

The prime purpose of this Monthly Wholesalers' Section is to promote a closer business relationship between the Pittsburgh market and the merchants in the near by towns. Pittsburgh without question is the natural market for the neighboring communities and this holds good of course in the retail field and should be more recognized among the merchants who are constantly in the market.

There has been and still is from time to time efforts put forth by all the leading trade bodies of this city, notably the Chamber of Commerce, to bring home to the merchants in near by cities and towns the value and the great advantage of patronizing Pittsburgh. Of course a great many turn their eyes to the East and seem to feel that in this city they can "fill in" while the bulk of their orders are placed elsewhere. It all depends upon the amount of business that is placed with the local jobbing trade as to how large their development will be. And it is reasonable to expect that the development will keep pace with the ever increasing orders. There are jobbers in this city whose products are nationally known and who sell goods all over the United States; and they are not a few but many. They surely can serve the commercial wants of their neighbors and serve them economically and well. The advantage of having a purchasing market right at home so to speak is easily apparent to the most casual observer, and there should also be present the feeling that they can do not alone as well but even better in their buying by patronizing the local business houses.

At any rate the JEWISH CRITERION is convinced that while there has been a splendid and encouraging movement towards directing to a greater degree than ever before the orders of nearby merchants into this Pittsburgh channel; and too much praise cannot be given the able, earnest and enthusiastic body of business men who from time to time have traveled this section over in groups and large bodies for the purpose of PROMOTING PITTSBURGH; yet we believe that by the publication of such a supplement as this, in connection with our regular issue, at least once a month that it will be the means of keeping in front of our read-

ers engaged in mercantile pursuits in communities in Western Pennsylvania, Eastern Ohio and West Virginia, the fact that Pittsburgh jobbers and wholesalers are on the map; that they are constantly after business; that they value the business of these merchants and that they are willing to make every effort consistent with good business to get it. With this thought in mind the first step in the campaign has been made. Of course, like all beginnings that usually end successfully, this is small. It is in the nature of experiment, but as we continue from month to month we shall enlarge this section; we shall make it more important and helpful to our readers as well as to the merchants who support it.

But we cannot do anything without the earnest and sincere co-operation of the merchants themselves; they must realize that we are working for them and with them, and that without their support we can do nothing. We are open to receive their advice and suggestions; we are open to permit the use of these columns for any information that may have a direct and proper bearing upon the subjects to be considered and which will in any way promote the object we have in mind. We welcome trade news of interest; we welcome letters that may have the tendency to remove some misunderstanding or some obstacle which stands in the way of some one merchant or many merchants from buying in Pittsburgh or that may serve to increase the amount of buying they already do in Pittsburgh. We want this to be a section devoted to the manufacturing, jobbing and wholesale business, really conducted under the direction and along the lines suggested by the business men themselves. We know only too well that this initial number falls far short of the purpose intended, but as mentioned we shall bend our efforts and use the resources at our command to make it in a short time much more effective and helpful to all concerned. So we ask our friends whether they be in the class of the seller, or in the class of the buyer, to give us the benefit of their experience and to help through the medium of this paper to create a better understanding between them. There is not enough buying doing in this city; and we make

bold to say that even the big local retailers right here in Pittsburgh do not begin to place as much business as they could and ought to do with their local people.

They can buy more and by buying more at home they help their home city. Pittsburgh does promote progress but that progress can be promoted a great deal more rapidly if the Pittsburgh spirit of which all of us are so proud is practically exemplified by more orders placed by Pittsburghers with Pittsburghers. We often hear that the "local jobber" hasn't the goods that we can buy in the East. Now, isn't this in some measure due to the natural prejudice we sometimes have? A big man in this city seems to be a bigger man when he is invited somewhere else; the man who comes from another city seems to us to be a bigger man than the one we know at home. A senator from California looks bigger sometimes than a senator from

our own state; but when our own senator goes somewhere else he looms up the biggest ever. It's like everything else; we sometimes live too close to people; and it's human nature to carry this same idea into business. Some merchants would rather buy in New York, well, just because it's New York, when they might be able to do much better right at home, around the corner from their own place of business.

