JOHN BANCROFT'S THANKSGIVING.

"Great Scott! but she is beautiful! I can't understand how I could have lived so near here and never have become acquainted with that pretty girl. Who is she, Mr. Graham? Do you know her?"

A flash of anger which merged into good natured tolerance, passed over the face of the elder man as he answered, "Yes, I am rather well acquainted with the family." "But to get to business, I was asking you the price of this article, while you were so much interested in looking across the street." This gentle reminder and reproof of Mr. Graham served for the time to bring the young man to a realization of the requirements of his mission, causing him some embarrassment, as he met the calm, penetrating gaze of the merchant. They were soon immersed in the depths of "trade," and the young man proved an excellent entertainer in expatiating upon the merits of his line.

But like a breeze of gladness the store door was noisily thrown open, and a trio of young ladies rushed in, full of laughter and repartee, but who quickly endeavored to restrain themselves with bewitching demureness upon noting the presence of the handsome young salesman talking with Mr. Graham.

One of the young ladies walked over to Mr. Graham, addressing him as "papa," and talked of some trivial matters. But the face of the salesman became a study of blushing confusion.

With eyes twinkling with merriment, Mr. Graham, after some chat with his daughter, said, "Mattie, let me present to you Mr. John Bancroft. Mr. Bancroft is a traveling man representing H. J. Heinz Co., of Pittsburgh, the great pickle concern whose condiments you enjoy so much at home."

Young Bancroft hardly knew how he got through that introduction, for in Mr. Graham's daughter he recognized the young lady of whom he made such an exclamation of admiration, with which this story opens.

It is not to our purpose to record the development of the acquaintance between these two young persons. Suffice it to say that the admiration was mutual; that John Bancroft suddenly discovered the necessity of frequently visiting the town of Duxbury, Vermont, the scene of Mr. Graham's business, and that many tender invitations were extended him by Miss Graham.

But fate plays many incomprehensible tricks and John Bancroft in the course of time was transferred from the New York branch of H. J. Heinz Co. to their Chicago branch house, and...
thus the courtship of these two was continued by mail.

II.

John Bancroft was the son of a prosperous farmer living twenty miles out of Montpelier, Vermont. Raised on the farm, he developed the habits of industry and perseverance under the wise watchfulness of his father. These traits together with a genial disposition, and sufficient education, brought him his success as a commercial traveller; and he was well regarded by his employers, H. J. Heinz Co., who never fail to substantially recognize genuine merit.

We find him about a year and a half from the beginning of our story, in a western hotel after his day's work, tilted backward in his chair with his feet upon a table, and in his lap two letters. The one is from home, and there rise before the vision of his memory the scenes and associations of his early days which seem in the vista after the lapse of years, to possess only that which is tenderly beautiful. The great hills, rugged and picturesque, with their sharp outlines and immense boulders, dressed in their summer beauties of spruce, maple and pine, the very atmosphere seeming saturated with their invigorating perfume; the old swimming hole under the cliff, protected from the gaze of the roadway by the shrubbery and towering trees; the driving of the cows homeward from pasture; the swing in the orchard; the old cider press squeaking and groaning under its duties, and pouring out the rich, sweet liquor of countless apples; the whinnying of the horses in their stalls impatiently awaiting their oats and hay; the bellowing of the cows at milking time; and then the good old home where are father and mother and grandma and sister Mary—all these pass in review before him, and the longing of homesickness comes upon him. With a start and a sigh he is aroused from his reverie, and gives attention to his second letter. This one is from Miss Graham, and in it she states she received an invitation from Mrs. Bancroft seconded by Mary, to visit and spend Thanksgiving Day with them, they assuring her that John would be at home on that day. Continuing Miss Graham wrote: "I think I shall accept for you know I would like very much to see your folks. Mary and I have been corresponding for some time, and have not seen each other. Doesn't it seem strange to be writing to one whom one has never seen? But I know I shall like them all, for I do now."

III.

A cold night; a night of swirling cutting winds which swept through the valleys with long mournful sighs and moaned through the trees of the hill tops. A powder of snow now and then dashed in the gusts.

Within the Bancroft home the family were cozily seated about the fire listening to Mary reading a letter received that evening from John. In it he stated he would send them a box of "good things" prepared by his firm, so that they would receive it a day or two before Thanksgiving. In the midst of the reading and the family comments, a loud knock at the door was answered by Mary, who, on opening it, exclaimed, "Why its Mr. Hall! Come in Mr. Hall, come in! My, what a cold bad night it is! Just listen to that wind, papa!"

"Good evenin', Mary," replied the new comer, "yes, it be a offul cold night out to-night; that wind do bite to-night to frost-bite. How are ye to-night brother Bancroft?"

"Good evening, Eli," said Mr. Bancroft, "I'm very well. Come over to the fire. Here take this rocker Eli, you'll be more comfortable than on that straight back chair. Well how are you and the folks, Eli?"

The stranger was a man past sixty, with straggling thin white hair, a long cadaverous furrowed face, around whose edge were white unkempt whiskers and beard. Tall and spare of build, heavily stooped in the shoulders, clad in corduroys with round slouch hat and muffler, he presented the typical New England farmer.

