



## How can Morty and Jay eke out a living selling clothes at 21% off?

Are Morty and Jay doing a little panhandling to make ends meet?

At first glance, you might wonder. After all, the other clothing merchants in Southern California sell their clothes for nice fat markups of around 50%.

And here are Morty and Jay, selling the same clothes but charging 21% less (including alterations).

It's enough to make you scratch your head. Do Morty and Jay like the idea of walking around with nothing but lint dust in their pockets? Don't they know they can't keep their wives in furs charging prices like that? Relax.

Morty and Jay aren't ready for charity. They're doing just fine, thank you.

And they're quite proud of the fact that by keeping their pencils (and minds) sharp they're able to sell their clothes at prices that make other clothing merchants blush.

Just how they do it is no secret.

About 10% of the selling price can come off because Morty and Jay sell more clothes in two stores than most clothing merchants sell in ten stores. So they can save on things like salesmen, office help, stockclerks, electricity, phone bills, and building maintenance.

You can knock off another 5% because our stores aren't located at the corner of Snobby Street and Uppity Avenue in Beverly Hills. They're located in some pretty out-of-the-way spots in low rent districts.

Another 2% comes off because our customers don't use a Dorman-Winthrop Credit Card. That's because there's no such thing as a Dorman-Winthrop Credit Card. Credit cards

cost money. Most of our customers pay cash. (A few use BankAmericard or Master Charge.)

Another 4% is saved because the owners of Dorman-Winthrop, just by coincidence, are Dorman and Winthrop. That may not sound like much of a reason, but it is. You see, many clothing stores are owned by outside stockholders, who like nothing better than to see big, overblown profits.

That's how we do it. It's as simple as that. So the next time you're ready for some clothes, come in and see us.

That way you can save yourself some money. And help keep us off Welfare.

### Do you have the wrong idea about us?

Every now and then something happens that makes us pull our hair out (what little we have left).

A customer will come in for the first time. He'll take a look around, then come up to us with a surprised look on his face, and say, "I didn't know you carried *this kind* of clothing."

By "this kind" he means the expensive kind.

We don't know where people get the idea, but it seems that some of you think we carry second-rate merchandise, or shoddy clothing, or cheap stuff.

We would like to correct this impression here and now.

We are very particular about the clothing we carry. We refuse to carry anything but the best. The kind you'd find in the most highfalutin' clothing stores and boutiques in Southern California.

If you knew the names of the manufacturers we buy from, you'd be impressed. But we can't

tell you their names. We're pricecutters, so we've promised all our manufacturers we wouldn't reveal their names. But you can be sure they're an elite group whose names read like the Who's Who of men's clothing.

So when you come into Dorman-Winthrop, do us a favor, will you? Don't look surprised when you see the luxurious clothing on our racks.

Because we'd like to keep what little hair we have left.

### What if you want a kazoo?

Sorry. We don't have any.

However, we do have just about anything you could want in the way of men's clothes.

In the regular part of our store, we carry suits, sport coats, dress slacks, and rainwear.

In our International Shop we carry designer suits and sport coats, imported from all over the world.

In our Haberdashery Area, we have dress shirts, sport shirts, ties, belts, leather and suede jackets, and casual pants.

In our Budget Shop, we have high-quality but inexpensive suits from Japan.

We also have some very nice salesmen.

And if you come in and ask one for a kazoo, he might help you find it.

**LOS ANGELES STORE:** 3030 South La Cienega near Santa Monica Frwy. (La Cienega off-ramp) 870-8585. **VALLEY STORE:** 12640 Riverside Dr. near Ventura Frwy. (Coldwater off-ramp) 984-1114. Mon. thru Fri. 10:00-9:00; Sat. 10:00-6:00; Sun. Noon-5:00.

**Dorman-Winthrop**