SHOW WINDOW OF S. FROST & CO., CLAPHAM JUNCTION, LONDON, ENGLAND.
THE SHOW WINDOW AS AN ADVERTISER.

One year ago we wrote a series of articles on "The Show Window as an Advertiser," which were read with interest by our salesmen and friends.

We have just received a photograph of the window of S. Frost & Co., Clapham Junction, England, shown in our illustration, and it will be noticed that the price-card scheme in conjunction with the Heinz 57 varieties has been used. Experience has taught us that many a sale is made by goods displayed having prices on them. The writer's experience when a boy was as follows:

"A certain merchant in New York City was in the habit of filling his windows with seasonable goods; each article had a price-card on it. My grandmother lived down town, three miles from my home, and in my journeys to and from I was attracted by the display. Like other boys I was fond of looking into attractive windows, and should there be two or three boys in company looking into the same window, the one first seeing a coveted article would shout "that's mine." Among other things displayed in the window of the merchant referred to, who by the way, is now one of the most successful merchants in his line in that great city, was a checker board to which was fixed a price-card 98 cents. I saved my money until I had the required amount and then bought it. There were many stores nearer my home where I could have bought equally as good a board for the same money, but I cared nothing for that. I had seen the advertisement and wanted what I saw advertised." My faith in show window advertising has been strong ever since.

Many a person is attracted by a price because price talks quality, and the figures start a process of calculation or comparison, often ending in a desire for possession, so that when one sees an article so advertised and desires it, should he have the money, the chances are he will buy it.

Many times persons are diffident about pricing an article, especially if their means are limited, because they do not want it to appear that they are not able to make the purchase. The case is different where the price is known, as they can decide at once whether they can afford the purchase or not. If they are not prepared at the time, they will come prepared at some other time. Some grocers object to the price card system because they say it looks cheap. Prices on goods exposed for sale does not necessarily cheapen either the store or goods.

The window referred to in our illustration on the first page does not look cheap, and the goods displayed are the finest in the world, as our gold medal at Paris testifies, and the store is not what is termed a cheap store by any means. In fact, quite to the contrary, because it is said "what you buy there is good, and even though it costs a trifle more, one is always satisfied."

In England it is the custom to show prices on goods displayed in show windows, and the merchants of that country express themselves as being in favor of manufacturers fixing the retail price, as they prefer to have one established price. Changes upset their calculations and besides that, they are averse to explaining to their customers why the price of an article of general consumption is higher or lower. Of course this does not apply to sugar or groceries having a fluctuating value, but to package and canned goods. This is why many manufacturers furnish cards—some of them gotten up very prettily and framed substantially.

There is no disposition to cut prices, and all grocers aim to sell at a uniform figure. Price-cards on goods tend to make the store one priced, because all can see the figures for themselves. The leading haberdashers having branch stores in the principal cities of the British Isles use printed price-lists in conjunction with price-cards. Some of these concerns have as many as forty or fifty branch stores, and one can go into any one of them and buy the same goods at the same price.

It is interesting to study price-cards, especially if one is a traveler, because one can compare values of similar goods in one's own country. For instance, the conversion of pounds, shillings and pence into dollars and cents, in order to get at the value of an article, is an excellent mental exercise and tends to fix values in one's memory.

We do not favor posting large placards all over a store window, but we have faith in neat cards such as shown in illustration referred to.

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The second illustration is that of the show window of Geo. C. Mason & Son, Paterson,
New Jersey. This is distinctly a Heinz window and shows to advantage the skill of the window dresser. The arrangement of the goods make an attractive display, out of the ordinary. This firm is one of Paterson’s leading grocers. Mr. Geo. C. Mason is an enterprising merchant with whom we have had the pleasure of doing business many years. The store of this firm always looks bright clean and attractive. Their interior displays are unique, frequent changes are made and their customers always see something new. The clerks are bright, attentive fellows and the cheery nature of the head of the firm radiates the whole establishment.

