

POTTSTOWN CITIZENS FOR Enlightened LEADERSHIP

The Times They are A-Changin’

It’s not surprising that Weitzenkorn’s men’s store is downsizing and moving to Phoenixville, which has a healthier downtown.

The surprise is how long the 150-year-old store has held out in Pottstown.

Retail specialty stores are all but gone on traditional main streets. Even in shopping malls with ample parking, bricks and mortar retail has been on the ropes for years.

Weitzenkorn’s now does 60 percent of its business on the internet, and its online operation will continue in Potts-

town.

Changing tastes make it particularly difficult for quality clothing stores like Weitzenkorn’s to survive, much less flourish.

As recently as the 1990s, suits and ties were considered normal business attire.

Now anything goes. Scruffy T-shirts and ripped jeans may be fashionable, but they’re not quality.



Commentary by
Thomas Hylton



BACK IN THE 1950s when I was growing up in Pittsburgh, people dressed up just to watch a baseball game at Forbes Field. By the time I got to Pottstown in 1971, suits were still common attire. No more. Not only is Weitzenkorn’s moving to Phoenixville, the new store won’t even carry suits. And the latest generation of Weitzenkorn, Aaron, poses here for the newspaper tieless with his shirttail hanging out. O Tempora! O Mores!

