

Bridgeton, New-Jersey.

JAN 11 1889
W. J. Helden

OFFICE OF

ED. M. FITHIAN.

A CARD TO OUR CUSTOMERS:—

We announce to-day in the daily newspapers, a change in the conduct of our business. The change is absolute and prompt as regards new customers. We shall open no new accounts. Our reasons for the change are set forth at length in our advertisement of to-day, to which you are respectfully referred. With the laying aside of the credit system we introduce its successful rival, the principle of the lowest possible prices calculated on the basis of prompt cash. We are encouraged to believe that the change will be more than acceptable to our customers, when they are assured of lower prices, from the fact that a good number of our most regular patrons, have on their own motion adopted the cash plan. The only practical difficulty we anticipate would be in connection with our system of calling for and delivering orders. This system was undertaken for our own convenience as well as that of our customers, to enable us to deliver a large number of orders at a single trip and so save going so often over the same ground. In view of this, and with a desire to supply every reasonable convenience, we will, if you wish, after February 1st, continue to call for your orders as usual, sending with every purchase an itemized memorandum, or your pass book. At the end of the week or on the following Monday we will send you a memorandum of the amount of the week's purchases, adding such as are made over the counter, when we shall expect and require a prompt settlement of the same, no bills to run over a week.

Until February 1st, next, we will continue to serve you as now; at that time we will be pleased to have you render us a settlement in full for outstanding accounts, that we may have command of our resources to enable us to command our own market in turn. We have already given you the full benefit of the changed prices as fast as they were announced, trusting that you will in turn be willing to meet the new terms which will then prevail.

With sincere appreciation of the pleasant relations which have heretofore existed between us, and trusting that the future ones will be as pleasant and even more profitable to both, and thanking you for your kind patronage,

I am respectfully,

ED. M. FITHIAN.

January 10, 1889.