

# SLAUGHTER? SLAUGHTER? SLAUGHTER?

## What Does This Mean?

Pick up any city news paper today and in glaring headlines you will read that our "friends in business" are making a spasmodic effort to get down to our low "one price." Take a stroll around the business portion of the city, and you will see windows placarded with vari-colored posters, announcing that there is a great slaughter sale in progress and that you can buy goods at 20 to 50 per cent off marked prices; mind you off MARKED PRICES.

Now People of Prince Edward Island, do you believe that we could afford to give discounts of from 20 to 50 per cent off our goods which have been marked at the lowest possible price in the first instance?

Of course you don't and if you saw us advertising these discounts you would immediately come to the conclusion, that our one price system was a fake; and that for eleven months of the year you had been paying us from 20 to 50 per cent too much for goods that were advertised to be honestly priced.

### Do Not Misunderstand Us

We don't care a snap how much the other stores sell so long as they give you values equal to what you can get here. In fact our advice to all would be, if you can get better values in any other store than you can get here, buy in the other store. But no matter how big an advertisement may be, no matter what discounts are quoted [because it is easy enough to give discounts if goods are marked high enough] do not buy a dollar's worth till you see our prices and compare.

### We Are Here to Protect You

And we have every reason to believe that this store is leading all others in this city in business increase during the past year. Such things do not happen by accident. It means that people are getting what they want, when they want it, at less than other stores are charging.

Bear in mind the following fact and you will realize why this store is not only far the largest in Charlottetown with far the largest business, but is most rapidly increasing its business.

WE NEVER SACRIFICE QUALITY to make a low price, but neither do we ever use QUALITY as an excuse for high pricing. We do not wait to be asked to lower our prices. We INITIATE low prices, SERVICE, QUALITY, PURITY, ASSORTMENT, ECONOMY all are assured by shopping here.

### Read These Two Letters

And be convinced that our low prices have been the cause of bitter complaint. These letters were written to us by the manufacturers who had received letters of complaint from business firms in this city. We withhold the names of the firms but the original may be seen at our office at any time.

#### Letter No 1

Messrs Prowse Brothers, Ltd.  
Charlottetown,  
P. E. I.

Dear Sirs,

We have received complaints from our Canadian Agent and from Customers, as to your cutting prices in our goods, and a large advertisement has been sent to us showing the prices you are advertising at.

We greatly regret that this should have happened, as we do not supply our goods for the purpose of using them merely as an advertisement to help the sale of other goods, and look upon such cutting of prices as detrimental to the interest of the firms who stock our goods and look for a legitimate profit on the turn-over. We therefore take the liberty of writing you frankly on the subject, with a view to having these cutting prices stopped, and we beg you to recognize that it is better in the end to secure a reasonable profit, and thus prevent upsetting the trade in Linoleums in your place.

We shall be glad to hear from you in course on the subject,

Meantime we remain, dear Sirs,

Yours faithfully.

#### Letter No 2

Prowse Bros.,

Charlottetown, P. E. I.

Gentlemen:

Our attention has been drawn to your advertisement in the local paper, which reads as follows: The overalls we sell for \$1.15 per garment are the same quality as the other merchants are selling at higher prices."

We are very sorry gentlemen, that you have made it necessary for us to write you regarding this matter but hope you will take this letter in the same spirit in which it is written. We have always made it known to our agents that we do not allow any of them to sell our garments for less than \$1.25. Of course, some of them have seen fit to charge more than this, which is perfectly satisfactory to us, but as a matter of protection to our agents, we have made \$1.25 our standard price.

We hope that you will look at this matter from our standpoint, and we assure you that we are willing to protect you, as well as our other agents in every way regarding the sale of our garments, and we hope it will not be necessary to write you again regarding this matter.

Thanking you for past favors, and awaiting your further commands, we are,  
Very truly yours

#### Answer to Letter No 1

Gentlemen:— Answering yours of May 23rd re the cutting of prices on your goods, may say that while we claim the right to regulate our own prices, we think that possibly an explanation to you would be satisfactory.

Our competitors in Prince Edward Island all, without exception, do a credit business and use a sliding scale of prices that is:— they mark goods for \$1.50 and if the customer is cute enough and no doubt, this fact is hitting our competitors. Some three years ago we decided to do absolutely one-price cash business. Our competitors have continued in the old way. We have made a splendid success and they cannot afford to sell as cheaply as we can for the simple reason that their credit losses will not allow them, and again, in the sliding scale prices they must have their goods marked very high so that the unwary may pay the limit of price to make up for those who do not pay enough to ensure a reasonable profit. But we may assure you that your goods bear exactly the same profit as all other goods of the same make and further, they are priced at the prices and percentage of profit which we look for in all parts of our stock. If this kind of cutting prices disturbs our business relations with you, then we do not see any reasonable honesty in the matter. We are not upsetting the trade in linoleums in our city, but we are upsetting some of our competitors in every line we carry and we propose to keep on upsetting them. We might go a little farther and inform you that we know of various cases where, in our city, your B quality was sold as A quality by our competitors. Your C quality as B quality.

You will kindly understand that while we appreciate everything you have said in your letter, still we reserve the right to run our own business at the percentage of profit which we feel is satisfactory to us, as long as we do not discriminate, especially in your goods.

Your truly

PROWSE BROS LTD.

The answer to letter No 2 was along the same lines and we still buy goods from these manufacturers, as we sell more of their goods than all the other stores put together.

#### Now Then; What Are You Going To Do?

We shall continue to give you 100 cents value with every dollar spent with us, as we have done for the past 34 years. The only old fashioned thing about us is that we believe that "Honesty is the best policy."

# Prowse Bros, Limited