"Waal Brother Bancroft I beant so well these days but howsomever that ain't no account. Mirandy is got the roomatiz real bad to-night, and I thought as how I'd call and borrow some o' that roomatiz intment what helped her heaps afore. And Brother Bancroft if ye hev some herb peppimint and ground mustard I'll be much obleeged to ye, for I guess Mirandy better hev some hot peppimint tea and a foot bath afore she goes to bed. I spechts that'll bring her round afore mornin. Air ye spectin John along bout Thanksgiving Brother Bancroft?"

"Yes, Eli, he'll be home to spend Thanksgiving with us; Mary was reading a letter from him just before you knocked. He is going to bring a friend of his with him, a Mr. George Drew, who is with him in the Chicago branch of H. J. Heinz Co."
“Wall it do beat everything how some folks do get along. Who'd a thought that boy would a' grewed up to travel round like that. I don't get down to Montpelier only twice a year, and there that boy travels all round the kentry.”

“And he's going to send us for Thanksgiving a big box of good things which his firm makes” exclaimed Mary.

“'Brother Bancroft how do this firm make so much of them preservs to send men round the kentry like they does?’

“Well, Eli, it is all wonderful but true, every word. H. J. Heinz Co. have large farms throughout the country, and use every year the products of more than 15,000 acres. They use more than 5,000 acres for cucumbers alone, from which they make the famous Heinz pickles. They have great vinegar factories in different states, and use for cider vinegar over a million bushels of apples. They have twenty-one salting houses, two of them being in Canada and the remainder in seven different states. They have forty-two branch houses and agencies. They carry thirty-four salesmen with their branch in London, England. Besides being in the United States, Canada and Mexico, their branches extend to Central and South America, South Africa and Australia. Their goods are perfect. They have the largest, cleanest and best equipped kitchens in the world. Mary will you get that book which has the pictures of the various H. J. Heinz Co. plants? I want you to see it, Eli.”

“And Mary, bring me a jar of Heinz preserved strawberries and bottles of Heinz octagon ketchup and India relish, I want Eli to taste them.”

While Eli was in wonderment looking through the Heinz book Mary brought the articles her father requested, together with some spoons and saucers, and Eli and the family tasted them.

“Waal thems a sight better than Mirandy makes b'gosh, and Mirandy's a purty neat cook if I do say it myself, Brother Bancroft. Waal it do beat all that John goes over the kentry sellin them. You must tell John to come over and see us afore he goes back agin. I spose he'll want to see none but the folks on Thanksgivin', but tell him to call afore he goes. I must be goin', it be gittin late and that's a nasty wind to plough through too. Good night folks, I'll bring back the rumatiz intment and peppimint and mustard the next time I go down to Montpelier. I calc'late to go afore Christmas. Good night. Good night.”

IV.

Thanksgiving! A day when in almost every heart there is a pulsing of pleasure. No matter how poor the poverty, how keen the suffering, how depressing the heart ache, how lonely the solitude, there is at least a gleam of mental sunshine which memory flings across the most darkened pathway of privation. The lowest depths of viciousness and crime, the hells of civilization, respond instinctively in some measure or form to the universal contagious buoyancy of Thanksgiving. The vanity of riches abates itself; the haughtiness of social exclusiveness relaxes, unbends; envy becomes less envious; hatred is modified; the world feels informal; conventionality dislikes itself; the great christian denominations on that day look at life with clearer vision.

The day was ushered in clear and cold but bracing and invigorating. Mary Bancroft had dressed herself in her prettiest, and drove as splendid an animal as was in that part of the state. The Bancrofts justly prided themselves on their excellent stock of horses. The train arrived on schedule time, and after the glad greetings between brother and sister were exchanged Mary exclaimed, “Why John where is your friend Mr. Drew; you wrote us you were to bring him with you.”

“I expected to at the time, Mary, but Mr. Drew was detained a few hours in New York but promised to come on the next train. He has, however, sent the folks a box of Heinz goods as a thank offering. It is here at the station so we will take it home with us. It is early yet, only 8:30, and I expect George on the 11:15 train. I'll drive back for him. I presume you received the box I sent you?”

Yes, John, we received it two days ago. Now we'll have a good drive together. I shall drive for I suppose you have entirely forgotten the roads since you've been from home so long,” and Mary smiled archly.

So away they went taking with them the Heinz box sent by Mr. Drew. There was indeed a happy meeting at the home when they arrived. Tears of gladness sparkled the eyes of Mother Bancroft when she enclosed John in her arms. There was so much to ask, so much to tell; but John through it all could not refrain from casting many admiring glances at Mattie Graham, who smiled demurely.

After a time John prepared to go to the train
for his friend Drew, who arrived as expected, and who was just in time for dinner. What gladness there is around the table of an old fashioned New England dinner. Always an over-abundance of many varieties; the little jokes and sly repartee; the bursts of laughter which at times swell into hilarity; the swift love glances; the benignity of the old folks, all make a sense of completeness of life.

It was noticeable that Mary and George Drew were apparently smitten with each other,

A FLYING TRIP THROUGH OUR MAIN PLANT.

If the reader will accompany me we will take a flying trip to a few points of interest about the Heinz establishment. We shall not attempt a comprehensive inspection of the whole plant as that would require more space than this edition will allow.