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Fine show windows, located in fine buildings on business corners, are powerful aids to success, but they are not everything. A merchant possessed with a good share of affability, a good stock of goods and a fair share of business enterprise and judgment should succeed. Such a man usually knows how to display his goods, and is alive to the fact that a carelessly arranged show window does not indicate progress, and he knows full well that such a window often foretells failure. On the other hand a bright, attractive, show window indicates thrift and forecasts success. The merchant of to-day makes a study of dressing his show windows attractively, changing them often. In the larger cities of this country there are professional window dressers who command high salaries. Some of their work is beautiful. Dry goods stores in particular show magnificent effects, particularly about the holiday season, and we would advise our grocery friends to study them whenever they have an opportunity. Grocers as a rule, especially in small towns, do not travel enough. They get into a rut—they get behind the age and do not know it. Appearances go a great ways, and buyers are attracted to the bright stores in their town, and if they are attracted to the stores the merchant has an opportunity of increasing his business. It will not do to say:
“Everybody knows me; everybody knows that I sell groceries; everybody knows that this is a grocery store.” The day when a grocer can take this stand has gone by. It is necessary to clean, plan, and work to keep your place of business bright and attractive looking. The investment of labor and care will prove a paying one. We are not referring to merchants in small cities particularly, but to all sorts and conditions of merchants. If you wish to be up to date and considered alive, keep your show windows in apple-pie order and keep the entrance of your store attractive looking and we will guarantee results more than commensurate with the labor of keeping them in order.

MESSRS. H. J. HEINZ CO.’S ANNUAL BANQUET.

The annual banquet of Messrs. H. J. Heinz Company, the famous American manufacturers of high-class pickles and food products, took place on Friday evening last, when the European travelers were entertained at dinner at the Midland Grand Hotel, St. Pancras Station. Each day during the week the whole of the travelers and the head of the firm have sat together in conference to discuss their various methods of business. This novel practice has conduced very materially to the benefit of all who have taken part in it, and it has been the means of establishing the most cordial relations between employer and employed. The reports made at the conference show that the year just closed has been the most successful since the firm introduced their products in this country and on the Continent, and during the past six months their trade has more than doubled itself as compared with the corresponding period of last year. At the banquet Mr. H. J. Heinz (the head and founder of the firm) presided, and he was supported by Mr. C. N. Heinz, Mr. H. C. Heinz, and Messrs. T. G. Miller, (manager of the London branch), John C. Black, Hugh C. Anderson, H. Asterley, S. Monteith, K. de Vletter, M. L. Williams, J. Hyman, T. H. Smith, E. H. Williams, F. A. Bishop, H. Channing, W. Dalziel, F. T. Evans, H. C. Hurlbut, R. James, E. G. Mayle, R. Twemlow, W. Warlow, G. Marlow, W. Taylor, W. R. Bateson, W. F. Stocker, G. Young, and F. J. Hawkes. The visitors were represented by Mr. Paul M. Strayer and Mr. Morrison.

Ample justice having been done to a capital repast, an informal programme was gone through, Mr. Miller acting as toastmaster. Mr. Hugh C. Anderson amused the company with a merry little chat upon “An Irishman’s Feelings Abroad,” and Mr. C. N. Heinz gave a very interesting account of how he negotiated the erection of a huge advertising sign (38 feet high and 63 feet long) on the Rhine. Mr. John C. Black dealt with the Humorous Side of Life,” and produced a vast amount of laughter by his quaint Americanities. Mr. H. Asterley held forth upon “selling goods in London in 1892,” and contrasted the trade then with the present business done in London, showing the progress which has been made since that period. Mr. K. de Vletter, (the chief representative in Holland, Belgium and France) provoked much merriment by relating his Continental experiences. Mr. H. C. Heinz gave some interesting reminiscences of his days at Yale College, and Mr. S. Monteith spoke upon “Boys I’ve Met in Travels.” Interesting speeches were also delivered by Mr. Paul M. Strayer and Mr. Morrison. Mr. Twemlow was loudly applauded for his rendering of a capital recitation.

