

Every Merchant Should visit St. Louis This year or all years

Never was
inducement
stronger
to visiting
buyers



Washington Ave., looking west from the Main Bridge. The greatest bridge in the world.

Fourth Street, St. Louis, the widest business street in the United States.

The big retail stores of St. Louis are attracting and instructive to every visiting merchant.

Twenty-five hundred stores in St. Louis are competing for business in the American Wholesale Market.

Washington Ave., west from Main Bridge. The street that will attract and instructive to every merchant.

The famous Union Station of St. Louis. The largest in the world.

World St. Louis Exposition, which opened in St. Louis City, and was the first in the world.

The Strength of the St. Louis Market.

St. Louis occupies a unique position among the great markets of the country, in that not only in one or two lines, but in every line it is strongly represented by the local wholesalers, manufacturers and specialty houses. The lines are so diversified and the competition so keen that it establishes convincingly the city's pre-eminence as a universal market.

Being most conveniently situated as regards the great cotton growing states and controlling the entire output of many of the most extensive cotton goods mills in the country, it is, by virtue of its location and advantages, the natural source of supply for a vast and ever increasing territory.

Among its great wholesale houses specialization has reached such a point of perfection that many floors, covering an area as great as an entire city block, are given over to the exhibition of specialty lines of lace, embroidery, dress goods, silks, hosiery, underwear, knit goods, novelties, notions, ladies' and men's furnishings, men's shirts and work clothing, and every distinctive and important line of merchandise that is bought by the general retailer and exclusive merchant of the country.

St. Louis ranks with the foremost markets in the manufacture and distribution of clocks, watches, men's clothing, books, stationery, furniture, bank and office fixtures, carriages, weapons, farm implements, groceries, paints, harness, saddlery, paper boxes and, within sight of the Merchants' Exchange, are the greatest diamond and jewel mines in this country, supplying her manufacturers with the cheapest fuel in the world.

ST. LOUIS, the universal market, was, as it is now, the leader.

THIS year, of all years, the retail merchant should come to St. Louis—the market that to-day offers greater inducements to visiting buyers than any city in the United States. Never before was this great center in better position to take care of the retailer than now.

The strong cards of the market are and always have been its extraordinary competition, large stocks and low prices, brought about by the fact that in St. Louis are located:

Five of the largest dry goods houses in the United States (more than in any other city) carrying the largest open stocks to be found in any market in America.

Fifteen big shoe houses, the largest and strongest in the United States, carrying by far the greatest stocks and having a manufacturing capacity that is not equaled in any city in the world.

In St. Louis are found the strongest houses in their respective lines in the world, competing with each other in the fiercest rivalry and insuring to the retailer the very lowest prices, widest assortments and the best service at all times. But this year St. Louis possesses exceptional advantages that are not enjoyed by any other city in the United States because:

St. Louis was in close touch with the great agricultural sections and kept her factories busy when others were fundamentally dead.

St. Louis took advantage of the low prices of raw materials and kept her factories busy when others were idle.

St. Louis wholesalers made their contracts at the time prices were at their lowest level—when other markets were timid and holding off.

Now that merchandise prices are on the up grade and the demand steadily increasing, low stocks prevail in all of the markets, but St. Louis is prepared to take care of the trade with an abundance of goods put in at the time prices in all lines had touched bottom.

ST. LOUIS LED THE PROSPERITY MOVEMENT OF AMERICA St. Louis Is Now Leading The Merchandise Movement For Fall

St. Louis is to-day the brightest spot on the commercial map of the United States. It is to-day the market that offers the strongest inducements to visiting buyers. If you want to get new inspiration and the right merchandise to go after a big trade this season, come to St. Louis. If you want the most for your money in merchandise prices, in big stocks, in wide assortments and in prompt deliveries, come to St. Louis. If you want to mix business with pleasure, come to St. Louis, where the "retailer is king," where you don't have to buy out the town to have a good time, where you get the most for your money in hotel accommodations, recreation and enjoyment. When you make your trip to market, come to St. Louis, the city that has the goods and is in position to sell them at the lowest prices prevailing in the United States.

Facts About The St. Louis Wholesale Market. IN THE ENTIRE UNITED STATES ST. LOUIS IS

The largest competitive dry goods market.
The largest wash goods market.
The largest distributing shoe market.
The largest shoe manufacturing city.
Sells one-sixth of all the shoes sold.
The largest millinery market.
The largest men's hat market.
The largest hardware market.
The largest raw fur market.
The largest hardwood lumber center, \$200,000,000 of capital being represented in one building.
The largest inland wool market.
Central to more than half the entire railroad mileage of the United States and makes closest connections with the Central Northern states, the Northwest, West, Southwest, South and Southeast.

St. Louis Banks and Financial Institutions are famed the world over for their solidity and have shown an increase of 60 per cent. during the past five years.

IN THE ENTIRE UNITED STATES ST. LOUIS HAS

The largest open stocks of dry goods.
The largest carpet, rug and matting houses.
The largest coffee, tea and spice houses.
The largest tobacco and cigar houses.
The largest graniteware and woodware houses.
The largest independent packing houses.
The largest street and railway car shops.
The largest building and contracting firms.
The largest brick manufacturing plant.
The largest vitrified pipe plant.
The largest terminal station.
Three of the largest plate glass factories.
Five of the largest steel and range factories.
The largest brewer.

"St. Louis Made" on any article stands for a high quality, as St. Louis mechanics are noted for their skill and good work.

A famous St. Louis article, and one of the best in the world.

One of a hundred and one St. Louis made things.

One of the St. Louis made things, which is the best in the world.

St. Louis is known the country over as the "Gateway to the West" and the "Gateway to the East."

Stand stand in Forest Park. The largest park in the United States.

St. Louis is the Greatest Checker and Candy Market in the Country.