First of all we must gain an entrance through the time office which is the general entrance to the factory. Its windows representing sentiment in business, and its other embellishments have been pretty thoroughly described to you and they were seen taking a stroll together after dinner, Mary tactfully wishing to show Mr. Drew "the place."

But time is of ceaseless changes, and the happiness of such meetings gives way to the necessities of life. The place took on an air of sadness in the regrets of parting on the following day. As the girls watched the train draw from the station, Mary murmured, "What nice men H. J. Heinz Co. have."

in a former issue of Pickles. I shall only detain you long enough to call attention to the taste exhibited in the arrangement of the pictures that adorn the walls. On the left as we enter are the three greatest diplomats of modern times, Gladstone, Bismark and Blaine. On the right are Washington and the martyr presidents, Lincoln and Garfield, three names very dear to the American people. Facing you are the two most prominent living Americans, President McKinley and Admiral Dewey.
PICKLES.

Our next stop is in the building that appears just back of the time office, and we only pause long enough to notice the row of girls standing before a long wooden tub filled with warm water in which they are washing bottles. The row of bottles you see have been washed, and are now being rinsed with clean water, a jet spurting into each bottle from the pipe below.

Let us now pass to the room where the bottles are filled, on the top floor of the building to the left of the time office. Just a glance will show you that it is large, light and airy, that the girls work seated at tile topped tables, and that they wear bright and clean blue dresses and white caps. The thoughtful person will recognize that all these things tend to good work, which contributes to quality.

Our time is almost up but before we go we will glance at two features of this building's equipment apart from the work rooms. The hospital and the dressing room speak volumes of the care and thought given to the convenience, comfort and well being of the employed.

After visiting the engine room, a very interesting department, we cross the street to the stable, a commodious building, modern in all its appointments, having hospital, turkish bath, foot bath, electric brushes and clippers. The stalls are arranged for the free circulation of air, affording perfect ventilation. A harness trolley runs the length of the stable to the harness room at the front of the building. Steam heat is used in winter and electric fans in summer.

As you cast one admiring glance at the magnificent proportions of the new building where the auditorium is to be, and then turn to leave, you will probably think, "what a lot of vegetables they must use," and a picture something like the farm scene, on another page, will form in your mind.

NEW PAINTINGS IN WOMEN'S DINING ROOM.

Several new paintings have been hung in the women's dining room. One represents a kitchen in a farm house, showing pumpkins, apples, pears and grapes in profusion, mother and boy. Another is a painting by Franz Strumm, representing a shepherd boy asleep in a barn, the sheep having followed him there stand gazing at him, and his dog lies beside him watching the sheep. This is a beautiful oil painting 5x7 feet. Two other paintings of the same size, one representing a street scene in Madrid, after Murellio; the other the Holy Family, after Del Sarto, were hung recently. Illustrations representing the last two paintings appear in this number.

Our women's dining room has a seating capacity of five hundred. It is well ventilated and lighted, and is very much enjoyed and appreciated by our women employees. Mr. Heinz is particularly interested in this department and is constantly making improvements.

DELEGATES OF THE S. F. P. W. C. VISIT US.

On Friday, November 9, one hundred and forty-four lady visitors and delegates of the State Federation of Pennsylvania Women's Clubs paid us a visit. They were shown through the works, and luncheon was served in the women employees' dining room. The visitors were very much interested, asking many questions, evidencing their surprise.
at the cleanliness and system pervading all departments. After luncheon was served resolutions were passed as follows:

"WHEREAS, The visitors and delegates of the State Federation of Pennsylvania Women's Clubs feel grateful to H. J. Heinz Co. for the courtesy and instruction afforded them by the visit to their industry, and as their management affords not only profit, but pleasant employment to hundreds of women and men, but takes a large burden from overworked housewives during the formerly dreaded pickling and preserving season, therefore be it

RESOLVED, That we Pennsylvania women who are enjoying their hospitality this day tender our sincere thanks, and second, that on reaching our homes we fail not to accord them the praise so justly due them and honestly earned."

We are always glad to have ladies visit our plant, believing that they will be interested in what they see.

H. J. HEINZ CO. MAKE A BIG HIT AT STATE FAIR.

The following is an article which recently appeared in the Atlanta Journal, of Georgia, and is indicative of the extent of appreciation accorded us by the Southern people.

H. J. Heinz Co., of Pittsburgh, Pa., have been awarded the blue ribbon on their exhibit at the state fair. This magnificent display has been one of the greatest attractions in the main building. The exhibit is very extensive, and its artistic arrangement is the work of Mr. F. H. Jeter, the efficient and popular Atlanta representative. One of the pretty features of the display is the handsome pyramid which rises loftily in the rear, forming a picturesque background.

H. J. Heinz Co. is the largest pickle concern in the world, and they manufacture almost an endless variety of pickles and condiments, preserves and jellies. The keystone brand of tomato soup, octagon ketchup, tomato chutney, India relish, sweet mixed pickles, baked beans, mince meat, also keystone brand of preserves and apple butter, which they fully
guarantee, are famous the world round. The thousands who have visited the Fair have certainly enjoyed, and must fully appreciate the rich treat which has been served free to all.

