's leading tailors—and save enough to buy the things they want at their favorite Haberdashery or Shoe Store.



Great Overcoat Values

At all times and seasons F-B Clothes are guaranteed to save the customer \$10 at least. Right now we have unmatched values in Overcoats at \$25, \$30 and \$35, making the average saving to you very much higher. These overcoats are representative of the best offered by America's leading craftsmen. Get one of these wonder coats yourself and tell your neighbor about them!

Fahey-Brockman Clothes--a Good Investment

Well groomed men know that F-B Clothes are a sound investment as well as an economic proposition. Successful men—men who figure on getting the most in actual value for their money—wear F-B Clothes year in and year out. One reason why they are successful. Why not join *the practical economists* and wear Fahey-Brockman clothes?

Alterations
Free
Fit
Guaranteed

FAHEY-BROCKMAN

Up-stairs Clothiers Buy up-stairs and save \$10⁰⁰

Satisfaction
or Your
Money
Back

RALEIGH BUILDING, Sixth and Washington