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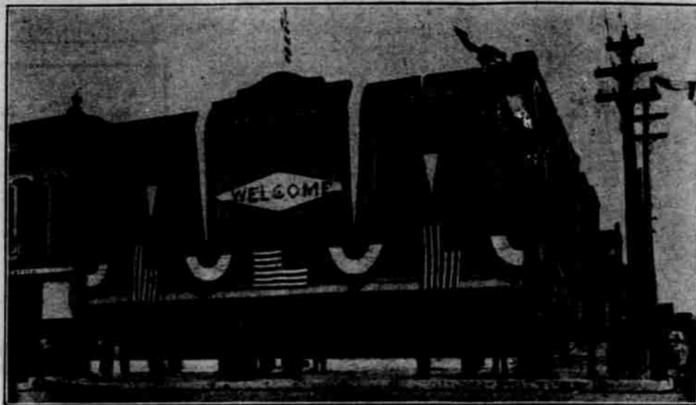
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Barth's—Everybody's Store

THEY call it Everybody's Store. And that's about right, for it seems that everybody in and around Columbia, Missouri, trades at the Victor Barth Clothing Company. Of course it has taken time to build this reputation and to make every one want to trade there—but it always takes time to build a real, permanent business. And it is these permanent businesses that count for the most. Those that are built "over night" are usually built on principles that won't stand the test of years.

The Victor Barth Clothing Company began long ago. Away back in 1868 two boys from Germany—Joseph and Victor Barth—opened a little store on one of the main business corners of Columbia. And today it is Barth corner—the same location, but a big gray brick building stands in place of the little room that saw the meager start.

Since 1868 there have come, of course, many changes in the business policies of the Barth store. Naturally merchandising must change with time. And because the men in charge of the business could see the changes that were demanded and meet them, the store has grown. Today there are too many stores managed on the same plan by which they were started. The merchant has failed to understand that a store must advance as the customer and his demands advance.



BARTH'S

Only one change in the firm name has come. After the death of the two founders, the business

was taken over by the present manager, I. A. Barth. The Joe and Vic Barth Clothing Company became the Victor Barth Clothing Company.

"Everybody's Store" is the Barth advertising slogan. The foundation for this slogan was built by two youths who came from Germany and studied the ways of the American people—and who studied the demands of the American people. It was work to build this slogan, this foundation, and it is just as hard to keep the slogan true as it was to build it.

In 1910 there came the new store with 120 feet of display windows. Service, advertising and the proper display of merchandise were made easier, and at the same time, made better. An expert window trimmer keeps the display windows constantly on the sales force, and this display plan has been followed out through the entire store. Shirts, underwear, clothing, hats, ties, caps, overcoats—in fact almost everything in this store is displayed to the possible customer even before the salesman has the opportunity. With Mr. Barth it's the old story of "goods well displayed are half-sold." His policy is to do away with old boxes and sell the goods. And a trip through the store will prove to the most conservative merchant that this policy is the correct one. It has worked for him and it will work for other merchants just as successfully.

Many clothing stores, when they reach the size of the Victor Barth Clothing Company, forget the children. The merchant forgets the "pull" the children have at home. He forgets that when the boy comes to a store for a new suit, his mother or father usually comes along. Many merchants lose sight of this valuable advertising—that of getting the parents into the store.



INTERIOR—BARTH'S STORE

Read what a Journal of national circulation says about a leading Columbia business house.

MERCHANTS TRADE JOURNAL

But Barth's store is "Everybody's Store." And Mr. Barth hasn't forgotten that the boys of Columbia and surrounding territory belong to the "Everybody" class. And, incidentally, he hasn't forgotten that his employees are salesmen—real salesmen who sell service as well as merchandise. He knows that to get the boy into the store, is to get the parent in the store. And to get the parent in the store is only opening up another opportunity for his salesmen. It gives them an opportunity to make another regular customer.

Practically all boys like to read. They like to read boys' books. And on that basis Mr. Barth has started a plan to get the boys interested in his store. A new department was added. It was a library—and free to the boys. Oh yes, of course, the boys were asked to buy their new spring suit at this store. But boys always have to have new suits. By getting it at Barth's they have the privilege of reading hundreds of books such as the Racer Boy Series, Dashaway Series and the Baseball Joe Series. It was a new way of advertising "Everybody's Store"—and not an expensive one either. The li-

Another policy of the Barth store is to keep the stock new—and at the same time complete. The illustration here shows the system used in the hat department and is typical of systems used throughout the store.