Mr. Jeter certainly understands the art of tempting the women, and men also, through the palate, and reaching them through the ear as well. He makes a new acquaintance readily, and seldom forgets a face or name. He is quick, polite, attentive and affable, and H. J. treated discourteously, but this does not mean that he does not feel such treatment.

It requires but little time to be courteous to traveling salesmen, and this courtesy will, as a general rule, be heartily appreciated, and richly repaid. Every salesman has occasional bargains, and most are human enough to offer these first to those who are courteous of the traveling men are unusually bright men; in fact, it requires a bright man to be a good

THE HOSPITAL.

Heinz Co. certainly have the right man in the right place.

H. J. Heinz Co.'s goods will be more popular than ever in Atlanta and throughout the state on account of the fair.

HOW TO TREAT DRUMMERS.

The fact that a man is a traveling salesman does not mean that he is entirely devoid of feeling. He must, necessarily, learn to curb his temper and mask his annoyance when salesmen; and having, as they do, unusual opportunities for observation on account of the number of stores which they visit, they can frequently offer suggestions of great practical utility as to the conduct of business or the introduction of novelties. Hints thus gained will often more than repay the buyer for the time devoted to the salesman. If it happens that a drummer should come in at an inopportune time, it does not necessarily follow that the buyer should neglect his own customers, but he can nearly always make an appointment for some hour when he is less likely to be occupied, telling the salesman, however, that he is either likely or not likely to purchase as the occasion may be. Politeness is one of the cheapest commodities at our command, and politeness on the part of the buyer is as essential to success as it is on the part of a salesman.—Am. Drug.
PICKLES

Published by
H. J. HEINZ Co., Pittsburgh, U. S. A.

In the Interest of Their
Traveling Salesmen and Representatives.

INDUSTRIAL ERA.

Manufacturing works are running full time. Retail merchants are doing a good business in all lines. The great iron and steel industries are unprecedentedly busy, having contracts ahead that will require one year or more to fill. The stringency in the money market has been greatly increasing for some time, affecting the stock markets in the East as well as West, but has not interfered with the industrial situation. Farmers are selling their products at good figures; the agricultural situation is bright. Labor is in demand everywhere at good wages. This is indeed an industrial era. Business men are in the public eye rather than politicians. Imperialism seems to be growing in popularity; our commerce has taken on a new lease of life. The stars and stripes float in every clime. H. J. Heinz Co. have not stood still, they have pushed forward, entering new fields as well as developing those already occupied. New factory buildings are being erected in different parts of the country, increasing our manufacturing capacity to take care of the increased sales of our fifty-seven varieties. We have a great many things to be thankful for this Thanksgiving, coming as it does in this prosperous industrial era.

PITTSBURGH'S DAMS.

A series of dams are being built about Pittsburgh which will give us slack water all the year around. The one opposite our main plant is about half built. Mr. Heinz invited a number of the heads of the departments to pay this dam a visit recently, and while in conversation with the contractor we were told it would take one more year to complete it. It is hardly possible to conceive the immense amount of material used in the construction of a dam. The one visited, will have when completed, 810,000 cubic feet of concrete, 1,000,000 pounds of iron and 1,000,000 feet of oak lumber in its construction. After this dam is completed, work will be begun on the one at Aspinwall opposite the property of the Aspinwall Land Co., of which Mr. H. J. Heinz is president. The next one, which is located in Springdale, is fast nearing completion.

FREIGHT TRAFFIC OF PITTSBURGH.

The freight traffic of the Pittsburgh district is so vast that it overlaps the bounds of definite comprehension. Other cities are boasting of their railroad business, but Pittsburgh goes right along breaking records every day, and but little is said about the immense volume of business handled here. As an illustration of what the railroads in this district are doing, the fact that in one day recently 5,000 cars of freight originating in or consigned to firms in the Pittsburgh district were handled locally, and 7,208 cars of through freight passed through Pittsburgh yards, is sufficient to give some idea of the importance of this city as a railroad center.

HOW FRUIT CANNING WAS STARTED.

Years ago when the excavations at Pompeii were just starting, a party of Americans found, in one of the houses, a number of jars of preserved figs. One of the jars was opened, and its contents proved to be perfectly fresh and good. Investigations were made, and it was proved that the figs were put into the jars while hot, and that an aperture was left for the steam to escape, which was afterwards sealed down with wax. The hint was taken, and the following year saw the beginning of the fruit canning industry in the United States, the process being that in vogue hundreds of years before at Pompeii. To us, to whom tinned fruits seem a comparative novelty, it is difficult to realise that we are indebted for them to a people who were literally ashes a few years after Christ. Truely, there is nothing new under the sun.—London Sun.

HE STARTED RIGHT.

Thomas J. Lipton, the big retail grocer and tea dealer of London, England, started business by opening a provision and grocery store with a capital of §400. To-day, at forty-seven years of age, he has sixty stores in London, and 420 in other sections of Great Britain.

Fortune knocks once at every man's door, but his sister, Miss Fortune knocks several times.
THE MAKING OF A MERCHANT.
SECOND PAPER.

In discussing the entry of a young man into the retail business there are certain things which are so fundamental that they must be taken for granted. Without them there can be no permanent or substantial success in any undertaking. Among these requirements are character, integrity, and a fair "business head."

