S. KANN, SONS & CO.'S NEW MAMMOTH DEPARTMENT STORES; SPECIAL SALES WILL CELEBRATE GROWTH OF THE FIRM

Large and Carefully Selected Stocks for Spring Trade-Company Is Prepared for Enormous Business.

History of the Kann Firm.

November 1, 1893-Occupied 711 Market Space. September, 1894-Acquired 719 Market Space and 309 Eighth st.

January, 1897-Added 311 Eighth street. March, 1897-Acquired 717 Market Space and 313 Eighth street.

March, 1899-Acquired 713 Market Space. April, 1899-Acquired 315 and 317 Eighth street.

April, 1901-Acquired 706 and 708 D street, making the store ex-

May, 1901-Acquired 710 and 712 D street and 714 and 716 D

June, 1901-705, 707, 709, 711 Market Space.

Sons & Co.'s, "Busy Corner." The occasion is a mammoth opening of the firm's enlarged new store, now one of the most perfect in its appointments, in adequate floor space and in attractiveness, to be found anywhere. There will be elaborate floral decorations, extensive

It is to be the same old location, same liberal policy, same guarantee of satisfaction, same busy throngs, but these are incidental to the inauguration of a store furnishings and fixtures along elegant and more commodious quarters. The firm has just completed the addition of an entire story to their building, re-sulting in the rearrangement and reodeling of the big establishment, until frier's who have visited the popular store for years will hardly recognize

Began Business in 1893.

8. Kann, Sons & Co. began business in Washington in November, 1893, in one small store room at 711 Market Attractive values and innevations in business methods caught the public from the start. So rapid was the growth of the business that ten busy seasons the number runs higher months later the firm acquired and occupied the stores at 719 Market Space and 309 Eighth street. A peep into the store today will demonstrate how this good beginning has been followed and how it has been necessary for the firm to acquire from time to time additional room until now the immense establish-

ment occupies nearly a block.

The volume of business done in the Kann store from the start caused the public to refer to the store as "The Busy Corner," and the firm began using this name in its advertising. Right here a word should be said about the manner the firm advertises. Along with the adoption of a store name and motto: "Always the best of everything for the least money," the firm adopted a liberal advertising policy.

Advertising a Feature.

Advertising in a bigger and better that readers of The Times are acquaint- and special sales. ed with both the volume and quality of the Kann advertising. The theory of go to make up the ideal department the firm has been that but a small porit. S. Kann, Sons & Co. recognized the postoffice and a check-room where parof advertising nothing that cannot come up to expectations when the customer ing and the store policy is that no Market Space. Each step has been values shall be overestimated.

Secure Additional Space.

After the extensions noted above it firm was able to secure additional space. bounds, and at the same time strated by the new importance as a business center. The this week. firm began to look more closely into the future and the possibilities of Washington as well as their own business The acquiring of 311 Eighth street began a policy of expansion and as the firm's business grew and the establishment gained favor, more room was needed and more room was obtained.

Early in March, 1897, the firm lease Space and 313 Eighth street.

growth, and the firm took in 713 Market much increased, taking in the room space and the very next month the buildings, at 315 and 317 Eighth street, In April, 1901, the buildings, at 706 and 708 D street, were added, thus giving the house entrances on Market Space Eighth street, and D street, with through floor space from Market Space te D street, in itself a considerable im

A month later, in May, 1904, lease were made for the stores at 710, 712, 714 and 716 D street and 319 and 321 Eighth street. The next month, June 1991. the stores, at 705, 707, 709, and 711 Market Space, were added to the Kann chain This building is six stories in height and built especially for department

The store at that time covered the greater part of the square with entrances on three sides. Further extensions were impossible until November, 1907, when the store at 715 Market was acquired, and the plans for "greater store" laid. For the holiday usiness arches were cut through the side walls and the new store used as a book department.

The addition of this store made it possible for the firm by extensive re remove all obstructing

tend from Market Space to D street.

street and 319-321 Eighth street.

May, 1904-Warehouse on D street. A five-story building. November, 1907-715 Market Space.

This is to be a great week at S. Kann, ing at 705 to 711 Market Space, and making the fourth floor cover the entire front of the store.

Warehouse Space.

While the firm was acquiring new display rooms, it was found necessary four years ago to secure warehouse displays of new spring merchandise and space also, and the five-story building grand bargain sales for the week before at the northeast corner of Eighth and D streets was erected especially for it This building, covering nearly fourth of a square, is used for store

larger and more carefully selected stock with the acquisition of new space. A and the throwing open to the public of notable improvement is the wide main aisle, across the store front. The departments have been changed so that they front on one aisle instead of four, the new arrangement making the location of the various departments much easier. A number of departments have also been moved, the plan being to bring as closely together as possible departments containing kindred lines of merchandise. This arrangement saves the shopper steps and makes buying a

Some idea of the magnitude of the business may be obtained when it is stated that the store has employed con stantly nearly 1,000 people, and in the

Thirty Delivery Wagons.

