

THIS is a copy of a letter written by a correspondent of the "Retailers-Journal." Read it through. The contents will give you a better idea of how others see the Healy Shops, 224 Woodward Avenue, Detroit than we could tell you in any other way

Detroit, Michigan, September 14, 1912

I left Cleveland on Monday evening via the D. & C. Line. The boat left Cleveland at 10:30 p. m. I stayed on deck until 11:45. It was a moonlight night, and I enjoyed the hour gazing at the stars and smoking a cigar which was given to me by a traveling companion.

It was 7 a. m. when I arrived at Detroit. A taxi took me to the Ponchartraine Hotel. After registering and having breakfast, I started on my day's work of collecting data for my weekly contribution to your Journal. What I have seen and what my talk with Mr. Healy himself consisted of, you will find narrated to the best of my ability in the following lines.

My first impression was the beauty and tastefulness of the exterior of the building itself. It is unlike anything I have seen so far. It is a six story and basement structure. The front is of white stone, cream terra cotta. A massive marble, reaching over the entire width of the sidewalk, is very impressive. Not being an apt pupil of architecture, I cannot give you an adequate description. If possible, I shall forward a picture of the building to accompany this article.

I shall omit detail, and proceed to outline of what I saw in the store. I met Mr. Healy in his office, presented my card, told him the purpose of my mission, and asked him to assist me in an inspection of the store. Mr. Healy to be a very congenial man, brimful of typical Irish wit and very willing to tell me all I desired to know.

Mr. Healy's start in business was most modest. With a stock which was limited in its fullest sense, he rented part of a store on Woodward Avenue. This was twenty years ago. All he had in the world was the little merchandise and an optimistic disposition. He had hope, three succeeding years found him a bigger merchant. The secret of his success seems to be the result of his ability to select merchandise which is out of the ordinary. The fact is, I have seen things in his store that are not even shown in our large metropolitan stores. When I asked him how he managed to get some of the merchandise which impressed me, he told me that each year he takes a two months' trip to Europe and buys most of his merchandize there. "Europe," he says, "pays considerable attention to style and art, while in this country, price is the prime factor. I never

ask price when buying. If I like a thing, I buy it. Strange as it seems, however, I find that I pay less for merchandise than our American merchants. I know this, because I do large wholesale business and sell to many of the largest stores in the country. Of course, this is not true in all lines, but in quite a number of lines it is.

In Laces, Neckwear, Needlework, Imported Infants' Wear, Artificial Flowers and many novelties, I do a larger wholesale business than I do retail. Handkerchiefs also is a large wholesale business with me, as well as fancy lines. You see, my connections in Ireland are such that I can obtain merchandise at lower prices than American jobbers and wholesalers.

I verified these statements. The prices he showed me, as marked on the tickets were indeed lower than merchandise of equal merit is sold elsewhere. He does not deal in such cheaper grades of merchandise at all. When I asked him if he did not consider it advisable to add a cheaper line of goods and thus increase the volume of his business, he replied that he had a considerable amount of pleasure in his business; that he would rather sell less and be sure that his patrons would be pleased, than to cater to a class of people who do not appreciate quality. The sooner the American people realize that the most economical method to purchase merchandise is to get the best," he continued, "the better off they will be. One article which I sold at a better value than two at fifty cents. This is sound logic.

Now as to the store itself. There are about thirty individual salesmen, each under a competent head. They are arranged in a most unique way. One is so much separated from the other business gathered under the head of one shop must of necessity, be concerned with his or her own shop. It is like thirty different places of business gathered under one roof. First we went to the Gift Shop. This shop occupies an entire floor. It is more like an exhibit of art than a salesroom. In it, I found a collection of pictures which must appeal to all who appreciate and understand art. Baskets occupy considerable space in this store. I was informed that they were bought in Japan, China, London and Berlin. There is an on display a collection of small marble statuary which in itself calls commendation. Almost every masterpiece is reproduced in miniature. I also saw a collection of lamps, lamp shades and candlesticks, which from an artistic point of view, are correct in every detail. The smallest table lamp to the large hall

lamp are shown here; and each is so different from those usually shown, that you cannot help admiring them. I am told that Mr. Healy sells more lamps than any other dealer in the store and that many of the designs are of his own creation.

Another unusual line of merchandise in the Gift Shop is Art Flowers. They are so arranged that their beauty simply forces itself upon you. It is a flower conservatory in itself. Every flower imaginable is shown. Some are artistically arranged in pretty baskets, others in Sheffield Vases. How the skill of the Parisian artist can produce such wonderful duplication of the work of nature is really amazing. I bought some of the forget-me-nots. Shall express same to you. I'm sure you'll appreciate them.

The Sheffield Shop is also located on this floor. I need not dwell long on this shop. Suffice it to say that the artistic arrangement of the shop, as I have seen, I might say, however, that it was somewhat surprised to learn that Sheffield is sold here at a profit of thirty per cent, in as much as jewelers ask a profit of a hundred per cent.

There are thousands of little novelties shown here. I cannot describe them all. It seems that the Christmas problem need not confront any of the Detroit people. A mere walk through this giftshop should suggest a gift for anyone. I am informed that last Christmas there was over forty-two thousand dollars sent into the Healy Shops with a request to forward merchandise for holiday gifts.

Mr. Healy gives his personal attention to these requests, and personally directs what should be sent. Of the merchandise forwarded last year about eight hundred dollars' worth was returned. This seems to be the result of the unusually good record. Of the twenty-four thousand dollars' worth of handkerchiefs sold through mail, to all parts of the country, very few were returned.