The first rule which a young merchant going into the retail business should make for himself with heroic determination is that of doing a business consistent with his capital. Failure to structure with the timbers of fictitious credit. These may hold it in fair weather, but when the period of storm and stress comes—as come it surely will—this false support will come crashing down, and the enterprise tumbles with it.

My individual conviction is that the only way in which a retail business can be conducted on lines absolutely consistent with its capital is on the cash basis. For this reason I would not advise any young man to make a venture in retail trade on credit lines. It is too much like working in the dark. Almost inevitably, the

observe this rule is the rock on which thousands of promising commercial undertakings have gone to pieces. Whether the capital put into the enterprise be large or small, its size should absolutely govern the volume of business.

What should we think of an architect who would start a building on a foundation 40 feet square, and then build without reference to its limitations, until the structure completely overhung the underpinning on all sides? Yet, this is precisely what thousands of young retail merchants throughout the country are attempting to do. They try to brace up their top-heavy accounts grow beyond your control, and the business structure expands at the top while the foundation weakens.

In certain communities, conditions seem to be such that it is practically impossible for the young merchant to introduce the strictly cash method of doing business. In this event, he has but one hope of success—that is, to watch his accounts with a zealous vigilance that never relaxes, and to act with promptness and decision in the matter of credits and collections. This may require a high order of business and moral courage, but he must be able to do it, if
he would avoid wreck.

In dealing with his creditors, the wholesalers, let the young merchant keep firmly to the rule of incurring no obligation that he cannot with certainty meet in 60 days. Too much emphasis cannot be placed on his connections with the wholesale house or houses from which he obtains his goods. At the very beginning of his venture let him go to the credit man of the wholesale establishment, and state his case without reservation.

So thorough and searching are the means employed by the big wholesale houses to obtain an accurate knowledge of the standing and affairs of their debtors, that it is practically hopeless for the latter to attempt any concealment of unfavorable conditions. Again, the credit men of the wholesale houses are the keenest men in the business, and their judgment of human nature is quick and shrewd. Then, it should be constantly held in mind that the honesty of a patron seeking credit is half the battle, and that their confidence is won by an ingenuous statement of affairs that does not spare the one who is asking for credit.

The first interview of the young retail merchant with the credit man of the wholesale house is sometimes a trying ordeal in which many uncomfortable questions have to be answered. This may incline the beginner in the retail trade to avoid the credit man after the initial interview has been successfully passed. He could make no greater mistake than to allow this association with a disagreeable ordeal to alienate him from a close acquaintance with the credit man. To the contrary, he should improve every opportunity to strengthen and build up a confidential relationship with that important functionary of the wholesale house. Not once, but constantly, should he acquaint the credit man with the real condition of his affairs, and should ask and follow the advice of this counselor on all important matters. The more he does this the better will be his standing with the house and the safer will be his course. Advising patrons is one of the most important duties of the credit man. I place great emphasis on this matter because its importance is so often overlooked by young men starting in the retail trade.

Another cardinal point in the success of the retail merchant is that of having a small but frequent influx of new goods. This is founded on a universal trait of human nature which craves "something new." There is a subtle flattery, practically irresistible, in being shown goods that have not been exposed to the eyes of others in the town.

"Here are some of the latest styles," says the retailer, as he reaches into a packing-box and takes out a bolt of dress goods. They have just come in, and no one has seen them. You may have first choice, if you wish." This argument seldom fails to effect an immediate sale.
And, even if it does not do so, the woman to whom this courtesy is shown goes away with the impression that the young merchant is wide awake and thoroughly up with the times.

The dealer who puts in a small stock at the start and keeps constantly adding thereto with fresh but limited invoices has an immense advantage over the tradesman who buys in large quantities, and does not freshen his stock for six months at a time. In these days women are the most numerous and important customers of the retailer, and they do not like to see the same old goods. They will trade when they can find something fresh every time they call.

All big businesses have had small beginnings. I do not know an exception to this rule. This means that a successful enterprise must have a normal, substantial and legitimate growth. If a young merchant finds himself in quarters larger than he at first demands he should change for smaller ones, or partition off a portion of his room at the back. The latter is better than attempting to put in a larger stock than his trade really demands or his resources warrant. It is really better judgment than to “spread” his stock over a large space for the mere purpose of filling up.

While the proprietor should be the first at the store in the morning, and the last to leave it at night, and should be always ready to do anything that he would ask his humblest clerk to do, he should always remember that he must do the headwork of the business. He can hire a boy to candle eggs, sweep out and deliver goods, but if he does not do the thinking and planning, it will not be done. That is something that the most faithful and conscientious clerk cannot do for him. If he allows the physical part of the work so to encroach on his time and energies that he does not find opportunity for a frequent and thoughtful survey of his business, he makes a great and a common mistake. This principle is stated forcibly, if uncoolly, in the old expression, “Let your head save your heels.”

The young merchant who takes time at regular intervals to make a close summary and analysis of his accounts, and takes his bearings so that he knows precisely his position on the sea of business, is the man who will succeed. In other words, the mental part of the business is the most important feature. However, I hold that, at more or less frequent intervals, the storekeeper should personally do every task about the establishment for the sake of influence and example.

