## The Memplis Democrat



# Why Do People Dance to the Music of the Strange Fiddler? 

For the past three weeks we have been running articles under the heading of "Who Pays the Fiddler?" In these articles, we have encouraged those who buy to buy at home. As we realize that those who order from mail order houses are not responsible in every instance for having to pattonize foreign firms, we devote this space to answer the question, "Why do peopledance to the music of the strange fiddler?"

There may be more than one reason why people trade with mail order houses, but only one is paramount in importance. That reason is that mail order houses advertise. They let the public know what they have in stock.

Every person who has filled out an orderblank has made this statement: "I would rather buy this where I could see it, but don't suppose I could get it here." They are invariably mistaken but can not be held responsible, when the merchant fails to inform them by advertising.


Every camel carries a hump
Which shows that he is nse; If you would like the camel $b$

Get a hump on-ADVERTSE!

Every merchant in Memphis has something in stock the has never been advertised, and some have not advertised enough to let the pulic know they are in business. How do you expect people to find out what you hee in stock? How do you expect to sell anything if people don't know you have it? 'very new customer you get without advertising is merely by accident.



## CONDITIONS ARE NOT SO GOOD

We realized that on account of the shortage in the cotton crop last season and the almost total failure of the feed crop, that conditions would not be so good during the first half of the year of 1923. However, our customers must have more or less merchandise and we have made a special effort to buy dependable merchandise, the only kind that we carry, at popular prices. In other words, we have bought just as low priced merchandise as we could and still get goods that you could depend upon and that we could stand behind.
We were also fortunate in the fact that we bought practically allof our cotton goods in advance this season. We are going to be able to supply you with what cotton goods you will need during the Spiing season, much cheaper than would have been the case had we waited until now to buy.
We also realize that on a cash basis our merchandiselmustike marked very closely this season. We know that you will not have any grounds far complaint as to our prices


# Our Ready-to-Wear Department 

Oun Remen Fisk Hats
An array of glouriouscelers styles and color combination that is obtainable only in FISK HATS.

## Suits

-In the newest creations.

Coats and Capes
-New and different.

Dresses
-Constantly receiving neg and Pressing Visit our store daily. We are glad to show you the new styles and give you all the information along this Phone $\mathbf{3 1 7}$

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