

To Our Many Customers

Effective April 1, 1920, and thereafter, our terms and methods of doing business will be changed. We will discontinue selling merchandise on a long time basis and instead our terms will be either for cash or on open accounts which must be paid between the 1st and 10th of each succeeding month.

There has been much said and printed in the newspapers and periodicals about the high cost of living and the retail merchants are being continually accused of profiteering which is not founded entirely on facts, but the method of yearly payments, under which we have been doing business, does necessitate charging our customers much more for goods than they would have to pay if bought for cash or on short time dating.

The high cost of goods, the high rate of interest, and insurance, with the losses occasioned by extending long credit, compels the merchant to charge prices higher than good customers should pay, in order that the merchant may have a living profit.

This new departure is not original with ourselves. We learn, through the Trade Journals and Commercial Agencies, that most of the re-

tail merchants of the United States have already gone to the short term or cash basis on selling their goods. Jobbers and Wholesalers have already restricted their credits to the extent that the merchant today can no longer buy goods on long term dating.

We have given this proposed plan lots of thought and have thoroughly investigated it from every angle and the conclusion we have arrived at is that by you paying us for the goods you buy, will enable us to buy our goods much cheaper from the wholesaler and by doing this, we have no doubt but what we can save our customers from 10 per cent to 15 per cent and in some cases more, on their yearly purchases and at the same time give more satisfactory service to them and ourselves than we have been able to under our long time methods.

We know this change will save you lots of money, and sincerely hope it will meet with your approval and that you will continue to favor us with your patronage as you have done in the past.

Compare your bills after April 1, and see how our prices have been slashed.

Yours very truly,

MORO TRADING CO.