Let him take the broom from the hand of the boy and show the latter how to “sweep out” without stirring up a dust or leaving dirt in the corners; this will give added respect in the eyes of the boy, and the store will thereafter be cleaner by reason of the example; and so with every task, no matter how trivial or humble.

Then the young merchant will do well always to bear in mind that courtesy is the biggest part of his capital. This does not mean that he should be obsequious and fawning, but simply and invariably attentive to all who enter his place of business.

The matter of advertising is not an unimportant detail. In the local newspaper the young retailer may wisely use a limited amount of display advertising space. This will be most advantageously occupied by a simple, dignified and modest announcement of new goods. Like his stock, the subject matter of his advertisement should be kept fresh by constant change. It should also have the individual quality both in its wording, form and type—something that expresses the personal good taste of the advertiser.

There is no doubt that a neat circular or folder sent personally to patrons is a strong method of advertising. Such announcements may be delivered by messenger or distributed through the mails. Best of all is the neat personal note written to the merchant’s best customers, calling attention to fresh arrivals of goods. The spare moments of a young merchant may be put to a far less effective use than this writing of individual advertising letters.

It is scarcely possible to put too much emphasis on attractive window displays. Here again, the element of constant freshness plays an important part. The displays should be frequently changed, and, while striking, they should never fail to have the quality of good taste. Good statuary, pictures, curios and art objects of every kind may be used to unfailing advantage in dressing windows, and they always command the attention and admiration of women. It pays the enterprising merchant to secure the loan of works of art for this purpose, and they are not difficult to obtain.

In looking after all these details, which are of importance in the general result, the young retailer should not fail to keep a proper per-
pective of his business as a whole. He should know just where he is sailing, and be sure that he is not drifting. In this way, he will become a safe pilot, and will bring his enterprise into the harbor of success and independence. And the prosperous retail merchant is a very independent and respected member of the community in this country, where the honest tradesman commands the regard to which he is entitled.

EDITOR'S NOTE.—The first of this series of papers by Mr. H. N. Higinbotham on "The Making of a Merchant" appeared in our September number. Published by special permission of the Saturday Evening Post.

HOW PITTSBURGH GETS ITS TONNAGE.

The Carnegie Steel Company, limited, is to begin at once the erection of the two largest blast furnaces in the world; an immense hot metal carrying route bridge; and a great open hearth steel plant. These will cost altogether close to $8,000,000. Contracts for the blowing engines have already been awarded, and it is expected that the furnaces will be ready for operation within eight months. Each furnace will have a daily capacity of 700 tons and the improvements will give the company a producing capacity of 100 per cent more than any other concern in the world. The decision to build at this time is considered good evidence of confidence in the future prosperity of the iron business.

In order to handle the immense tonnage of the new furnaces, the Carnegie company will build a double track steel railroad bridge across the Monongahela river connecting the Carrie plant with the Homestead steel works. The molten iron will be carried across in ladle trains and used in the open hearth steel furnaces, or Bessemer converters at Homestead, after mixing there. The same practice as on the present Union railroad bridge, between the Edgar Thomson furnaces and the Homestead works, will be followed.

The addition of the two furnaces will give Allegheny county a total of 32 stacks, with an aggregate capacity of 3,850,000 gross tons. The Carnegie company will have 19 furnaces, with an aggregate capacity of 2,700,000 tons, or about 70 per cent. of the entire producing.
capacity of Allegheny county. The Carnegie furnaces will comprise the Edgar Thompson, nine stacks, 1,000,000 tons per year; Duquesne furnaces, four stacks, 800,000 tons; Carrie furnaces, four stacks, 700,000 tons; Lucy furnaces, two stacks, 200,000 tons.

A monster open hearth steel plant and a revisable blooming mill will also be added to the Duquesne steel works. Bessemer steel is made exclusively at Duquesne now. The new plant will consist of fourteen 50-ton furnaces, increasing the open hearth steel capacity of the company over 200,000 tons per year and with the forty furnaces at Homestead, giving a total capacity of open hearth steel of 1,500,000 tons.

In 1898 the Carnegie company made 5.34 per ct. of the pig iron product of the world; 17 per ct. of the pig iron of the United States; 35 per ct. of Pennsylvania’s production, and 63 per ct. of Allegheny county’s production. In the same year the company produced over nine per cent. of the steel made in the world, 25 per cent. of the production of the United States, 41 per cent. of Pennsylvania’s production, and 64 per cent. of Allegheny county’s output.

WHAT WE ARE DOING AT CINCINNATI.

The following is an extract from the Cincin-
nati Commercial Tribune of recent date, and though somewhat humorous, is an evidence of the persistent and successful house canvass of the Cincinnati Branch of H. J. Heinz Company:

“I presume your wife has been tackled by the man who delivers ten carloads of pickle

and preserves for that insignificant sum. If she has, you, of course, have been tackled for the ten. I have been a victim myself. Our house is full of pickles from cellar to roof. No two samples alike either. The hat rack has been put out on the porch to make room for pots of strawberry and raspberry preserves. The moth balls have been taken out of the cedar chest, and in their place now rests seven or
eight dozen pickled, prematurely-born cucumbers. All sorts and conditions of cherries adorn the top of the piano. Onions decorate the side-board. Maraschino turnsips fill the ice chest. Absinth gherkins repose on the music rack and preserved radishes in cream stand gracefully where once manfully stood the old umbrellas.