So this section is not intended then only for the merchant who lives out of town but for the merchant doing a retail business right in Pittsburgh. And that is the view we wish to take. Help Pittsburgh industries; help Pittsburgh merchants; help all Pittsburgh enterprises; let's boost Pittsburgh not merely by talking about it on the outside, but by spending as much money as you can in Pittsburgh. We are assured that we shall have many interesting communications from business men who

Established 1902

Providence Jewelry Co.

Wholesale Jewelers

All Grades

Elgins, Walthams, Standards and
Swiss Watches

Diamonds

Jewelry

Silverware

Clocks

Cutlery

Novelties

Your Business Solicited

See us first

805 Liberty Ave. Pittsburgh, Pa.

☐ Conditions, this year are abnormal; and unless the Merchant "goes-after" his trade, he will find his rival in possession.

☐ With our line for this Spring bigger than ever in assortment of styles, and values, we offer you an opportunity, not only of holding your trade, but increasing it.

☐ Our line consists of Coats, Suits, Dolman's, Capes and Dresses.

*"Comparison" that's our argument
and seeing is believing*

NATHAN G. BAGRAN

910 PENN AVE.
PITTSBURGH, PA.

"THE HOUSE THEY ALL TALK ABOUT"



EVEREADY DAYLOS EVEREADY DAYLO EVEREADY BATTERIES

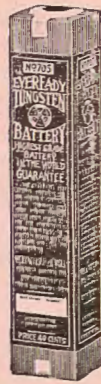
VIXMAN & PEARLMAN

Wholesale Distributors

620 Penn Ave. Pittsburgh, Pa.

Catalogue Price list on request.

Toys, Novelties, Pocketbooks



ROYAL GARMENT COMPANY

MANUFACTURERS OF

INFANTS, CHILDRENS AND MISSES WEAR

CHILDRENS COATS AND MUSLIN UNDERWEAR

928 Penn Avenue

Pittsburgh, Pa.

Bell 3145 R Grant P. & A. Pitt 5162

S. CAPLAN

819 Fifth Avenue

Wholesale Leather Findings and Gloves

Goods can be purchased from our trucks which cover surrounding towns

Bell, Grant 4369 P. & A., Pitt 2361

"Quality Above All"

J. J. SAPPER

Wholesaler of

HIGH GRADE CLOTHING

1002 Fifth Ave. Pittsburgh, Pa.

Always the first to Show the Latest

Goorin, Shapira & Co. HATquarters

For Merchants of the Pittsburgh District

905 Fifth Ave., Pittsburgh

Mail orders given prompt and faithful attention

have made tours throughout the neighboring towns on booster excursions, who will have a message of optimism to bring to Pittsburgh sellers. They will reflect the spirit of opportunity that lies so near to us and they will point out how simple a matter it is to encourage this Pittsburgh spirit and to promote more orders for our local jobbers and wholesalers. At least we have set our hands to this task and will give it the trial it deserves, all we ask is that you who are directly interested will help, encourage and support us; with that spirit we are sure that excellent results will be achieved; far more than those imagined by some who at this time may view such an enterprise as this with skepticism.

What is Pittsburgh and what does it offer; what does it mean at home and what does it mean abroad may be seen by reading the following statement prepared by an official of an important trade body, Mr. John P. Cowan, of the Chamber of Commerce, who has touched merely the high spots in discussing this great industrial city:

Its geographical situation makes Pittsburgh the ideal jobbing center in North America. It is the center of the buying population of the United States. Remembering these advantages of location, it will be seen that the transportation advantages of this district adds still more to Pittsburgh's strategic commercial situation. By rail, by river and by motor route, Pittsburgh's transportation lines extend in all directions from ocean to ocean and from lake to gulf. What is true of transportation is true also of the lines of communication. The manufacturer, jobber or merchant is always within quick and low-cost conversational distance of more than 75 percent of his customers. First-hand information is the best seller; first-hand buying and selling builds up the best and most permanent trade. The Pittsburgh dealer in handling his domestic jobbing business is essentially one who has the advantage of first-hand knowledge in every detail of his enterprise.

