

MANAGER OF NEW STORE JUST OPENED

That no women's wear establishment can be run successfully unless the artistic temperament peculiar to women folks is anticipated, and the daintiness of apparel that gives it the feminine touch of refinement is inculcated in the store's display, is the opinion of Nathan Kris, manager of the new fashion shop "Marquits," which opened today.

"There's a great deal more to catering to women's wants in apparel than the average person thinks," said Mr. Kris, when asked about the policy of the new store, "and that accounts for the really few good stores that deal in women's wear.

"So many merchants have the wrong idea that a woman is a bargain hunter and nothing else. And, while he may be partly successful in catering to that small percentage of bargain hunting that is inherent in every woman, he really overlooks the greatest asset of the feminine world—the artistic touch and 'weakness' that permeates every member of the gentle sex. It is these qualities that help to build the better stores.

"Years of experience have taught me the value of this artistic daintiness, and I have given expression to this knowledge in every inch of space in Marquits store, as well as to each individual garment which I personally selected from manufacturers who know how to make artistic garments.

"Have I been successful in my selection? Well, I'll leave that to the women folks, who are best to judge. But what I take especial pride in is the 'layout' of the store. Starting with the glass covered cabinet cases, wall cases and show cases, every inch of these was carefully planned so as to embody the greatest amount of capacity in the least possible space, and yet to have them appear attractive and to display the goods properly.

"It took months to plan all this detail work, and I feel safe in making the statement that, considering the size, Marquits is the best planned and the most artistically arranged store in the northwest."

The location of Marquits is at 15 West Superior street, and was just recently remodeled under the personal direction of Mr. Kris. Particularly attractive are the display windows.