

# OAKS BROS. NOVELTY SPRING SWEATERS

For Men  
For Young Men

Sport Sweaters that hug the body closely—Pull over Sweaters that keep the chill from your bones—all of them shown in a gay array of plain and combination colors. All wool Coats of course and we'll fit any size lad from 2 years to 15.

Montgomery & Co.

## HORSES GIVEN AS PREMIUMS IN CLOTHING YEARS AGO—MANY OBSOLETE CUSTOMS

Interesting Reminiscences Gleaned From an Interview With W. H. Montgomery, President of Montgomery's Clothing Stores.

### CITES CHANGES IN BUSINESS METHODS.

It may interest the younger people of State College and surrounding country to know that up to about 1880 fastidious dressers demanded that cravats be ironed out because this furnished evidence that they were hand-me-downs. The best dressed man of that early day wore trousers free of all creases.

In those days only the coats and vests were matched and all smart dressers wore black broadcloth frock coats. Men's pants were made with stripes so broad and pronounced that in seeing a male form approaching in the distance the trousers were visible long before the rest of the body came into view. The more indifferent dressers wore silk mixed-suits, a heavy black all-wool fabric with a slight mixture of white silk which glistened like diamond dust in the sun.

#### Days of Long Store Hours

In those days stores would open at 6 o'clock in the morning and close at 10 and 11 o'clock each night. On Sundays practically every store was open from 8 a. m. to noon. Vacations were never thought of and did not come until long after the working hours had been greatly decreased.

#### Competition Was Keener.

Most everyone is agreed that business today is highly competitive, but only those who are familiar with the early experiences of the pioneer business men will get an adequate idea of the rivalry and intense jealousy which existed. Competition today is conducted on a dignified and ethical basis; it is void of those enmities of the former days. It was a general practice in that day for merchants to open packages that customers purchased from other stores, scorn the quality and the price that was paid. Often times a merchant would strive to make a hit with a patron by taking him to a nearby saloon and buying him several drinks after a good sized purchase had been made.

#### Dummies in the Likenesses of National Characters

From 1850 into the 90's stores vied with each other to see which could put out the biggest quantity of merchandise in their display windows

and in front of their stores. In fact many of the display windows were ignored entirely because the "show" of merchandise in front completely obscured the windows. Clothing dummies, in the likeness of national and prominent personages occupied a prominent place in front of the average store. General Grant, Horace Greely and General Sheridan were attired in \$15 suits and stood as sentinels at the entrance to stores.

#### Store Ads Run Six Months

In those days, advertisements of retail stores were rarely changed more than once a month. A general review of the stock was taken and placed in the ad, very similar to the

present method of order of dishes on a restaurant menu. No effort was made to use the advertising columns of a newspaper to increase business but simply to remind the people that the store was still in business.

The premium, trading stamp and special prize offers hit the retail stores about 1880. Merchants would go to extremes in giving premiums away to get business. Here there was been rivalry as to what store gave away the biggest prize. One merchant would give a horse for the customer purchasing the largest amount in a given period. This was soon followed by another store giving away a piano, others gave away silverware by the ton. In the early 90's great enthusiasm marked a sales contest in which Montgomery's gave away a wheat binder (known today as a harvester) as a grand prize. This continued for a few years until these merchants discovered they were giving away their entire profits and banded together, forming an agreement to refrain from this method of business getting.

The credit system of forty years ago and for many years after was based on the "cash-on-account" system. To send a statement to a customer before the year was up was exactly like telling the patron to "settle up and quit." Customers in those days regarded mention of their debt as an insult. Sending a statement questioned the good faith and honesty of the patron and ended disastrously for the store.

The evolution of the clothing business has graduated but so persistent that comparing today with forty years ago it is realized that radical changes have come about and what a struggle it has been for the early pioneer business man to succeed or even to remain in business.

### MONTGOMERY'S PROTECT BOTH PRIDE AND PURSE

Montgomery's doing an excessive volume of business has a tremendous purchasing power, giving the public "quantity prices" on "quality purchases," such is the way W. H. Montgomery expressed himself when interviewed regarding the superior service being rendered the people of this vicinity.