Pittsburgh's central location in the commercial field was never more important than in the coming era of opportunity. The territory of which this district is the center has increased in population at a rate that is not exceeded in any other locality when the volume of business is measured with it. Increase of population means increase in buying power, and the existence of vast buying power means selling opportunities that may be as great as the seller desires to make it. It is on this optimistic hypothesis that the manufacturers, jobbers and merchants face an epoch-making period in trade which is certain to follow the readjustment following the war.

Pittsburgh business men already are striving for the business of the future and their enterprise has been instrumental in encouraging the constructive programs at home and in surrounding communities. After 18 months of war activity during which time the majority of Pittsburgh business men were devoting their efforts to the cause of the Government, the Trade Extension Committee of the Chamber of Commerce of Pittsburgh is preparing to resume its work.

On May 20-24 this Committee will make a tour of the cities and towns in Western Pennsylvania and central Ohio for the purpose of renewing relations with the merchants in that section. As usual the Pittsburgh party will travel in de luxe style in an all-steel special train of dining and drawingroom sleeping cars. About a score of cities and towns will be visited and on the night stops large meetings will be held with the local business men and citizens in the places to be visited. At these gatherings measures will be discussed to bring the people in all parts of the Pittsburgh jobbing district in closer business relations with the large city which is its center. Methods of transportation and communication and various matters for improving business will be considered.

Since the war official statistics on the volume and the value of Pittsburgh's jobbing business are unobtainable. In the value of its manufactured output the Pittsburgh metropolitan district last year reached \$1,250,000,000. This was an increase of more than 60 percent over the previous average year.

It is believed that the increase in the jobbing business in the territory linked with Pittsburgh will show an increase of at least 50 percent. With improved transportation and better facilities for communication, these averages will go upward at a ratio which would not have been dreamed of a few years ago. New commodities are being added to the immense amount of articles manufactured in Pittsburgh and new lines constantly are being added to the lines handled in Pittsburgh. This means a greater future for Pittsburgh and a correspondingly better era for the business interests of the surrounding country.

Pittsburgh's industrial pre-eminence has been established for more than a century. As the seat of the greatest munition plants in the world since 1914 it has been known as the Arsenal of the Allies. Here, within a radius of about 10 miles were manufactured war materials of every

Bell Phone Grant 2381 J.

SAMUEL KLIMAN CO.

WHOLESALE

Men's Furnishings and Gloves

713 Fifth Avenue Pittsburgh, Pa.

character, and in this district was produced much of the ammunition that won the war for liberty and civilization. Pittsburgh, under its new title has entered upon a career of peace. Industrial readjustment is coming rapidly, and within a few months the mills and workshops of Pittsburgh, after four busy years of work in arming the nations for war against the Hun will resume a career of activity hitherto unknown in the commercial history of this country.

One billion dollars scarcely represents in round numbers the value of the annual product of Pittsburgh mills during the present year. This figure represents an increase of about 25 percent over the production in normal times, but it is believed that the stimulus given during the past few years and the urgent requirements for material manufactured in Pittsburgh will result in the normal output a value represented by seven places in figures.

Pittsburgh's supreme position as an industrial center is due to the bounty of Nature. The finest bituminous coal in America, the highest grade of oil and an almost inexhaustible supply of natural gas surround the city.

Supplementing these natural resources, and of almost equal import, is the geographical and topographical location of the city between the Monongahela and Allegheny rivers and at the point of formation of the Ohio River and so hemmed in by hills and mountains as to form the natural "Gateway of the West." Thus, with a basic supply of raw materials and exceptional distributing facilities, Pittsburgh industries have attained gigantic proportions.