An average of thirty delivery wagons are kept busy making three and four trips a day to all parts of the city. Deliveries are also made daily, twice and three times a week to the suburban sections, while the firm has an arrange-ment in addition with the Express companies for the delivering of much of its merchandise in special sections of the city. The service is cheerful, attentive and considerate throughout, and the esprit de corps of the entire force is remarked upon,

The patronage accorded the fecting of extensive buying arrangements and direct dealings with manufactories. The daily papers carry no-tices of many special sales due to this perfected buying system. In this connection it may be said that the firm pays particular attention to the Mail firm. In fact, so extensive has this necessarily have to reside in Washingadvertising been through all the years ton to take advantage of the regular

There are many minor details that tion of the public will know what you fortable rest room, public telephone and have to offer unless they are told about telegraph and cable service, branch importance of the newspaper. It was cels may be checked. The latest imthe purveyor of the news regarding the provements have in view modern ideas current events of the day, why should of sanitation, wholesomeness, cleanly not also convey information where ness, increased light, and abundant to obtain the best in merchandise? And space and everything that tends to the the firm has further adopted the policy better display of goods and the comfort of the buying public.

Such has been the rapid growth of The buyers inspect all advertis- the store from its small start in 711 wisely considered and not taken until growing patronage required it. The firm has endeavored to impress upon its employes and upon the public that was not until January, 1897, that the the one aim was to be reliable and fair, quick to adjust complaints and to Then the store at 311 Eighth street was give satisfaction. With what success occupied. The business grew by leaps this endeavor has met is best demon-"busy corner" Washington was daily becoming of more thrown open by S. Kann, Sons & Co.

Trade in Wash Goods Demanded More Space

The wash goods department is one of the large and important departments of the store, at the head of which is an and very successful buyer. and ocupied the stores at 717 Market It has so out-grown its former space that additional room has been found necessary and the space has been very formerly alloted to art goods. The novelties, the different and exclusive patterns as well as those that are considered as standard weaves are to be found in this well arranged, attractive, and complete stock of wash goods.

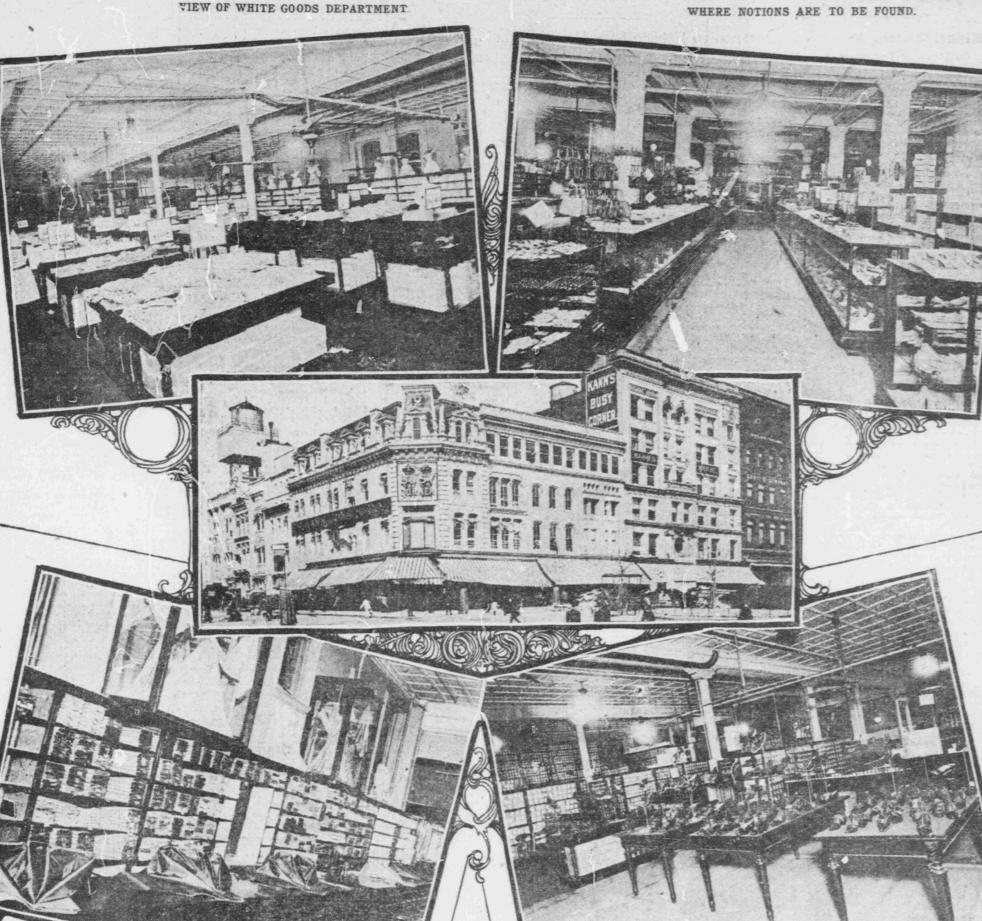
A full line of percales, ginghams, and madras, colored linen suitings, lawns in colors and fast blacks will be found in a large line,