"We are, of course, going away for the summer, but the pickles will remain at home. I shall be glad to give a latch key to any charitably inclined burglar who will steal them during our absence. All expressage will be paid, no questions asked, and he will receive my everlasting gratitude."

A POSTMAN'S LONG WALK.

The distance which a regular walker, who takes a fairly long tramp every day, will cover in a lifetime is something quite startling. A man has been found in England, says the Youth's Companion, who has walked more than six times the distance round the earth.

Not long ago a business firm in England offered as an advertisement prizes for all sorts of "champions." Among the rest was a prize for the postman who could prove that he had walked the greatest number of miles.

This person was found to be Mr. Paul Hemmel, of Swardeston, Norfolk, England. He has been forty-three years a postman, and during all that time has never been one official day absent from duty. He is now seventy years of age and is still discharging his duty satisfactorily. He proved that in those forty three years he has walked in carrying mail upward of one hundred and sixty thousand miles. No other postman approached this record, and it is doubtful if it can be matched by any living man in any occupation.

PERSEVERANCE CONQUERS ALL.

Genius, that power that dazzles mortal eyes,
Is oft but perseverance in disguise.
Continuous effort, of itself, implies,
In spite of countless falls, the power to rise.
'Twixt failure and success, the point's so fine,
Men sometimes know not when they touch the line.
Just when the pearl was waiting one more plunge,
How many a struggler has thrown up the sponge!

As the tide goes clear out, it comes clear in;
In business, 'tis at turns the wisest win.

And oh! how true, when shades of doubt dismay,
"'Tis often darkest just before the day."

A little more persistence, courage, vim!
Success will dawn o'er fortune's cloudy rim.

Then take this honey for the bitterest cup:
"There is no failure, save in giving up,
No real fall as long as one still tries,
For seeming setbacks made the strong man wise.
There's no defeat, in truth, save from within;
Unless you're beaten there, you're bound to win."

—Henry Austin.

COULD NOT FOOL HIM.

VOICE—Get closer to the phone.
FARMER HAY RICK—Not much! I seed a fellar do it in a show wurst, an' he got flour blowed in his face.—Ec.

WHEEL FOR SALE.

Mary had a little dog,
Its fleece was black and tan;
She tied it to her bicycle
And by her side it ran.

They used to ride o'er hill and dale,
Until one fatal day,
When they were coasting down a slope
A Tom-cat crossed the way.

The dog forgot poor Mary quite,
She landed on her head;
"'Twas a dog-goned cat-astrophe,
"'Twas a dog-goned cat-astrophe,
So charming Mary said.
LONDON NOTES.

The London branch is encouraged over their position, relative standing sales of tomato products. As this is not a case of Columbia and Shamrock, we hope we may succeed in “raising the wind” all around, and hope when we get sailing the boys on the other side will feel the “draught.”

The National Vegetarian Congress, at which we had an exhibit, was held on September roth to 16th, at Memorial Hall, Farringdon Road. The attendance was very large. Our goods were much admired. The Vegetarian Depot, London, sells quite a number of our fifty-seven varieties.

The Royal Artillery Barracks, Woolwich, England, are now using our goods. We recently made a large shipment of baked beans with tomato sauce and tomato ketchup to India.

K. De Vletter, our Holland representative, says regarding store demonstrating: Every well thinking customer appreciates the grocer’s efforts in bringing the best and newest goods to his or her attention, and advises his fellow travelers to talk demonstrations where such would be to advantage. Results are satisfactory in every instance, justifying their labor and cost.

The Grocer’s Exhibition at the Agricultural Hall, Islington, Eng., is over, and from a trade point of view was generally admitted to have been an unqualified success. Even the attendance was larger than last year, and the committee by discarding side shows made the exhibition more representative of the trade. The railways ran excursions from all parts of Great Britain and many new accounts were added to our ever growing list. Goods were sold in quantity at the exhibition for shipment to South Africa (Kimberley) and inquiries were made for Germany, Austria and South America. Heinz baked beans and tomato soup were very much in demand not only by the general public but by the exhibitors themselves. So much were they the topic of conversation that at the concert in the evening, the ventriloquist, Mr. Gaudy, during his very amusing entertainment made reference to the beans as being in everybody’s mouth.

GERKINS.

“Politeness is not always a sign of wisdom; but the want of it always leaves room for a suspicion of folly.”

A German philologist has prepared statistics upon the comparative richness of all the spoken languages of the world. English figures at the head of the list with an enormous vocabulary of 260,000 words.

“Well, Mr. Smithers, did your boy John get through his examinations at college all right?” asked the Doctor. “Not all of ‘em,” said Mr. Smithers, “he passed in Latin Greek, English and mathematics, but he flunked on foot ball.”

A lady who recently returned home to America after a long tour in foreign lands, under a burden of homesickness when she first saw the stars and stripes, wept for joy. The next American thing she saw that opened her lachrymal glands was H. J. Heinz Co.’s goods on exhibition at San Francisco, Cal. It was like meeting old friends.