Mr. H. J. Heinz, in an admirable speech, expressed his hearty appreciation of the earnest labors, of his European travelers, for they were a body of men of whom he felt proud. (Cheers.) In all matters he believed in heart power, for that power controlled all others. There was a time when travelers in the United States where known as “drummers,” but during the past decade the traveler has become more highly respected, and he was now looked up to as a gentleman. (Applause.) He believed in the doctrine that if they had a good thing they should pass it along, for it was their duty to help their fellow men all they could. (Hear, hear.) If they did this they would be respected all the more, and they would simply be casting their bread upon the waters. The man who was magnanimous, clever, hospitable and agreeable was bound to be a success in business, and that was the line upon which he desired them to proceed. In conclusion, he thanked them for their kind attention and wished them God speed with the year’s work upon which they were just entering. (Loud applause.)

A very pleasant and enjoyable evening closed with the singing of the National Anthem.

—from The Brixtonian, England.
PICKLES.

"THE WEARING O' THE GREEN."

The wearing of the green seems to have now become an established custom in America as well as in Ireland. In the particular case we refer to, however, this is not done to commemorate St. Patrick's Day, or any ceremonies which are held so sacred in the Emerald Isle. It is the result of the introduction of an original and novel green watch charm in the shape of a small cucumber or gherkin which has been let loose upon the civilized world by the famous American high-class pickle and food product manufacturers, Messrs. H. J. Heinz Company. Many leading American citizens who have visited this country, are wearing these novelties with as much pride as if they were made of some precious stone, and they have been so much talked about in London that the people have almost gone mad with the desire to imitate their American cousins by wearing these charms.

WHERE TO GET THEM.

Of course Messrs. H. J. Heinz Company have been trying to keep pace with the demand for them, and the West End and other parts of the metropolis are all gradually assuming a cheerful and fresh-green appearance. These charms are being donned by lords and ladies as well as by the humbler but more useful members of society, and many prominent citizens of the city of London are to-day, without knowing it, constituting themselves walking advertisements for this great American firm. We have been repeatedly asked where these charms can be obtained, and having discovered that the London address was 99 Harrington Road, E.C., we wrote asking if it was possible to have a few of them sent round Brixton way. They immediately despatched to us a number of these pretty little novelties, and we shall be pleased to give one to any of our readers who apply at our office in Robarts Street. We only possess a very limited number and it will be a case of “first come first served.”


U. S. A.

Met a feller t'other mornin'—
Most amazin' sort of cuss;
Had a cur'us style about him—
Cert'nly couldn't well be wuss,
I says “Where you hail I'm partner?”
An' he smiled in a knowin' way,
An' replied in forrin lingo,
“Porto Rico, U. S. A.”

Seen a feller down on Broadway,
With a shockin' head of hair,
An' a lot o' tropic garments,
An' a most outlandish air;
“Where's he frum?” a feller shouted,
An' before we'd time to say,
This yer heathen turned an' ans'rd;
“Honeyluler, U. S. A.”

Met a feller here on Olive,
With a somber-o-ro on;
Had a lot of shaggy whiskers,
Nearly all his clothes wuz gone.
Stopped an' ast me for a quarter;
Says “My home is far away.”
“Whur you frum?” The varmint answered:
“Santiago, U. S. A.”

Seen a feller at the Southern,
With a heavy iron box,
Overcoat wuz lined with buckskin;
Wore a dozen pair of sox,
Sized him up to be er miner,
Judgin' by his awkward way;
Seen him write in big char-acters:
“Circle City, U. S. A.”

Seen a saddle-colored heathen,
Wearin' earrings in his nose;
Linen cuffs 'round his ankles,
Most indecent lack of clothes.
“Where'd this heathen guy here spring from?”
I inquired in lofty way;
An' he had the nerve to answer:
“From Manila, U. S. A.”

“Hully Gee,” says I “I never heard o' These here cannibals before.
Air these heathen yer all voters?
Will we stan' fur enny more?
Nex' you ask a feller
Where he's frum, an' he'll say,
With a lordly kind o' flourish,
“All creation, U. S. A.”

—Nashville American.

LEARNS SOMETHING FROM EVERYONE.