As early as 1760 the garrison at Fort Pitt and early settlers dug bituminous coal in what is now the business section of Pittsburgh. Pittsburgh coal is pronounced by the United States Geological Survey to be the highest in heat units in the entire country and in 1912 the Pittsburgh district produced double the output of the States of Ohio and Indiana combined and nine percent of the world's output of all species of coal.

In 1841 the coke industry was established in the Pittsburgh district and today this district produces within a small fraction of one-half of the entire production in the United States and more than the entire production of Great Britain.

In 1868 the properties of natural gas in the Pittsburgh district as a fuel for manufacturing purposes were discovered. Not until 1883 was production on a large scale begun. Natural gas in this district contains about 88 percent methane and 12 percent ethane and has a heating value of 1100 B. T. U. per cubic foot. About 40 percent of the natural gas developed in the United States is produced in the Pitts-

burgh district and territory immediately adjacent. The natural gas produced in this district in 1912 was valued at \$51,888,693. About one-third of this district production is piped directly into Pittsburgh and sold for industrial consumption at a price averaging 14.5 cents per 1,000 cubic feet.

In 1859 crude oil, or petroleum, was first produced commercially in the Pittsburgh district. Pennsylvania petroleum is the highest grade in the United States and this year sold for \$4.00 per barrel; the state production approximating 10,000,000 barrels annually.

With these fuel bases centered at a point of easy and economic distribution, and the prolific iron ore deposits of Lake Superior of easy access, the iron and steel industry of America naturally centered in Pittsburgh.

In 1790 the first iron furnace was built in Pittsburgh. In 1912 the Pittsburgh district produced 10,000,099 tons of pig iron—a total that exceeds that of any entire nation in the world, save Germany and the United States—and represented as 66 percent of the total German production.

The total steel production of the Pittsburgh district (40 mile radius) for 1912 was 11,199,430 tons, a trifle more than double that of Great Britain. The total steel production of the City of Pittsburgh (10 mile radius) was 13,801,560 tons as against 12,344,000 tons for all of Great Britain. These totals include both ingot and finished steel in each case. Separately, the same proportions hold.

In the manufacture of brick and clay products, Pittsburgh occupies the center of a district which leads the country in the production of these materials. Rich veins of clay surround Pittsburgh and these are worked to the greatest advantage. Along the Ohio River the manufacture of brick and terra cotta goods is supplemented by potteries which are among the best known in the world. Pittsburgh's advantage in the production of clay products results from the proximity of the raw materials and superior facilities for the distribution of the finished products. In consequence of the Pittsburgh district's lead in brick, terra cotta and other goods of this nature, this city is looked upon as the logical center for the National Meeting of brick manufacturers.

Try to make at least one person happy every day and then in ten years you will have made three thousand six hundred and fifty persons happy or brightened a small town by your contribution to the fund of general enjoyment.
—Sidney Smith.

Never borrow trouble. If the evil is not to come, it is useless and so much waste. If it is to come you will need all your strength to meet it.

Spring Wash Fabrics

Merchants and Buyers are invited to examine our offerings in Wash Goods for Spring.

Every line which comprises our vast assortment is the product of a reliable mill and is guaranteed to give perfect satisfaction.

You will find a wide range of attractive novelty effects; also a goodly assortment of the conservative, staple styles and patterns which are always in demand.

An early inspection will prove instructive and profitable.

Cover your requirements *now* while assortments are complete.

If inconvenient to visit our establishment, direct us to have a representative call.

The Pittsburgh Dry Goods Co.

Pittsburgh

We sell only to Merchants.



WE wish to announce the showing of a complete new line in **COATS, DOLMANS, CAPES and STEPINS**, made of fine serge, poiret-twill, tricotines, velour, silvertones, bolivia, frost-glow-tricolettes, satins and fancy coatings.