The hat stock of course is kept in big glass hat cases and the reserve stock in boxes on the second floor. These show cases contain one hat of every style in stock and one of each size. A "stock book" keeps the manager of this department informed on the reserve. When a new shipment is received from the manufacturer, a complete record is placed in the stock book—even down to the exact number of each size. The name of the firm, lot, the number of the hat, the color and so on are listed under the proper column. It will be observed that a private stock number is given each hat. This enables the manager to tell just what season a hat was received. As is shown in the illustration, the spring straw shipments opened with No. 177.

In connection with this book is used a double ticket which is stuck in each hat when it is placed in the case. When the hat is sold, the longer part of the sticker, or stub, is torn out and stuck on a file. This stub shows the stock number of the hat and the size that was sold.

Every morning the manager takes these stubs from the file and checks the hats off of the stock book. The checking is simply putting a circle around the size sold. The illustration shows that No. 7 of lot No. 175 has been sold. These stubs are then taken to the reserve stock room and it is very easy to get duplicates of the hats that were sold the preceding day.

Invoicing is made easy for it can all be done from the book. And for "fill in" orders a glance at the numbers that have rings around them tells just what you are out of and saves pulling through each box or handling each hat.

If a customer likes a certain style hat and his size is not in the case, a glance at the book tells whether or not it can be found in the reserve. And when a season is over the book shows what styles and sizes have been the popular sellers. This enables the manager to buy intelligently the following season. Another feature of the Barth store is its "personal" advertising and the personal interest shown by the salesman toward the customer. This illustration is of an advertisement used by the Barth store. It shows both the style of advertising, which is unique, and also the personal touch of the salesman. The advertisement was written by a former student who attended the University of Missouri and is based on the actual experience of the writer.

The success of this great clothing store is based not on new ideas alone, not on good advertising alone and not on superior salesmen alone. It is true there are these but there are also many other plain, every-day business principles—principles every

We know our customers will pardon our justifiable pride in this achievement of a half century of service to the people of this community.

RULES

- 1st. As a member you are entitled to the use of one book at a time
- 2nd. Each book is to be taken out for a period not exceeding ten days.
- 3rd. Books must be kept in good condition—clean and sanitary
- 4th. Always bring this card with you.

VICTOR BARTH CLOTHING CO.
"Everybody's Store"

REVERSE SIDE LIBRARY MEMBERSHIP CARD

Library was started with 150 books. Of course more will be added each season. This will be necessary because in a year's time many boys will read a large number of books. Many of the books are in sets or series and each season the new ones will be added.

It wasn't any trouble to advertise the library. Regularly each week the Barth advertisements appear in all the local newspapers. At the top of each ad one usually finds the slogan "Everybody's Store." But when the new library was added, this slogan was changed for a week to "This store is also the little man's store," and the ads, instead of telling about clothing for men, told about the new library for the boys and the boy's clothing.

Each boy who buys his suit is given a membership card to the library. Members are allowed to take out only one book at a time and the time limit is ten days. In a little note on the back of the membership card the boys are asked to keep the books clean and are reminded that they must always bring the card when they want a book.

Naturally every boy who becomes a member of the library club becomes a personal advertiser to the other boys. In less than thirty days the club had a membership of over fifty boys. One youngster read ten books in one week. Another boy came in for a suit but was unable to find his size. But the boy insisted that he must have some kind of a suit for he wanted to belong to the library club. Of course Mr. Barth gave him a card, and when he left the store he was a member, waiting for his suit to come from the manufacturer. The membership card is good for twelve months.

Lot 175

No. 7

Price \$3.50

Barth's
COLUMBIA, MO.

From Whom	Stock No.	Color	Kind	Lot No.	Price	Goods Bought
Brown, Dryers Co.	175	1/2	Black	45381	3.50	1 1/2 7 7/8 7 1/2
H.C. Smith Co.	176	1/2	Gray	31642	3.50	1 1/2 1 1/2 1 1/2 1 1/2
Forn H. Sandy Co.	177	1/4	Straw	442	3.50	1 1/2 1 1/2 1 1/2 1 1/2

Free Library for Boys

The Barth Store announces the addition of a new feature to its Boys' Department, "The Boys' Free Library," a service, we believe, that will be welcomed enthusiastically by the boys themselves and by parents who desire splendid reading material for their children.

Beginning tomorrow, every purchaser of a boy's suit at this store will be entitled to one year's membership in this library. The boy may read as many books as he likes; a card will be given to him entitling him to the use of the library for one year from date of his purchase.

The books in the library are all by well known authors. The subjects are new and will interest the boys in the proper way.

Look over these books at once, Boys!

Become a member without delay.

Parents are invited to inspect the library at their earliest convenience.

