

SUCCESS WELL WON

By Ability, Energy and Integrity, Conspicuous

WITH OUR GREATEST FIRM.

The Increasing Importance of Manchester, Robertson & Allison's Establishment

TOLD BY BOTH PEN AND PENCIL.

Constant Growth Has Been the Record of Their Business and Today They Come Before the People With One of the Largest and Most Perfectly-Appointed Stores in Canada—Its Departments and the Goods to be Found Therein—The Business Methods That Attract and Hold Patrons—Engravings That Speak for Themselves.

Success is written here. The reward of pluck and perseverance, of enterprise, industry and ability stands out strikingly in this and the following page. The skill of the artist and engraver, of the draughtsman and the printer conveys but an inadequate idea of the greatness and the completeness of the first retail and wholesale dry goods establishment in the maritime provinces—that of Messrs. Manchester, Robertson & Allison.

The picture is not overdrawn. With no exception this house is the greatest in the three provinces. It has been truly said that in a hundred respects it is second to none in Canada. There are larger concerns, but none with a more complete system or business-like method of transacting its affairs.

An edition like this, a business edition, representing the large business houses of a prosperous and growing city like St. John, would not be complete in any sense of the term with Manchester, Robertson & Allison unrepresented. Throughout every city, town and village in New Brunswick, Nova Scotia and Prince Edward Island, and even northern Quebec, their name is well known in every household. Men and women who visit St. John for the first time have not seen it if they omit visiting this great dry goods emporium. At least their friends tell them so, and their opinion cannot be ignored.

Thus PROGRESS is glad to give prominence to the truth, and show strangers and those who look to St. John as the commercial capital of New Brunswick that one of the large and active firms conducting business here is going ahead every day; that its progress is a sign of what is going on about the city; that every business talent that can be brought to ensure success is behind the grand forward movement, evolving new ideas, new lines, as the days and weeks pass by, to push this grand commercial structure to the highest pinnacle of success.

They are doing it.

A stranger who has never seen PROGRESS, nor visited the city and Manchester, Robertson & Allison's, would conclude at once, upon glancing at these pages, that he saw one of Canada's greatest houses. He would be right.

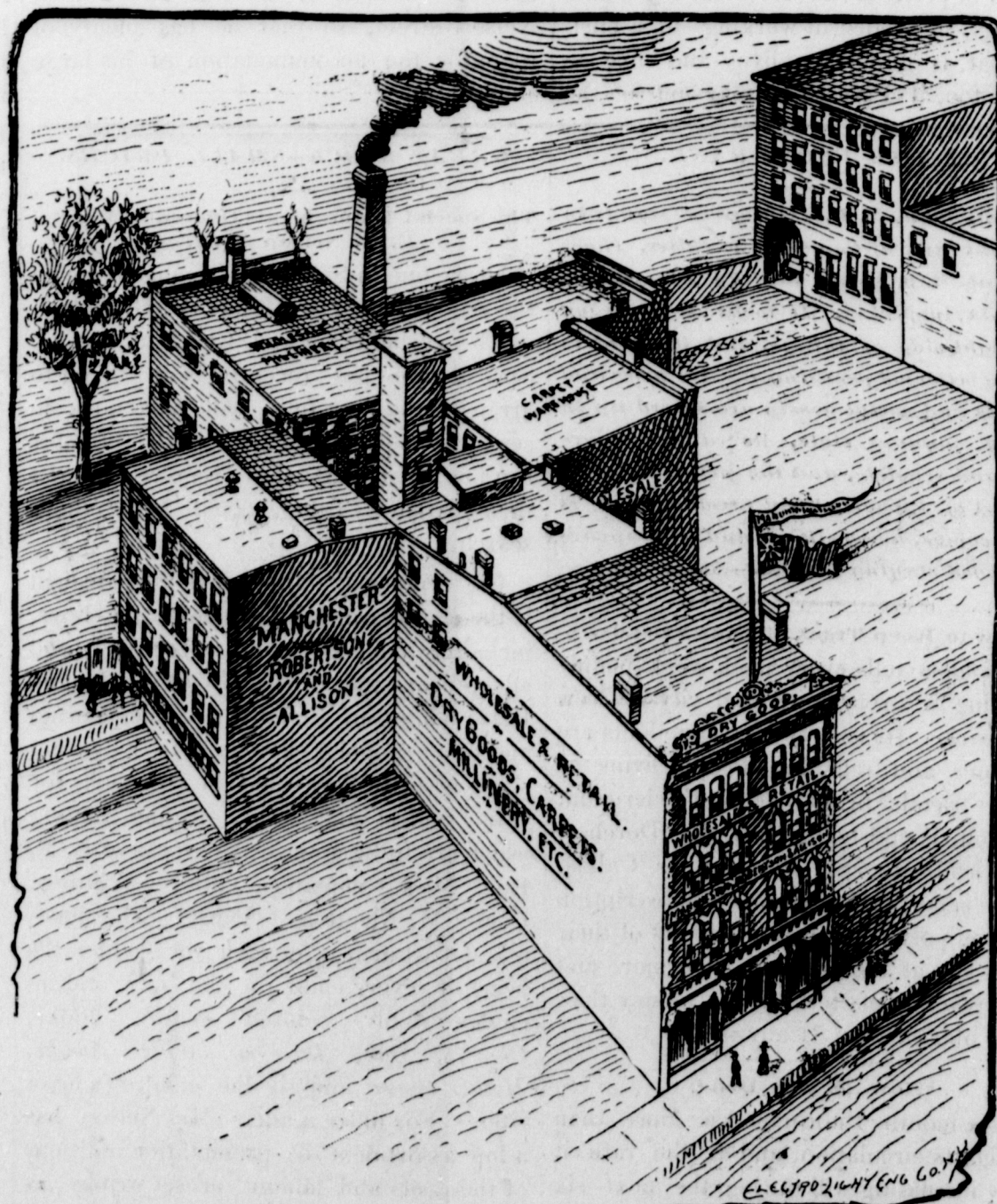
To glance at the handsome front of the building the opinion is formed at once that there must be a large concern behind such a scene. It alone is suggestive of what the interior shows. Yet, though suggestive, it would convey but a partial and unsatisfactory idea of the extent of the firm's premises.