Also a full line of Dresses.

A. A. WOLK & CO.

815-817 PENN AVE.

PITTSBURGH

Jottings

We are looking for criticisms as well as bouquets on this initial section of "Buy in Pittsburgh"—send along as many of either kind as you please—every constructive suggestion is helpful.

Among those represented in this section are Goorin, Shapira & Co., wholesale hats, at 905 Fifth avenue. They are among the live business men of the city and they have kept pace with the times every minute of the last twenty-five years. Results count and this firm does the largest hat business in the entire central East, which is another proof of what we say about Pittsburghers being the big men in their line. Goorin, Shapira & Co. have won this business because the buying public has confidence in their merchandise and their methods. Keep them in mind.

A. A. Wolk of A. A. Wolk & Co. falls into line with the optimism prevailing concerning the business outlook for this season. He says: "We are having a wonderful demand for Spring merchandise; so busy have we been in our show rooms that we have had to call some of our men back from the road. And I want the trade to know that we prepared and are ready with the right goods for the record business in our history. Our lines of Capes, Dolmans and Suits are just what the public is going to buy and that every merchant needs to get the business."

The Royal Garment Company at 928 Fifth avenue, are large wholesale distributors of Infants' and Children's wear. Merit comes first with this firm, and when people know the personnel, L. H. Rosenthal, Julius Braun and Jacob Stein, they can understand why this firm has such a large trade in Pittsburgh and surrounding towns. It will pay the merchant who is not on the Royal Garment Co.'s list of customers to get in touch with them next time and learn why it pays to buy in Pittsburgh.

I. Marcus and A. M. Caplan are two of Pittsburgh's youngest comers in the wholesale field—and their practical experience covering a period of years both in the wholesale and retail houses of Pittsburgh makes them more than qualified to conduct the right kind of an up to date wholesale and jobbing business of Suits, Coats and Dresses. They are located at Penn avenue and Seventh street and we know the reputation of these young men so well that any one who places a trial order with them will want to "repeat." They are comers and are here to stay.

The thing that goes the farthest toward making life worth while, That costs the least and does the most is just a pleasant smile. So smile away, folks understand, what by a smile is meant. It's worth a million dollars and it doesn't cost a cent.
—Baltimore American.

Doing an injury puts you below your enemy. Revenging one makes you but even with him. Forgiving it, sets you above him.—Benjamin Franklin.

No life is successful until it is radiant.—Lillian Whiting.

Good things lie all about us, but just as "a wet rag goes safely by the fire," so if we are blind to opportunities, we cannot see them until someone with a keener eye-

sight discovers them for us.—Lloyd.

When you're up against it right and your pocket's empty quite, and your friends are out of sight,

Don't give in,
Just take a better clutch, even though it isn't much, scramble round to beat the Dutch,
And you'll win.

The most illustrious name in industry, science, art and the professional vocations, are those of the self-driven, self-sustained and self-encouraged plodders.—Kaufman.

Anybody can smile when everybody smiles, but it is the wise fellow who smiles when other folks don't.—Caxton.

When all seems to be utterly dark listen to the loneliness of others. Giving is the very seed of getting.—Kaufman.

Blessed be he that asks for more than he expects for he shall not be disappointed.

I am here and now. Yesterday and tomorrow are undesirable relatives.—Erier.

Temperament is often only a polite way of explaining a temper. People who are excused from certain things because of temperament have some success, but it is as nothing compared to the permanent regard they would have attained had this weakness been conquered.—Lloyd.

The sinews of success cannot be borrowed. You won't really develop with any capital but your own.—Kaufman.

Great works are performed not by strength but by perseverance.

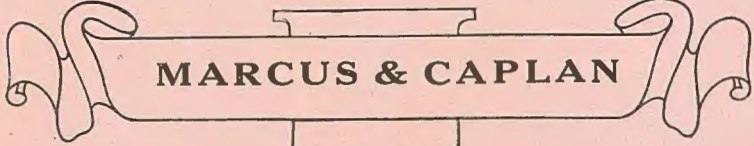
If a man has any brains at all, let him hold on to his calling, and in the grand sweep of things his turn will come at last.—W. McCune.

