

Botiques Add Stimulus to Nation's Retail Industry

BY REYNOLDS KNIGHT

The boutique (or little shop) is providing a vital sales stimulus to many of the nation's leading department stores.

Boutiques can now be found in practically every corner of the big stores. The jumble of merchandise they sell range from silver jump suits and Hamlet jackets to see-through shirts for men and Scandinavian furniture. And prices very from \$2.98 to items costing as much as \$2,000.

One big store in New York City offers a graphic example of how much boutiques mean to sales. Three years ago, this particular store had no small shops. Today, the shops it has in

operation account for 20 per cent of the store's volume and its president estimates that within five years the shops will probably account for 40 per cent of the store's volume.

WHAT BROUGHT about the increasing popularity of the boutique? Retailers say it's psychological. They maintain that many shoppers resent shopping with the masses and that the intimate atmosphere of boutiques makes them feel more like individuals. The other reason offered is that the small shop offers a multitude of fashions for sophisticated tastes.

Another retailer says that the boutique simplifies shopping. Women can easily

find the fashion they want in the confines of the shop as opposed to searching through miles of clothing racks in the main store, he said.

GROWTH capital for Rochester's inner-city businessmen will be more readily available soon as the result of a commitment by two local churches to invest \$110,000. The money, from the endowments of Brick Presbyterian Church and St. Paul's Episcopal Church, will be channeled through Rochester Business Opportunities Corporation (RBOC).

The announcement of the new RBOC venture, using church investment funds, came recently at the organization's first annual meet-

ing. (While formed only eight months ago, RBOC has decided to hold its annual meetings in October.)

"This exciting new church investment broadens Rochester's commitment to the goals of RBOC," said president William Maxion of Case-Hoyt, who serves voluntarily as RBOC's president. "It leads the way to greater community involvement in helping our inner-city residents toward self-realization and economic independence," he said.

Maxion invited other churches, foundations and civic groups to invest in RBOC. "The more money available, the more we can do. Everyone has a stake in the future of the inner city."

BITS O' BUSINESS — A New York hotel believes in good service all the time.

To keep this spirit among its employees it offers free drinks to guests who complain about discourteous service such as failure by a room clerk to provide a greeting smile. The hotel is proud to report that since Labor Day its liquor payoff has been less than half a pint. . . . A survey of persons over 60 showed that 54 percent believed the adage "Money is the root of all evil" isn't as bonafide today as when they were 21. . . . Drug makers look for a surge in sales of cough and cold products this year mostly because of an expected epidemic of a new strain of Asian flu.

THE F. W. Woolworth Co. is planning a "substantial" expansion in the heart of New York's Harlem.

A new store, to be built on the northwest corner of Lenox Avenue and 116th Street, directly across the street from the company's present facility, will contain 23,000 square feet of building space, more than double the present store area.

Last year Woolworth's acquired property to make possible the expansion of another store, at 216 West 125th Street.

John W. Lynn, the company's Northeastern regional vice president, said that construction work will begin on the Lenox Avenue project in the spring, with

the work to be completed early next year.

"THE LARGER store will make possible expanded lines of merchandise with wider selection to meet the changing needs of today's customer and emphasizes Woolworth's confidence in the Harlem community," he added.

In addition to expanding departments to provide wider selections of wearing apparel for the entire family, there will be more complete lines of appliances, candy, cosmetics, horticultural supplies, housewares, jewelry, pets and pet supplies, stationery and toys.

The new store will provide 11,800 square feet of selling space on the first

floor and 6,000 square feet in the basement, with 6,100 square feet for stock and utility rooms. Plans call for air conditioning, soft lighting and a bright decor. There will be a 50-seat lunch counter on the first floor.

THINGS TO COME — A new type of low trajectory, adjustable lawn sprinkler is available. Called a "3-Way, Multi-Spray," the sprinkler is equipped with twin-jet nozzles and has been designed to provide low pattern, precision watering that is relatively unaffected by wind or the elements. It is said to provide uniform watering of areas from the edge of the sprinkler up to 5,700 square feet, eliminating dry spots and flooding.

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Van de Kamp Enchilada

DINNERS 13 1/2-oz. Frozen **59¢**

Pacific Honey Treat

GRAHAMS 1-lb. Box **37¢**

Sunshine Chocolate

NUGETTS 15-oz. 1-lb. **49¢**

Sun Country Deodorizer

SPRAY Johnson's 9-oz. Spray **67¢**

CINCH SPRAY

Cleaner
22-oz. Size **79¢**

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Dairy Fresh

Med. Doz. Large Doz. Ex. 1-gal.

53¢ 57¢ 61¢

Better Foods Egg

Med. Doz. Large Doz. Ex. 1-gal.

55¢ 59¢ 63¢

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Thurs.-Sun., Nov. 14-17

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Coffee Cakes... Pkg. of 6 **39¢**

Pkg. of 3 **25¢**

Bran

Muffins..... Pkg. of 6 **33¢**

Chocolate

Pecan Cake.... 2-Layer **\$1.15**

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Large No. 2 1/2 Cans
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Better Foods' Own Fresh, Pure
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7 BIG SALE DAYS—Specials for Thursday, November 14 through Wednesday, November 20, 1968