

Just the  
Plain Facts



## Just the Plain Facts.

On the ninth of February, 1898, H. V. Keep Shirt Company was incorporated under the laws of the State of New Jersey, with a Capital Stock of \$100,000.

The officers are:

HENRY V. KEEP, *President.*

OLIVER H. KEEP, JR.,

*Vice-Pres. and Treas.*

CHARLES C. KEEP, *Manager.*

## II.

Henry V. Keep left the Keep Manufacturing Company on January 1st, 1898.

He had been with that concern for fifteen years.

For nine years he had been its manager. Ever since he took the management it has been on the up-grade.

It was his ideas, policy and energy that governed it and made its dealings with its customers increasingly satisfactory.

Henry V. Keep has now absolutely no connection with the Keep Manufacturing Company, and all of his time and ability will be devoted to the service of the H. V. Keep Shirt Company.

### III.

Oliver H. Keep, Jr., was with the Keep Manufacturing Company for twelve years.

For seven years he had full charge of its shirt factory.

The improvements in the finish, fit and quality during the past few years was due to his skill as a manufacturer and to his ability to gather around him bright and efficient assistants.

All of his time and ability will now be devoted to the perfection of the product of the H. V. Keep Shirt Company.

### IV.

Charles C. Keep was connected with the Keep Manufacturing Company for

five years, first in the factory, later in the store.

He knows the business.

All of his time and ability will now be devoted to the good management of the store of the H. V. Keep Shirt Company.

### V.

Michael J. Doyle was in the custom shirt department for eight years.

Edward G. Dann was his assistant during the past four years.

Probably one or the other of them took your measure when you ordered shirts, and he knows what you told him about the shirts.

All of their time and ability will now be devoted to the management of the custom shirt department of the H. V. Keep Shirt Company.

### VI.

The corps of cutters, shirt makers and finishers in the factory were selected by Mr. Oliver H. Keep, Jr.

They are, without question the best people in their line in America.

The product of these same people, has been noted for its quality, fit and finish, and now some important improvements have been made in the making of the shirts.

For example, where shirts usually wear out first (at the bottom of the bosom) the shirts produced by the new factory wear as well here as any other place.

Difficulty has been experienced in making the eyelets or button-holes in the bosoms meet properly.

This difficulty has been overcome in our factory.

## VII.

The H. V. Keep Shirt Company will make absolutely the best shirts that it is possible to produce. No amount of money that you can pay would produce a better shirt.

## VIII.

Everything in the store and in the factory is new.

We are a little late in getting started and therefore have been able to pick up a great many new patterns in fancy shirtings and neckwear that have come on the market since the season opened and since most stores were fully stocked. You will find patterns here that you will hardly see in any other store.

## IX.

The business of the H. V. Keep Shirt Company will be operated on the "money-back" principle.

This doesn't mean money back after a fight, it means money back immediately, without argument. It means money back without back talk. It means that you shall be absolutely, permanently satisfied with what you buy, or that we will buy it back. It means that it is never too late to get satisfaction.

Our guarantee of everything we sell is that it will suit you when you buy it; that it shall be perfect of its kind; that it shall wear as well as you think it ought to wear.

#### X.

The H. V. Keep Shirt Company's store is at 1147 Broadway, between 26th and 27th Streets.

Everybody who lives above 27th Street in New York must pass very close to this store in going to business or in coming home, no matter what his method of transportation.

This is about the most central location in New York. It is more convenient to more people than any other spot.

#### IN STOCK.

We have in stock white and colored shirts in such quantity and variety that it must be an unusual man who cannot be perfectly suited and fitted "out of stock."

For the present, colored shirts in stiff bosoms and negligé will be in greatest demand.

We are particularly strong in negligé shirts in all of the best fabrics and in the very latest of French and Scotch patterns.

The price-range on these is \$1.50, \$2.00 and \$2.50 and these prices represent the very best of each class—best in style, quality and workmanship—with the "money-back" guarantee as to fit.

Nothing better anywhere at any price.

#### COLLARS AND CUFFS.

Besides our own make of cuffs and collars in every popular and desirable shape, we shall at all times carry a complete line of E. & W. and Cluett Collars.

Our own collars are sold at 15 cents each or \$1.80 per dozen.

Our cuffs are 25 cents a pair, \$3.00 a dozen.

MADE TO ORDER.

Half Dozen Business Shirts unlaundered . \$9.00  
Half Dozen Business Shirts laundered . . 10.00  
Half Dozen Dress Shirts . . . . . 11.00  
Half Dozen Dress Shirts laundered } . . 12.50  
(With all linen cuffs attached) }  
Half Dozen Best Madras Shirts laundered. 21.00  
Half Dozen Imp't'd Madras Shirts laun'd. 15.00  
White Shirts from stock, \$1.00 and \$1.50.  
Colored Shirts from stock, \$1.50 to \$2.50.

H. V. KEEP SHIRT COMPANY,  
1147 Broadway,  
Between 26th and 27th Sts.

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