In opening the door of success, use the key of tact lubricated by the oil of understanding.—Lloyd.

Emerson said: "Nothing great was ever accomplished without enthusiasm." Believe then in yourself, your work and your future with all your heart and mind and in this way you will positively succeed.

Wholesalers!

Take advantage
of this section.
Advertise therein!
It will will yield
returns.



MARCUS & CAPLAN

BELL PHONE 1163 GRANT
P. & A. PHONE 1341 PITT

CLEVER
MADE
GARMENTS

Penn Ave. and Seventh St.
Pittsburgh, Pa.

WHOLESALE

INDIVIDUALITY

SUITS, COATS & DRESSES

Designed and priced not only to sell to you, but made with care and attention to detail, so that you will find them easy to turn into profits

MARCUS & CAPLAN

ANNOUNCEMENT

We have removed from 1101 Fifth Avenue to

702 PENN AVENUE

Where we are now ready with our complete line of New Spring Men's and Young Men's Suits.

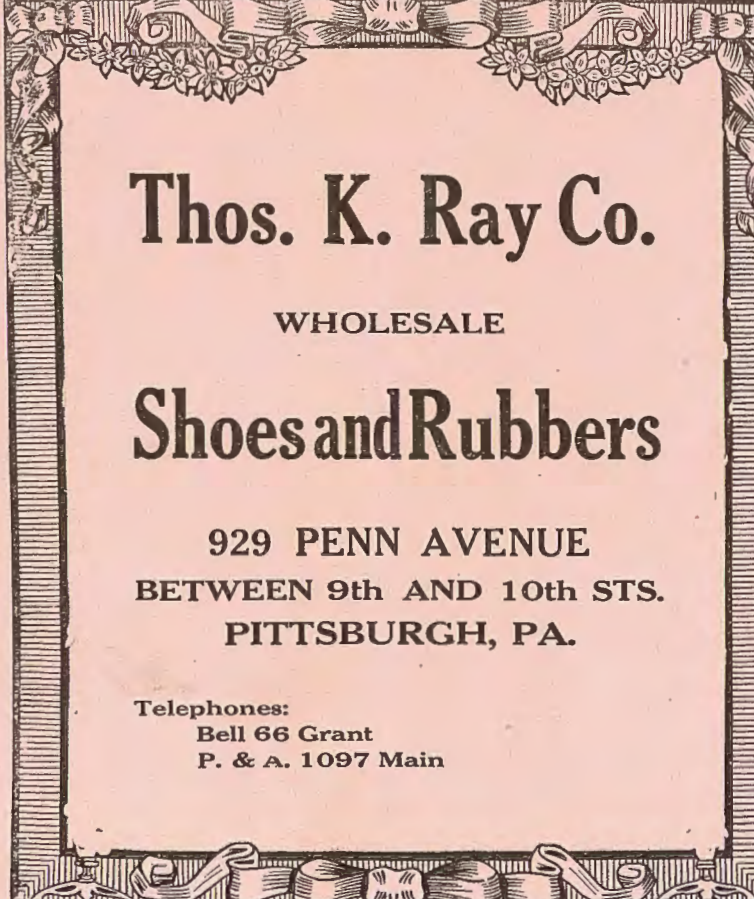
CALMAN AND COHEN

Levy, Tapolsky & Company

Importers and Jobbers of

Knit Goods for Men and Women

922-924-926 PENN AVENUE
PITTSBURGH, PA.



Thos. K. Ray Co.

WHOLESALE

Shoes and Rubbers

929 PENN AVENUE
BETWEEN 9th AND 10th STS.
PITTSBURGH, PA.

Telephones:
Bell 66 Grant
P. & A. 1097 Main