

# A Story of Interest to the Men of St. John

Reproduction of an advertisement that appeared in the Winnipeg Free Press during 1916. While the price of clothing has advanced in the last four years, ROBINSON'S UPSTAIRS CLOTHES SHOP still save you from \$10 to \$20 on every suit or overcoat.

"WALK UPSTAIRS AND SAVE TEN"



ROBINSON'S  
\$15.00  
CLOTHES

## HERE IS THE PROOF

Don't take my word! Read it for yourself.

(Extract from Manitoba Free Press, Nov. 2, 1916.)

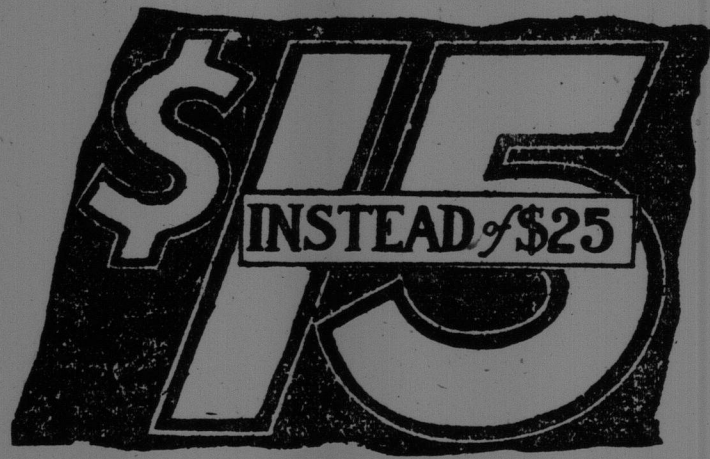
### TEXT OF STATEMENT.

In dismissing the charge, Sir Hugh John McDonald said, in part:

"Having gone carefully into the evidence given in this case, and tabulated that of the experts called by the crown I come to the conclusion that it is not necessary for me to call on the learned counsel further as I am satisfied that on the evidence given, the crown has not established a prima facie case.

"I might have not come to this conclusion were it not for the evidence of Mr. Lambert, the last witness, who identified a number of suits produced by the defense, and put in as lettered exhibits, and which enabled me to understand the evidence given by the crown experts respectively. With that evidence before me, and looking at the evidence given by the experts it seems to me that all it established is this: that some of these suits are better and some worse than the suits bought in downstairs stores and some of equal value, and on that I could not find a prima facie case has been established."

Come Here  
any day in the  
Year and Pay



## A Court Decision

### That Means A Saving to Every Man in Canada

Have you heard about the suit which was instigated against Robinson's Upstairs Clothes Shop, in the Winnipeg Police Court, on October 10th by the Retail Merchants Association, in which they allege my false statements made in advertising?

This suit was filed against me in the interests of a large body of ground floor "Clothing Merchants" located in one of the cities in which I operated stores.

The case was dismissed by the magistrate, Sir Hugh John McDonald, entirely on the evidence introduced by the prosecution and without the defence having to put a witness on the stand.

This particular case with which I was charged stated that I sold the "very clothes" for \$15 for which the "Ground Floor" clothiers charge \$25, and that I sold them every day in the year.

The charge could not have been very much stronger, and it was incumbent upon me to prove the facts. There were 28 suits produced in court, some of which had been purchased from me for \$15, and some of which had been purchased from the Ground Floor Clothiers at from \$25 to \$27.50. After listening to the opinions put forward by five experts for the Crown (all tickets and identification marks having been removed from the garments) for a period covering three weeks

## The Court Declared That I Am Selling Genuine \$25 Clothes for \$15

This is the first time in any court that any merchant has ever PROVED ABSOLUTELY THAT HE IS UNDERSELLING HIS COMPETITORS 40 p.c.

Just think what this decision means to you men of St. John and all of Canada!

Just think what it means to you in future to know that you can save \$10 to \$20 every time you buy a Suit or Overcoat!

No advertised Bargain Sale—no so-called Special Purchase Sale—no promise of savings by any individual or firm through any advertising columns can mean to you a saving compared to what this court-proof absolute guarantee of mine means.

My love for my business was engendered by the love of the idea of finding a way to save the people money in an honest, straightforward way—I loved the idea ever since I opened my first small upstairs shop in Montreal seven and one-half years ago with \$400.00 capital.

I have despised the idea of limping through life on the crutches of borrowed brains and precedent! From the first day I started I have dealt fairly and squarely with the public.

I have made the public my confidants, and always will, as it is only through truth telling and mutual confidence that I have built this wonderful business, in this short space of time to be the Largest exclusive Clothing Business in the Dominion of Canada. There isn't a single plank of sham, extravagance, or hypocrisy anywhere in the Robinson institution. It is through this very honesty that I expect to make the word Robinson a big word in the mouths of the men throughout Canada; to make the word Robinson wherever it is heard or seen in connection with clothes buying—to mean and stand for an ABSOLUTE GUARANTEE OF SAVING \$10 TO \$20.

I have always courted the closest investigation of my principles and methods, and the result of this trial is but the CLIMAX OF MY AMBITIONS! It is only through honest methods, square dealing and honest values that I have sold over 200,000 garments and SAVED THE MEN OF CANADA OVER \$2,000,000.

From the first minute that I started this Square-Deal Institution, I have cut out all pomp and false display; have cut out the ground floor rents, elaborate window displays, decorated ceilings, velvet hangings, cut-glass chandeliers, losses on charge accounts, delivery service, and every cent of extravagant expense that makes it necessary for you to pay more for your clothes than the actual value of the clothes themselves.

Own your own mind and let us hope it isn't furnished on the instalment plan with ideas picked up here and there from other men for whom the ideas of long ago were good enough.

This is the AGE OF TODAY.

This is the City of "I WILL."

This is the one spot in the world where we have the right to expect more independent thinking, more self deciding brain power than anywhere else on earth.

St. John men have the reputation of thinking for themselves.

Figure for yourselves the results of this law suit.

Figure for yourselves the results of what it has established.

I leave the public to draw their own conclusions, as to why this action was brought.

I leave the public to draw their own conclusions as to the honesty of my methods and intentions.

The Public Knows and the Public Pays

# Robinson's Clothes Limited

Over McPherson Bros. Grocery Store

183 UNION STREET

Opening Saturday, October 2, 1920