

**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 taxicab took me to the Pontchartrain Hotel. After registering and having breakfast, I started on my day's work of collecting data for my weekly contribution to your Journal. I remembered that you asked me to make a special effort to learn all I could of the Healy Shops, and therefore made this my first stop. What I have seen and self 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. The six story and basement structure. The front is of white stone, cream terra cotta. A massive marquee, 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 the inspection of the store. I found 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. Each succeeding year found him a bigger merchant. The secret of his success seems to be the most 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 the merchandise 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 a 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 have 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 have verified these statements. The prices he showed me, as marked on the tickets were indeed lower than merchandise of equal merit is elsewhere. He does not deal in the cheaper grades of merchandise at all. When I asked him if he did not consider it advisable to add a cheaper 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, the better off they will be. One article at a dollar will give better value than two at fifty cents. This is sound logic.

Now as to the store itself. There are about thirty individual shops; each under a competent head. They are arranged in a most unique way. It is so much separated from the other that the result is that the head of one shop must of necessity, be concerned with his as 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 own such art. Baskets occupy considerable space in this shop. I saw some of the most unique baskets. I was informed that they were bought in Japan, China, London and Berlin. Then there is on display a collection of small marble statuary which in itself calls for commendation. Almost every masterpiece is reproduced in miniature size. I also saw a collection of lamps, lamp shades and candlesticks from an artistic point of view, are correct in every detail. The smallest table lamp to the large hall

lamps 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 of the other Detroit stores, 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 is a flower conservatory in itself. They simply force itself upon you. 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 really beautiful ones. Shall express same to you. I'm sure you'll appreciate them. The Sheffield Silver is also located on this shop. Suffice it to say that the patterns are the most artistic I have seen. I might say, however, that the 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 gift shop 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 a rather 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 on 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 been in.

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 inferior display windows, all brilliantly lighted. It is so much different from 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 imports 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 veils. I must commend him for his taste in selecting a line of novelty veils which impress 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 show the best line I have ever seen. Collar and cuff sets of extraordinary beauty are on display. I am told that more of these 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 goods. 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 Treflow, Kayser and Lannet makes, and in hosiery, he carries Kayser, Onyx and Phoenix. He does carry a line of beautiful embroidered hose.

The next shop is the stamped goods and neckwear. This line being Mr. Healy's original business, he has established a national reputation. He has received the "Gold Medal" 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 Europe, and some of the scarfs and mufflers I saw manifest the fact that Mr. Healy is a genius when it comes to selecting merchandise that has an artistic makeup.

Then there are the leather goods and the jewelry shops. These two shops are very busy during the holiday season. In these shops, also, I have seen 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 latest 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 459 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. Sullivan.

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Three acres, near city hall.....\$750.00  
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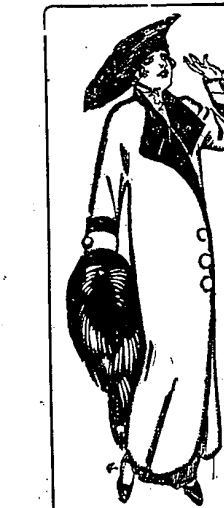
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