Here is a partial list of the books now in the Barth Free Library for boys:

1. The Boy Who Was a Hero	2. The Boy Who Was a Soldier	3. The Boy Who Was a Sailor	4. The Boy Who Was a Pilot	5. The Boy Who Was a Detective	6. The Boy Who Was a Scientist	7. The Boy Who Was a Farmer	8. The Boy Who Was a Miner	9. The Boy Who Was a Fisherman	10. The Boy Who Was a Hunter	11. The Boy Who Was a Explorer	12. The Boy Who Was a Adventurer	13. The Boy Who Was a Warrior	14. The Boy Who Was a Champion	15. The Boy Who Was a Hero	16. The Boy Who Was a Soldier	17. The Boy Who Was a Sailor	18. The Boy Who Was a Pilot	19. The Boy Who Was a Detective	20. The Boy Who Was a Scientist	21. The Boy Who Was a Farmer	22. The Boy Who Was a Miner	23. The Boy Who Was a Fisherman	24. The Boy Who Was a Hunter	25. The Boy Who Was a Explorer	26. The Boy Who Was a Adventurer	27. The Boy Who Was a Warrior	28. The Boy Who Was a Champion	29. The Boy Who Was a Hero	30. The Boy Who Was a Soldier	31. The Boy Who Was a Sailor	32. The Boy Who Was a Pilot	33. The Boy Who Was a Detective	34. The Boy Who Was a Scientist	35. The Boy Who Was a Farmer	36. The Boy Who Was a Miner	37. The Boy Who Was a Fisherman	38. The Boy Who Was a Hunter	39. The Boy Who Was a Explorer	40. The Boy Who Was a Adventurer	41. The Boy Who Was a Warrior	42. The Boy Who Was a Champion	43. The Boy Who Was a Hero	44. The Boy Who Was a Soldier	45. The Boy Who Was a Sailor	46. The Boy Who Was a Pilot	47. The Boy Who Was a Detective	48. The Boy Who Was a Scientist	49. The Boy Who Was a Farmer	50. The Boy Who Was a Miner	51. The Boy Who Was a Fisherman	52. The Boy Who Was a Hunter	53. The Boy Who Was a Explorer	54. The Boy Who Was a Adventurer	55. The Boy Who Was a Warrior	56. The Boy Who Was a Champion	57. The Boy Who Was a Hero	58. The Boy Who Was a Soldier	59. The Boy Who Was a Sailor	60. The Boy Who Was a Pilot	61. The Boy Who Was a Detective	62. The Boy Who Was a Scientist	63. The Boy Who Was a Farmer	64. The Boy Who Was a Miner	65. The Boy Who Was a Fisherman	66. The Boy Who Was a Hunter	67. The Boy Who Was a Explorer	68. The Boy Who Was a Adventurer	69. The Boy Who Was a Warrior	70. The Boy Who Was a Champion	71. The Boy Who Was a Hero	72. The Boy Who Was a Soldier	73. The Boy Who Was a Sailor	74. The Boy Who Was a Pilot	75. The Boy Who Was a Detective	76. The Boy Who Was a Scientist	77. The Boy Who Was a Farmer	78. The Boy Who Was a Miner	79. The Boy Who Was a Fisherman	80. The Boy Who Was a Hunter	81. The Boy Who Was a Explorer	82. The Boy Who Was a Adventurer	83. The Boy Who Was a Warrior	84. The Boy Who Was a Champion	85. The Boy Who Was a Hero	86. The Boy Who Was a Soldier	87. The Boy Who Was a Sailor	88. The Boy Who Was a Pilot	89. The Boy Who Was a Detective	90. The Boy Who Was a Scientist	91. The Boy Who Was a Farmer	92. The Boy Who Was a Miner	93. The Boy Who Was a Fisherman	94. The Boy Who Was a Hunter	95. The Boy Who Was a Explorer	96. The Boy Who Was a Adventurer	97. The Boy Who Was a Warrior	98. The Boy Who Was a Champion	99. The Boy Who Was a Hero	100. The Boy Who Was a Soldier
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Victor Barth Clothing Co.
"Barth Corner"

merchant knows but just doesn't push them through. In that case it is his fault, and his fault alone.

A well-known advertising man once visited the store to study its methods. And this was his conclusion: "I realize the secret of the store. It is more than Stein-Bloch, or Society Brand, or Sophomore or Pitform—it is sentiment in business. It is humanized business. It is business with the "cold" left out."

Every merchant has the same opportunity.

—Written by J. Harrison Brown, M. U. '14, now assistant manager Merchants' Trade Journal.