

Bethinking of Old Orleans

C.W.Lattin County Historian

Vol. XIV

3-20-92

No. 12

NOW HERE'S A SALE!

How often we have seen "buy one, get one free"; or "Two for the price of one"; or "50% off, etc., etc. All familiar and all enticing as a sales offer. But like so many things, it's not a new gimmick. The following ad appeared in the Albion Free Lance and Orleans County Herald on January 31, 1899:

Men's suits that I have been selling for \$4, for 2.

Men's suits that were \$6, now \$3.

Men's suits that were \$8, now \$4.

Men's black clay worsted suits in sacks or coats, for \$8.

Black diagonal or broad cloth, all satin and silk lined, that were \$18, now \$9.

Overcoats and Ulsters

Men's overcoats in beaver and jersey, in blue or black, that were \$7, now \$3.50; \$10 coats at \$5; \$12.50 coats at \$6.25.

Child's reefers from 3 to 15 years, that were \$3, now \$1.50.

Boy's and youth's ulsters that were \$5, for \$2.50.

Underwear the same way, shirts and drawers that are worth 65¢ for 33¢.

A 35¢ shirt or drawer for 18¢.

50¢ men's working shirts for 25¢.

Men's winter caps for less than 50¢ on a dollar, 10¢ caps for 19¢.

25¢ woolen hose for 12½ ¢, men's red bandana handkerchiefs, 1¢.

Men's celluloid cuffs and collars, 5¢ each.

By trading \$25 worth at our store you are entitled to a \$5 brass mounted clock. A good timepiece and guaranteed for one year.

A SLEKTER

Albion Bldg.

Albion, N.Y.

Imagine not only getting the merchandise for 50% less, but getting a brass clock to boot! We're still using the same sales pitch today although it



may not be a brass clock.

As to the ulsters, I'll admit I had to look that up to be sure. Here is how Webster's defines Ulster: "a long loose overcoat of Irish origin made of heavy material."

To give you an idea of what some of this merchandise must have looked like at those prices, let me submit this late 1890's photo of what could have been four male models of the day dressed in their finest. From left to right: C. Royce Sawyer, Harry Spencer, Lewis Spaulding and seated, Lee Wilcox. Note: celluloid collars and cuffs, suits, overcoats and derby hats. There is no reason mentioned why these four Albion men had their picture taken together. Obviously they all know they are very fashionable in their rakish attire as they pose by a pretty settee which in its vintage character, equally bespeaks the Gay Nineties.