Some men never learn anything new and others seem to acquire an education by rubbing up against the world. The other day a man told me that he learned something new from every man with whom he came in contact. He claims that the practical things in life can only be learned from twisting every bit of knowledge gained into proper use. This man is a veritable storehouse of wisdom, and his information comes from the butcher, the baker or the candle-stick maker—whenever he meets; at all times and in all places he acquires some knowledge which can be twisted into practical use. This is certainly an easy road to education if one could but first learn the art of twisting.

From “Ad Sense.”
PICKLES.

A NOTE FROM NEW YORK BRANCH,

BRAINS AND ENTHUSIASM

It takes young and fresh blood to demonstrate to some of our older men what we were given brains and enthusiasm for, and it was practically demonstrated to us at one of our Saturday meetings in the following manner:

A gentleman who had just joined the Pickle Army, in traveling on the train to his new territory, occupied a seat in the smoker, and there thought he could utilize his time by jotting down a few arguments that would help him to push the article our genial manager had requested him to. While he was at work a fellow commercial traveler asked him "what he was doing." His reply was, "Jotting down a few ideas upon my line." His friend's comment was, "You fool, isn't eight hours work enough to devote to the firm?" Our young man said nothing, but thought "We'll see who's the fool." Upon his arrival at the hotel he read over his notes, and as he enlarged upon them he became enthusiastic upon the subject, and finally thought he was then fitted to talk knowingly to his trade. The result of that preparation was that in four days he sold sixty-two barrels of H. J. Heinz Co.'s vinegar in a town from which one of our older men had begged to be relieved because it was "dead."

Now is not that a practical demonstration of what can be done with an ordinary amount of brains if practically applied to business in hand, and putting to a practical test what Mr. H. J. Heinz calls Heart Power or Selling Your Man?

Allegheny, Pa., October 4, 1900.


Gentlemen:—Enclosed find and please accept a copy of the resolution passed by the General Committee of the Pittsburgh Courts of the Independent Order of Foresters.

Respectfully yours,

E. L. BORK, Secy. of Comm.

RESOLUTION.

At the meeting of the General Committee representing the Pittsburgh Courts of the Independent Order of Foresters, in the matter of entertainment of the High Court of Pennsylvania which met in this city August 28 and 29, it was

Resolved,—That the General Committee of Entertainments do hereby express their high appreciation of the privileges granted to the delegates and members of the Order by the H. J. Heinz Co. at their plant on Tuesday, August 28, 1900; the extreme courtesy shown by the firm and its employees, while the large number of visitors were being conducted through the different departments, and for the elegant luncheon that was served to all,

And that the Secretary of this Committee prepare a copy of this resolution and forward the same to H. J. Heinz Co.

DO YOUR BEST.

It is just as easy to do a thing right when the habit has been acquired as it is to do it wrong.

Because it is presumed that no one will know the difference it is a mistake not to do the best.

Supposing no one did know that a certain duty was not performed in a proper manner you would suffer yourself.

Every time a duty is improperly performed it is made easier to repeat the operation and harder to properly perform it. By-and-bye the habit of not putting forth the best effort becomes a habit. And obviously the man who becomes thus habituated lessens his usefulness and diminishes his value.

He is a wise man who pulls himself up with a sharp rein when he finds himself disposed to make an article or wait upon a customer in a perfunctory manner.

We received the following letter from our Baltimore Branch, which will explain itself.


Gentlemen:—In reply to yours of the 11th inst., in reference to letter of Ernest W. Miller, Hagerstown, Md., we have been selling him White Pickling Vinegar and the writer took up the matter of Pure Cider Vinegar with him and endeavored to get him to make a fair trial of it against the country vinegar he had been using for years. He is a very good customer and no doubt this will be the means of our getting Cider Vinegar trade from some of the other people in Hagerstown who have always stuck to the old country Vinegar.

Yours truly,

E. C. HOOD, Mgr.

H. J. HEINZ Co.,

Dear Sirs:—Your Pure Cider Vinegar is the best in the world. Can we get the empty small bottles from you to fill to sample our trade.

Respectfully,

ERNST W. MILLER.