I must leave the gift shop and rely a good deal on your imagination. What I have written hardly describes the artistic arrangement of this shop and the beauty of the merchandise. I am very much enthused. It is the most beautiful salesroom I have ever seen.

I'll now give you an idea of the main floor. What is most unique here is the arrangement of the ten different shops. As you walk up the aisle, you see interior display windows, all brilliantly lighted. It is so much different than the usual long aisle effect. There are five shops on the right and five on the left. In the center are two shops and a number of sales tables. The fixtures are in mahogany and gold.

First we see a toilet shop. Even in this shop, the ordinary toilet goods are not shown. You can find here almost any perfume or toilet water of European fame. The costliest odors are sold. I understand that it is the only perfume shop of its nature in Detroit. Here is also shown a line of imported Parisian Ivory. Mr. Healy carries this line himself. He does not carry the American made imitation Ivory, claiming that the American made Ivory does not retain its color, but becomes yellowish.

The next shop is one devoted exclusively to velvings. I must commend him for his taste in selecting a line of novelty velvings which impressed me very favorably.

Then comes the neckwear shop. This is one of the busiest departments of the establishment. In Irish Lace neckwear Mr. Healy seems to lead the best line I have ever seen. Collar and necktie are the most artistic goods on display. I am told that mercantile neckwear is sold here than at many of the largest stores in the country. I can readily believe this statement.

Hosiery and Gloves are next in order. I need not comment on these shops. Aside from the fact that only the best makes are sold here, there is nothing out of the ordinary. In gloves, Mr. Healy has the agency for Trefousse, Kayser and Hosiery, he specializes in Kayser, Onyx and Phoenix. He does carry a line of beautiful embroidered hose.

The next shop is the stamped goods and needlework. This line being Mr. Healy's original business, he has established a national reputation. Goods are received," he says, "from all parts of the country, and also from foreign countries."

Then there is Imported Marabout. In this line Mr. Healy conducts a large out-of-town-business as well as local. He imports all his Marabout from France and some of the scarcest and muffs I saw manifest the fact that Mr. Healy is a genius when it comes to selecting merchandise that has an artistic make.

Then there are the leather goods and the jewelry shops. These two shops are very busy during the holiday season. Mr. Healy's ability, as I have seen, is the ability of Mr. Healy as a finder and buyer of novelties not generally shown. How one man can give personal attention to so much detail is beyond me.

Other shops on this floor are the Embroidery, Laces, Handkerchiefs and Fan Shops. In every one of these lines, Mr. Healy is the largest dealer in Detroit. All of these are lines that Mr. Healy makes a specialty of, and it is not surprising then, that he shows a more comprehensive line than most of the largest stores in the country.

On the other floors are located the Infants' Wear Shop, Waist Shop, Corset Shop, Fancy Linen Shop, Table Linen Shop, French Linen Shop, Sweater Shop, Domestic Underwear Shop, Knitted Underwear Shop, White Goods Shop, Blanket and Comforter Shop, Beaded Tunic Shop, etc.

In each of these I found a line of merchandise worthy of the highest commendation. I shall not write any more detail. I trust that from the data you can select enough to write up a representative article. Mr. Healy asks that you send him a copy of the issue in which the article will appear. I promised to do so.

Will write again from Chicago. Trusting all is O. K., I am

Respectfully yours,
G. M. N.

A Chilly Problem.
How cold is it when it is twice as cold as 2 degrees above zero? There are two zeros, one marked 0 on the thermometer and one known as absolute zero, which is understood to mark the absence of all heat. The zero of Fahrenheit's thermometer is obtained by immersing a tube of mercury in a mixture of snow and common salt and marking the place where the mercury stands in the tube. Absolute zero is 459 degrees below this zero. Now, "twice as cold" is exactly equivalent to half as hot. Therefore, when it is half as hot as 2 degrees above zero, or 461 F. it is 230.5 degrees below the zero on the thermometer.

Success in Business.
The path of success in business is invariably the path of common sense. Notwithstanding all that is said about "lucky hits," the best kind of success in every man's life is not that which comes by accident.—B. Spooler.

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CHICAGO, Nov. 27.—The Story & Clark Piano Co. today purchased outright the entire stock and fixtures of the August Peter's Music Stores. The Peter's Music House operates stores in Benton Harbor, St. Joe, Kalamazoo and Battle Creek, Mich., and are one of the largest musical distributing agencies in Southern Michigan.
It is said that \$50,000 in cold cash changed hands in one of the big downtown banks here today. Men prominent in piano circles are amazed at the size of the transaction. It has been known for some time that the Peter's Music House were having financial difficulties, but owing to the tremendous amount of cash required to take over the business, it has been hard to find a buyer.
When interviewed today, Mr. E. H. Story, president of the Story & Clark Piano Co., said: "We bid just forty-seven cents on the dollar on what the stock would actually invoice for, and we hardly expected that our offer would be accepted, but we talked all cash, and money talks."
When asked what he intended to do with the square pianos and organs, sheet music, phonographs, records, etc., Mr. Story said: "We will sell them at ridiculous prices."
Mr. Story further stated that the stock would immediately be placed on sale at the company's stores throughout Michigan and Central States.

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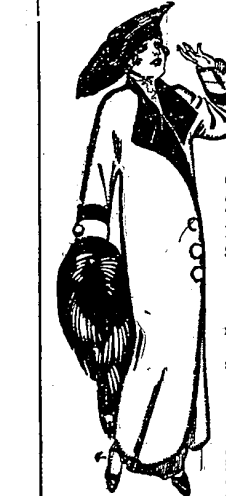
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