Handsome Fixtures Show Jewelry to Best Advantage

The jewelry department, which now occupies one side of the main aisle in the Smith building, is handsomely appointed with rosewood cases, resting on mahogany bases, the sparkling stones and the mellow lustre of the gold and silver ornaments brilliantly displayed beneath crystal clear plate

Leather Goods Display Complete and Attractive

In the second aisle of the Smith build ing, back of jewelry, will be found leather goods. This department is fitted



SILKS AND SATINS, For My Lady Fair.

GENERAL VIEW OF THE KANN STORES.

SHOE DEPARTMENT. Spring Styles on Display,

en's pocketbooks, vanity bags, and carriage bags of all descriptions from the manufacturers of this country and the face of the late money stringency, Europe. Here also you will find a complete line of leather goods for men, such as cigar cases, bill books, bill rolls, traveling cases, flasks, writing

Carried in this department also is a large assortment of the newest fancies in all silk, bonestick fans, in plain or

tablets, medicinal cases, etc.

At the second counter in this aisle are the belts of almost any description, gilt or silver, leather, silk, and elastic, wash the very latest, most striking, and at tractive designs.

Waists.

Awarded a generous slice of the se ond floor of the new building, the walst Linings Near Patterns department now can do itself justice.
It ever has been the aim of the buyer of waists to maintain a high standard or the class of merchandise carried et lace and silk are very extensive ncluding imported and domestic crea tions. Characterized by a dainty Frenchness of style that is unusually attrac

But the department also carries a very extensive line of tailor-made waists partment located so near wool goods and tailored shirts in an almost unlimited variety of styles in the new materials.

Removal of Art Depar ment.

The art department has en moved to the third floor, and given the center space in the new building at the front. The new situation permits of much better light for matching embroidery silks, embroidery cottons, wools, etc.

Undermuslins occupy the other half of the new second floor, with corsets and children's department. The buyer seems o have calculated thoroughly for all the needs of her customers in these lines and a complete assortment is displayed The lingerie department is complete and dainty gowns, skirts, corset-co short skirts, and the newest models in combination undermuslins are to b found here.

The corset department has been move from its former space on the east side of the undermuslin department to the aisle at the end of the same department and has been given much more room. A big line of the best grades of corsets from the most noted manufactories are carried in this department. Here also be found all the fittings that belong to a corset department.

Sales of Suits Unaffected By Financial Stringency

ossession of the whole front of the Eighth street and Market space corner of the third floor. As will be seen, this additional space has been a wonderful improvement, giving room to arrange the books in a systematic manner, so that the customers may look over them with satisfaction and comfort

This department carries at all times all the popular books of the d.y, the latest copyright books, works by the standard authors, and the best class of fiction at popular prices. Books it sets by the

how the marvelous success of the past

rooms, mirrors on all sides of the room

and a completely modernized alteration

department is carried on in connection

chines have been installed, and every-tuing that is necessary in a modern

work room for alteration has been

Many handsome glass show cases are

used for display purposes in the de-partment, and upon lay figures are

shown exquisite gowns and suits of

The linings are in their new location

Here are all sorts, the fine satin linings

for coats and suits, the medium grades,

The convenience of having this de

Home Journal Patterns.

So many, many thousands of wome

Ladies' Home Journal, looking at the

styles shown in its pages that they have

those shown by it. There arose a great demand for Ladies' Home Journal pat-

learned to model their style ideas upon

grown its original space and has there

all over the country are reading

the lightweight linings for summe

goods, interlinings, etc.

vantageous situation.

Books of Every Kind

close to patterns and wool goods and

notions, in a greatly enlarged space.

And Dress Goods Show

season has been achieved

with this department.

many sorts.

a wonderful revelation to the buying works of reference, nature books, etc. another to devotional books, praye

books, Bibles, etc.