This is an eloquent testimonial of the merits of Heinz Pure Cider Vinegar from a merchant who has never handled anything but country Vinegar.
COMMENTS ON OUR EXHIBITION.

The firm of H. J. Heinz Company of Pittsburgh, Pa., is so well known and their pure food products have pleased the palates of so many people that it would be superfluous to make any comment on them.

We can say, however, that they are winning new laurels and pleasing new palates at the Paris Universal Exposition.

They take great care with their articles of manufacture, producing the seed, which they plant where the soil and the climate helps to produce perfection in the vegetables used in their business.

The result of such painstaking care cannot be otherwise than successful. This firm has always received liberal support from all who appreciate pure food products.

They have on exhibition 57 varieties of pickles, condiments and pure food products, including tomato ketchup, tomato chutney, tomato soup, baked beans with tomato sauce, sweet pickles, india relish and evaporated horse radish.

A gold medal, which is the highest award, has been awarded them for the purity and excellence of their products.

It is a foregone conclusion that they will shortly be patronized in Europe as extensively as in America, and we are sure they will give as much satisfaction to those who live across the sea as they do to those who are of their own country.—Army and Navy Journal.

Mr. J. C. Evans, retail grocer of Oxford, Mich., writes us the following letter which is well worth the notice not only of our travelers, but also the grocery trade in general:

GENTLEMEN—I have a good story to tell. To-day I was opening a barrel of your 2,000 pickles and a wholesale grocer stood by and said, "Why didn't you buy a barrel of 1,200 of me?" I said "I have the best pickles on the market for the money." He said, "Who's have you there?" I said "Heinz 2,000's." He said "I'll bet you $5 that you have not got 1,500." I told him that I would bet $5 I had 2000 pickles in that barrel, ten more or less. He took me up. My clerk and I counted out 2,004.

It's the first time I have counted a barrel of pickles in fifteen years, but I am a sure winner on H. J. Heinz Co.

Yours,

J. C. EVANS.

OBITUARY.

It is with regret that we record the death of our Mr. J. C. Williams, at Denver, Col., October 1, 1900.

From the midst of activity, and upon the threshold of a bright future, he was suddenly called. His illness was brief and not considered of a serious nature and his death entirely unexpected.

Since December, 1897, he had been one of our Western representatives, traveling from Salt Lake City, Utah.

He was a very successful salesman, and in recognition of his ability and faithful service, was placed in charge of our Denver Agency last spring.

NEVER WASTED TIME.

A. T. Stewart regarded his time as his capital, says Success. No one was admitted to his private office until he had stated his business to a sentinel at an outer door, and then to another near the office. If the visitor pleaded private business the sentinel would say, "Mr. Stewart has no private business," When admittance was gained one had to be brief. The business of Stewart's establishment was dispatched with a system and promptitude which surprised rival merchants. There was no dawdling or dallying or fooling, but "business" was the watchword from morning until night. He refused to be drawn into friendly conversation during business hours. He had not a moment to waste.

The push and enterprise of the Boston branch assistant manager, M. H. Trask, and the confidence of the grocer in Heinz goods, were demonstrated recently when Mr. Trask called on a grocer in a small country town, "way down in Maine," only to find that his prospective customer was serving on the Grand Jury, 103 miles away. Learning that his stock of vinegar was low he brought the telephone into use, called the juror from the box, (necessitating a halt in the whole proceedings) and took his order for ten barrels of Heinz Pure Apple Cider Vinegar.

The following note and protest was received from one of our customers, who evidently handles the English language with much freedom:

MR. HEINS & CO.

Our goods has cum but not write 3 dusin Applebutar i did not ordar Mints meat pickle food produk those i did not ordar the pork beans 5 box and ½ barl sour pickle the pickle is not hit sorr what will 1 den with this other stuff let me now in return mal.

yours truly,
PERSONALS.

Mr. W. D. Shipley is now in Canada pushing the sale of the 57 varieties.

Mr. Sebastian Mueller, one of the firm, has just returned from a business trip in the West.

