

January sale

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Bethinking of Olde Orleans

How often we see "buy one, get one free," or "two for the price of one," or "50 percent 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 Jan. 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 frocks, 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, for \$1.50.

Boys and youth ulsters that were \$5, for \$2.50.

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

A 35 cent shirt or drawer for 18 cents.

50 cent men's working shirts for 25 cents.

Men's winter caps for less than 50 cents on a dollar, 50 cent caps for 19 cents.

25 cent woolen hose for 12 1/2 cents, men's red bandanna handkerchiefs for 1 cent.

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

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

A SLEKTER, Daly Bldg., Albion, NY"



CONTRIBUTED PHOTO

Not only was the clothier selling at half price, but he was also throwing in a brass clock if you purchased goods up to \$25. Of course everything is relative to wages, which at the time could have been for some \$1.50 a day.

To give you an idea of what some of this merchandise looked like, I've included a late 19th century

photo of six young gentlemen from Albion at the time. Surely they could have all been models for the clothing business as there men look pretty sharp for the time. From left to right are: C. Royce Sawyer, Louis M. Spaulding, Warner Thompson, Harry Spencer, Lee Wilcox and Fred Thompson.