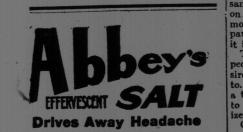


I "dared" refuse to "charge it." and did not have credit losses to was added to the

14.





vocal chords, and for the aliment itself, to stifle it. If theatre managers would put the same heartfelt adjuration not to cough on their programmes as they do to re-move hats, they would find it efficacious; particularly if they added, "Doctors say it is better to repress a cough. Try it." There are always, of course, contrary people who experience a passionate de-sire to do a thing if they are advised not to. But if a courteous usher would offer a tall, chilly-looking glass of cold water to the graveyard cougher, he might real-ize he was in the wrong place. Concerted action on the part of the

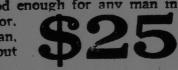
add to the selling price of goods, and that "value" of the garments. Again I won, of course.

I "dared" to refuse to deliver goods, and thereby cut out another appreciable expense, putting that saving back into the clothes - and I won again.

Perhaps that is why I have built up the largest clothing business in Canada. As a result I have built a business where customers buy clothes. rather than where salesmen sell clothes.

Now, without waiting for others to start something. I am going to "dare" to put my business back to the fundamental principle that was its verv foundation. believing that, in so doing, I will help re-establish standards—the standards that built this business — the standards that established the confidence you men of Canada have in Robinson's Clothes and Robinson's way of doing business.

After four years of fluctuating market conditions, I have "dared" to put out a line of suits and overcoats good enough for any man in Canada-Whether he be judge. lawyer. doctor. dentist. banker. broker. merchant. or any man, regardless of his station in life, and charge him but



## They are genuine \$35 values, every one of them.

The difference in price is the difference in the method of merchandising, not in the merchandise. Literally thousands of good suits and overcoats to show you at \$25. Every one Robinson Standard Wool; Robinson Standard Tailoring: Robinson Standard of Style.

They are going out of my factories and into my stores now. Hand-some, well styled, well tailored garments, every one of them: every one bearing my name, and worthy of the name in every way. Every one carrying my personal guarantee in the pocket, and able to live up to it.



- By "BUD" FISHER MUTT AND JEFF-MUTT THROWS A JEALOUS FIT - - - -

President of the College of Surgeons and Physicians of the Province of Que-bec, one of a distinguished group of French and Canadian physicians who are giving public addresses under the au-

giving public addresses under the au spices of the Canadian Social Hygien