The department has handsome fitting Stationery of All Sorts Will Be Found on Show

The stationery department, now lo cated in the former leather goods space, fronting the east side elevators, is comhe endeavor of this department to cahigh-grade stationery, as well as thos who desire the popular-priced grades. Another important branch of this de partment is that of engraving all sorts of invitations, including welding an-nouncements and invitations, and firstlass steel die and die stamping work. In this department will also be foun complete line of articles for the card laver, playing cards, tally cards

Candies and Refreshments Have Important Place

Much enlarged, but still in the sam ocation, the present cand department s one of the finest in the city of Washraton. Easter novelties are to the front at present, in the shape of solid ducolate rabbits and eggs and chocolate cream eggs and rabbits, and at all as suitable novelties and appropriate favors for parties are to be

Wool Dress Goods.

terns, and this firm decided to install If there were no other departments i this service. In the short time it has been in the store it has already outame of the firm well known through been moved to its present adwho has had many years' experience in the dress goods business, and knows the Inhabet of wool goods from A to Z. Shown on Third Floor andsome wool taffetas, herringbone suitings, ribbon stripe suitings, serges in all the new colorings, herringhone The busy book department has outchecks and stripes, monairs, in white spread its former bonds, and taken and cream, fancy and plain, beautiful tant department. colored voiles, fancy and plain, in cluding ribbon stripes, checks, and rlaids.

> One hundred and fifty feet of space have been devoted to laces, embroider-ies, and nets. These departments are in the center, of the new building, toward the front of the store, and the display calls forth many words of praise from the beholders. In mahogany handsome real laces, such as Cluny

Oriental laces, antique, appliques, and hantilly laces. Some are in butter of the department. In the general replor, some in white, some in black. In arrangement and enlarging of all the many there are all three, and in some departments this one has been genernly the white.

proideries, one sees a fine array of em-proidery bandings, shirt waist frontngs, all-overs, and embroidery edgings, lso galloons and beadings, all of the season's latest and newest designs, in these and in the desirable demi-flouncings, in Swiss, nainscoks, and cam

Ribbons, too, have been given much ore space and moved to the center of the store, and we'll they deserve a ine display ground, for as now arrang ed this is one of the most beautiful departments in the store. The long of the counters are like long rainbow f exquisite color, or a bright garden of rare blossoms.

Toilet Department.

uchre score cards, pads for bridge As one enters the store from the Avenue entrance nearest the Seventh street side, if the attention is not caught y the jewelry on the one side of the main aisle it will be held by the handome tollet department on the other sid of this aisle. Here again is a case of the department having outgrown al former bonds and being compelled to have additional space. With new and attractive appointments this is one of the most complete and up-to-date toilet departments in any department store in he country. Here you will find a full line of toilet preparations.

Neckwear Department.

The neckwear department, whose phe menal growth has required more pace, has developed wonderfully under ts present buyer. The season's latest designs and noveltles are always displayed here prominently as soon as in roduced by the manufacturers.

ery complete, and contain everything stores, as well as many exclusive designs that it is almost impossible to give an adequate description of this impor-

Gloves.

In the aisle next to the toilet departvoted to gloves. Even for the Capital City the assortment carried is something quite unusual. All lengths and all colors will be found in these complete stocks, the very latest of the new fancies are shown here as soon as put on

Shoe Department.

So rapid has been the growth of the large majority of the trimmings, of the

wholly inadequate to the requirements usly remembered, and though in its Turning from the laces toward em- former location has spread its borders considerably, and now there will be ample room to serve the public in comfort and with satisfaction.

A separate department for children has been arranged and their wants are carefully considered. Another feature that deserves special mention is the istallation of a new shoe-shining chair, which is one of the handsomest and nost up-to-date of any in the city; here customers are served perfectly free of charge. The department also carries

Newest Things in Hosiery Kept in Department

The hosiery department will be found directly across the aisle from gloves. Here are always displayed the very best makes in hosiery, many high-grade mported novelties in silk, lisle thread, ercerized lisle, and cotton hose, in black, white, tans and all the new shades of the season

Large Notion Space.

The notions department, made up of the many little necessities of life, occuples 128 feet of counter room in th cener of the store, which makes it o. 3 of the largest notion departments in this country. Here, at all times, may be iable kinds of dressmaker notions, potions for tollet uses, for the mending basket, shell goods, and other notions.

Artistic Silk Patterns Gathered for the Shopper

The silk department has been moved across the aisle from its former posi-tion, and now faces neckwear. The silk department is famous, and its discriminating buyer can be counted upon to find the most artistic designs and patterns in the market.

Trimmings.

Trimmings now occupy the space fornerly devoted to wash goods, adjacent to the new white goods departm forms a beautiful and attractive department of this big store. A comprehen-sive and complete line of trimmings will always be found here, and the buyer is always alive to the latest ideas that are being brought out in trimmings, buttons, beltings, and any other line that touches upon dress embellishment. A walls. An entire new floor was added to the plans for improvement, connection to the plans for improvement, connection the plans for improvement, connection the plans for improvement, connection to the plans for improvement and contains a complete stock of wom
The history of the suit department within the last year or plant to the plans for improvement, connection to the plans for improvement and contains a complete stock of wom
The history of the suit department within the last year or plant to the p shoe department within the last year or most exclusive and artistic designs, are