Continuing, Mr. Montgomery states that with the experience gained in

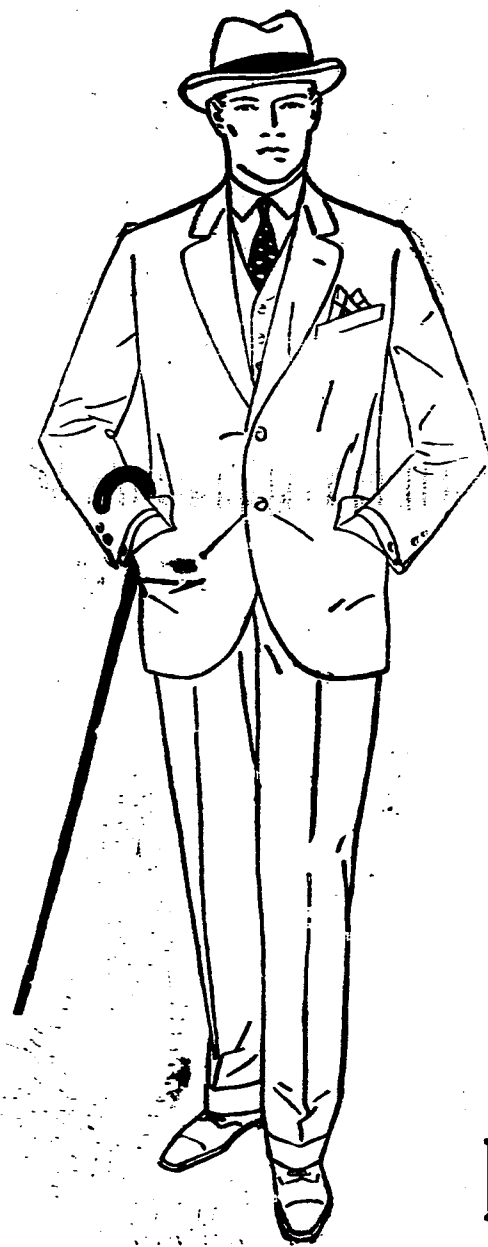
dealing with the particular clientele of our store to guide us in anticipating the needs of the public, we are able to protect their purse in purchasing and their pride in possession as no other store outside of metropolitan cities can hope to do.

"From school and playground suits for children to formal clothes for men of affairs, we offer a range of selection, quality of material and the saving advantage of quantity purchases which can only be equaled by stores in the larger cities.

"The ideals laid down by the company and upon which the success of the business was built and maintained are as binding today as they were when the destinies of the firm were directed by the active head.

Mr. Montgomery states further, "that to be satisfied with nothing short of perfection, to do the right thing at the right time, to anticipate the needs of our patrons and fulfill them—to continue to serve them better than they were served before, to act from reason rather than from rule, to eliminate errors, to furnish intelligence in service, satisfaction in quality and facts in all representations, these constitute the many factors in service that have made possible the great growth of this enterprise."

# We Are Proud To Put the MONTGOMERY Label On HICKEY-FREEMAN CLOTHES



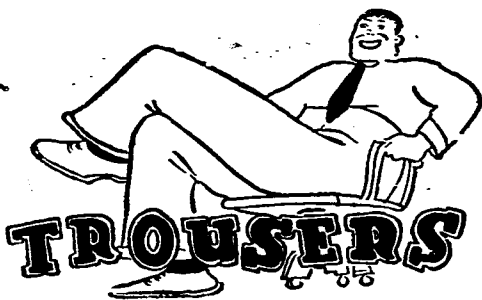
Hickey-Freeman Suits and Topcoats are so fine in styling, so perfect in fit, and so meritorious in tailoring that they greatly enhance the appearance of every man that wears them. The Home of these superior clothes in State College is Montgomery & Co.

The Montgomery Label  
Stands for High Ideals  
and Square Dealing

Just now when the cry for lower prices is apt to have a cheapening effect on quality, good reputations like Hickey-Freeman and Montgomery & Co. are the best protection any customer can have.

Men who desire honest all-wool clothes tailored and styled with a permanency that even long service can't remove, then Hickey-Freeman is your kind of clothes and Montgomery & Co. is your kind of a store.

Montgomery & Co.



## LISBERGER & WISE

Presenting

Separate Trousers for Every Purpose and for Every Purse

**SPORT TROUSERS** For the man who can't spare time for vacation and must mix his play with his work. Fine wools in checks and stripes. \$5.00 to \$10. Linen Knickers at \$4.

**GOLF TROUSERS** with balloon bottoms as they ought to be. Pearl grey and biscuit shades. \$6.50 and \$7.50.

**DRESS TROUSERS** to lengthen the life of your suit. Stripes principally in lights or darks. \$5.00 to \$10.00.

**WORK TROUSERS** in sturdy materials, sturdily tailored for hard service. \$2.50 - \$3.50

Montgomery & Co.