

## FLOWERS RIVALED GEMS.

**Whitley Stores Beautifully Decorated for Reception Which Marked Their Opening Day.**

H. J. Whitley's new jewelry store on Broadway, between Third and Fourth streets, celebrated its formal opening day yesterday, and a crowd surged through it afternoon and evening.

The store is one of the most elegant of its kind in the city, and yesterday, in addition to its rare gems and shining gold and silver, it was doubly adorned with gems from the florists' garden. Beautiful flowers were in profusion. The windows were done in a white effect, the jewels scattered about among elegant vases of long stemmed rosebuds and carnations, and big bowls of violets. An especially fine display of watches and diamonds was evident. Smilax and asparagus plumosus was used in profusion in the windows and in the store, where the fine bouquets continued to rival the jewelry in attractiveness.

An eastern tourist standing admiring the floral display in the window said to a companion: "If the people at home should see a store decorated that way at Christmas time there they would block the sidewalk and the street trying to catch a glimpse of it; they would think it a florist's greenhouse."

An orchestra furnished music for the patrons and visitors both afternoon and evening. The Whitley store on North Spring street was similarly decorated, and observed the opening day of its Christmas season with a reception of the same nature.

The Spring-street store has been enlarged and renovated, and is now furnished in oak and birdseye maple. The Broadway store is furnished in mahogany, and both have tiled floors, frescoed ceilings and mirrored walls. The H. J. Whitley Company is a direct importer of diamonds from the cutters in Amsterdam, watches from Switzerland and Parisian bronzes from France.

The business was established about ten years ago by H. J. Whitley, and has prospered under his management until it has resulted in the opening of two of the handsomest jewelry stores in the city. It is one of the practices of the management to take faithful employes, who have served a number of years and shown their worth, into the firm, to participate in its profits and prestige.