

WILLNER BROS.

BREAK RECORDS

To measure the smiles that irradiate at Willner Bros' Golden Eagle, illuminating the faces of Manager Morris A. Lichtenstein and his confreres in that popular clothing house would require a tape measure some thirty feet long. Instead of the average 60 inches.

The "'cause why" of this expansive smiling is the successful 10 days' sale, just closed at the Golden Eagle.

The sale was one of the most successful ever conducted at Willner Bros.' always successful store. Even though extra help aided the regular big force, there were times, during the tremendous rush, when the people, crowding after bargains actually were unable to get waited upon, for a while.

Manager Morris Lichtenstein, looking over his records, finds that the sale this year, surpassed in total returns, even last year's splendid sale. Every day but one of the sale showed a bigger result than the corresponding day, a year ago, and thus the grand total was 'way "to the good".

Mr. Lichtenstein decided anew that advertising pays—a conclusion that he came to long ago—as he boosted this sale in the Press and other newspapers; issued lots of circulars; and boom'd it in the country, as well as in the city.

Asked as to the reason for the spectacular success of the 1911 sale, he said to a Press reporter: "Well, I believe that two things are the most conspicuous among the factors contributing to the hit our sale made. One is the fact that we had just the merchandise we advertised, as to quantity and quality; and the other was that the prices were exceptionally low—both just what we promised the public".

Other experts observing the sale, were less reserved in their comment upon the management of the store, than the modest manager, himself.

Thomas Hawes, of Chicago, Willner Bros.' able buyer, remarked: "I have been in a good many stores in my time, in big cities, and small, but I never saw a store better arranged, as to ease in waiting on customers; general attractiveness of displays, etc. Manager Lichtenstein certainly knows his business."

Frank Hirshfield, a member of the Golden Eagle staff, was formerly at Freeport, Ill., in the business, and with A. M. Rothschild & Co., the great Chicago house. He remarked today to a Press representative: "I never saw a cleaner sale at Rothschild's; and I'm glad to say, too, that I never saw one anywhere that featured more markedly, the keeping of pledges to the public, as to quality of goods and prices reduction of prices."

William Plank is back from a visit in Illinois.

Percy Van Nostrand and L. Clark Lieutenants of Company I, have received orders to take their examinations, as candidates for lieutenants' posts in the regular army—the former to become an infantryman and the latter, as a member of the coast artillery.