Mr. J. W. Powers of Scranton Branch spent two days at headquarters last month.

Mr. J. K. Hack of our traffic department has returned to his desk much improved in health.

Mr. Jno. C. Black and Hugh C. Anderson are looking after our interests at the London Branch.

Mr. S. W. Beckley is at the Cleveland Branch doing special work with and assisting the salesmen.

Mr. Harry Cowan is at Holland, Mich., and reports that everything is well at the Holland Branch factory.

Mr. A. L. La Venture spent a day at headquarters. Mr. La Venture is cashier and bookkeeper at the Buffalo Branch.

Mr. H. J. Heinz, and his son, Mr. Howard C., have just returned from a trip to England and the continent.

Mr. R. E. Eggleston, formerly at New York branch, is now connected with the accounting department at Pittsburgh.

Mr. G. W. Martin, of the St. Louis Branch, is making a trip through Old Mexico; our trade with that country is increasing each year.

Mr. R. V. Norton, who is now manager of the Cleveland Branch, was at headquarters the other day, and said: "Keep your eyes on Cleveland!"

Mr. W. A. Kober, our purchasing agent, has just returned from a tour in the apple growing sections, purchasing supplies for apple butter and mince meat.

Mr. James N. Jeffares, manager of our New York Branch, spent a few days at headquarters. He is enthusiastic over prospects for heavy business this Fall and Winter in the East.

Mr. E. D. McCafferty has returned from our Medina, N. Y. branch factory, and has not ceased talking about the beautiful country and intelligent farmers.

Mr. F. L. Matthes, who has been on the Pacific Coast for the past three months, is about closing a most successful business trip and will start East via Salt Lake City and Denver.

Col. J. S. Foster, has just returned from Atlantic City. His sojourn there has made him look ten years younger.

Mr. W. P. Kuipers has just returned from an extensive trip through the South and West and reports flattering progress.

Mr. N. J. Mitchell, who has been one of our San Francisco representatives, will change his headquarters to Seattle, Washington, and look after our interests in the surrounding territory.

On October 4, Mr. Chas. Braun and Miss Alice Moyle were married by the Rev. L. E. Davis, at the home of the bride's parents, Sharpsburg, Pa. Mr. Braun is assistant cashier at Pittsburgh. Pickles extends congratulations and best wishes.

Mr. and Mrs. C. E. Flanders spent a few days in Pittsburgh. Mr. Flanders thinks there is no country like Canada and reports that our Burlington Branch factory is going to make a record this year.

Mr. C. J. Sutphen installed our exhibit, at Canada's Great Industrial Fair and Exposition, Toronto. He said the fair grounds are the finest he ever saw and has been talking of green fields, blue skies and warbling birds ever since his return.

Mr. S. Monteith, formerly of the London Branch, but now one of our Pittsburgh direct men, has started for Cape Town, South Africa. He will open up that field to a more extended consumption of the 57 varieties and we anticipate good business as a result of his work.

Mr. Harry Asterley of our London Branch reports a sale of our products to be shipped into the country discovered by Livingstone, the great African explorer. They are shipped via water to the Zambezi River and packed across to Lake Nyassa. Our goods are shipped to all parts of the world; both civilized and uncivilized.

Mr. F. J. McMullen one of our Pittsburgh representatives, met with a slight accident to his foot while on his vacation at Atlantic City. Mc. says: "A young lady stepped on it while I was in bathing and I was unable to wear my shoe for a week." What do you think of that? She must have been from Chicago.

Mr. N. S. Williams and Mr. R. L. Patterson of the Parsons Store Co., Parsons, Pa., spent a day at the main plant and expressed themselves as delighted with their trip. We have not space to record their many expressions of praise and appreciation but will give you their last words.

"We won't sell anything but Heinz' goods after this, everything is so nice and clean."

We had the pleasure of entertaining Mr. Perry E. Tanner of Akron, O. one day last week. He is about to open what he says will be the handsomest grocery store in Akron. A complete assortment of choicest domestic and imported goods will be carried in stock. He is starting right with a full line of "Heinz Pure Food Products." Pickles wishes him success.