ANOTHER MEDAL.

Exposition Building, Philadelphia, November 30, 1899.

H. J. HEINZ Co.

You have received silver medal and diploma of excellence, (highest award) on all goods submitted to jury of awards.

J. S. Foster.

MORE MEDALS FROM ENGLAND.

The following letter has just been received from the London branch:


Dear Sirs:—We continue to receive front rank recognition from the various exhibitions. Here are a few examples: The British and Colonial Exhibition, Manchester, England, 1899, gold medal; Exhibition of Commerce, Manufactures, Inventions and Art, Alexandra Palace, London, gold medal; Grocers, Bakers, Confectioners and Allied Trades Exhibition, Newcasto-on-Tyne, England, two gold medals and diploma for first prize.

Yours truly,

T. G. L. MILLER, Mgr.
PERSONALS.

H. H. Cowan is occupying his desk again, having been away since last July.

S. W. Beckley has just returned from Toledo, Ohio, with a big harvest of orders.

L. C. Van Bever, formerly of Boston, is now traveling from Pittsburgh as a promoter.

C. W. Semmes, of Cleveland, paid us a visit the other day, reporting prosperous times in the Forest City.

W. D. Shipley has just returned from a very successful hunting trip in the mountains of West Virginia.

St. Louis branch takes first place, special variety report of branches, for the month of October. Good for St. Louis.

A. J. McFarrell is now at Altoona, Pa., booming business. He writes of satisfactory results and pleasant experiences.

W. D. Appleyard, of the New York branch, has just returned from a lengthy visit to England, much improved in health.

N. G. Woodside paid a short visit to headquarters last month. He says Chicago will lead all branches in vinegar sales for 1899.

Geo. G. Morrison, of Toledo, Ohio, is now connected with the advertising department of H. J. Heinz Co., at the main plant.

R. E. Lawson, of New York branch, stands number one relative standing sheet vinegar sales for month of October, and P. J. Hersh, of Philadelphia, leads on baked bean sales for the same month.

In explanation of the omission of names of the New York branch salesmen on our baked beans relative standing report for October, we take this opportunity of stating that their record reached us too late.

On Saturday, October 21, at his home in Emsworth, W. P. Kuipers commemorated the twenty-fifth anniversary of his entering the employ of H. J. Heinz Co. Many of his co-workers were his guests for the evening.

St. Louis stands number one, branch kraut sales for October. Chicago branch resumes her old position of number one, vinegar sales for month of October. New York branch as usual leads the baked bean sales record for October.

C. L. Shuman, representing the Buffalo branch, is selling car load lots of our fifty-seven varieties successfully. Good work for a new man.

C. J. Sutphen, after two years of trials and tribulations with boarding house keepers, is now happily located in his own home in Aspinwall, and now smokes his pipe in peace. His latch string is always out to his friends who pass that way.

Monthly sales report of the Pittsburgh salesmen shows T. M. Hill as number one. Mr. Hill is a new man in the pickle ranks and we compliment him upon his fine showing. Martin Raible stands number two, and F. J. McMullen number three.

E. O. Manning, of Cincinnati, in describing house to house canvassing, the goods to be delivered through grocers, writes as follows: "You will find enclosed an order taken from a private family amounting to $41.70, consisting of preserves, mince meat, tomato soup and bottled goods. Outside of this order I have sold to other people quite a quantity of mince meat, mostly in 4½ pound crocks." On the day referred to his sales were $75.27.

John C. Black, our Pacific Coast manager, recently arrived in Pittsburgh. After disposing of the business affairs demanding his attention, Mr. Black entertained the home office with a brand new bear story. He is a facile story teller, and always finds a ready audience. A short time ago he was invited by a friend, Mr. Ross, to accompany him on a bear hunt to the Cascade mountains. They stopped at a mining village. A forenoon was spent in the woods with no results. Mr. Black concluded to spend the afternoon with a friend, but Ross undaunted, took his gun, and vowed he would get a bear before sunset. As the sun dropped low on the western horizon, Mr. Black and his friend began to wonder what had become of Ross. Looking up the mountain road they suddenly noticed a heavy cloud of dust approaching. As it drew nearer they were able to discern their friend Ross closely pursued by a great grizzly bear. At the sight of them the bear turned back, and Ross, hatless and gunless, fell exhausted at their feet. They hastened to his assistance, but before they could ask him a question, he sang out, "John, I concluded to bring him in alive!"
Thanksgiving.

For all true words that have been spoken,
    For all brave deeds that have been done,
For every loaf in kindness broken,
    For every race in valor run,
For martyr lips which have not failed
    To give God praise and smile to rest,
For knightly souls which have not quailed
    At stubborn strife or lonesome quest;
Lord unto whom we stand in thrall
We give Thee thanks for all, for all.

For each fair field where golden stubble
    Hath followed wealth of waving grain;
For every passing wind of trouble
    Which bends Thy grass that lifts again;
For gold in store that men must seek,
    For work which bows the sullen knee;
For strength, swift sent to aid the weak,
    For love by which we climb to Thee;
Thy freemen, Lord, yet each Thy thrall,
We give Thee thanks for all, for all.

Margaret E. Sengster.