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## FARLEY'S

 Spring 1921 Message "Back to the Good Old Prices"THE PATIENCE OF THE AMERICAN PEOPLE HAS BEEN WONDERFUL

WE have all endured high living conditions, and during the past few months re-adjustment conditions, with the hardships, due to temporary lack of employment and high living costs, coming together.

We have tried to show the same patience that you and millions like you have shown, but the time has come when our patience is exhausted over the question of clothing prices, and we have determined to
go back to "GOOD OLD PRICES" AS A PERMANENT POLICY FOR 1921, AND WE are going back NOW.

We are going back, regardless of what others may do or what price manufacturers may charge us.

For 1921 the policy of every one of the big chain of Farley stores will be "BACK TO THE GOOD OLD PRICES."

We want your confidence more than we want profits; to keep it we must, we know, deserve it; to deserve it more than ever, we are going all the way back to GOOD OLD PRICES, regardless of profits.

Every garment has been plainly marked-every manager and salesperson instructed-and we are now informing the public in this personal way that Farley's stores have gone back to "GOOD OLD PRICES" for 1921.

We can be of service to you with Farley's "GOOD OLD PRICES" on a

## CHARGE ACCOUNT

TO OUR CUSTOMERS:
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