Here is where the artist steps to the front. He walks around, through and over the immense structure. He gets his distances and his ideas of the position of the various additions and brings his pencil to its work. It is a faithful representation. In his imagination he places himself several hundred feet directly above the huge structure and reproduces the scene on canvas. Thus the correct idea is obtained which is shown in the "bird's eye view" of the establishment presented beneath the front view. The main building and its four additions are all shown. Each of them is a whole store in itself. Each contains more than many first-class dry goods establishments throughout the province.

The record of the building gives in itself an idea of the progressiveness of the concern which fills its four stories. In 1872, the main building, which fronts on King street, was erected. It is a solid, well-built brick structure and one of the most imposing and handsome fronts of the street.



MANCHESTER, ROBERTSON & ALLISON—Front View.



MANCHESTER, ROBERTSON & ALLISON—Bird's Eye View.

In 1882, ten years after the main building was erected and a short time after M., R. & A. were the tenants, two important additions were made. They were necessary to accommodate the rapidly growing trade of the flourishing business. They did for a time, but business seemed to make business. A larger and more complete stock and plenty of room to display it seemed to draw greater crowds of customers, and only one year later another large addition was made. Then it almost seemed as though it was as complete as the architect and the builder could make it. The throng increased, and every story became useful to store the vast quantities of goods which awaited shipment or unpacking for replenishing the retail department. No one who has not made a very minute examination of the scores of departments can form any idea of the goods necessary to keep the stock up. Hundreds of customers draw upon it daily, and unless the departments were watched and replenished constantly the reputation for completeness which the firm has established would not last.

In 1887 the "new room" was added. It is one of the largest additions that has yet been made, and occupies almost all the available space left for building in the rear. Upon the plan on the next page this part of the structure is numbered "5." It contains much of the valuable goods in the establishment, and is eminently adapted in every way for the use to which it is put.

In extending the premises within the block, the firm have shown that sound judgment which has ever characterized their forward movements. Rear land is cheaper than front, and the expenses are kept down by the difference in the annual ground rent. This may to a casual observer seem but a drop in the huge expense bucket, but it is merely an indication of the business policy for which the firm is noted, and which enables them to dispose of their goods at a close margin of profit.

Another feature of this immense business is its punctuality in filling orders. This has had much to do with the prosperity which seems to hover around the establishment, which some people say is due to "luck." "Luck" in this case means close attention to the little things. It means that an order for \$1 worth of goods is filled as promptly and as thoroughly as one for \$1,000. It means that each parcel is delivered with equal promptness, and both customers are satisfied.

PROGRESS cannot add much to what is shown on the next page. It knows of no Canadian house, which has gone through like trouble and expense, to give its customers an adequate idea of the establishment they patronize.

The building is four stories high. Every floor is shown here with all completeness. Every department is in its place and every article where it should be.

At the same time the reader gains an idea of the immensity of the business, he or she can also form some conception of the system which keeps it together.

It is not the writer's purpose to enter into any elaborate description of the departments. This has been done before in this paper and scores of times in others, but the plans of each floor which PROGRESS gives today are a better description than any that has ever been written.

And just here let the remark be made that the King street of today, 1888, is somewhat different from the King street of 1800. The building which stood on the site of the present magnificent structure is represented and has the appearance of a rude and uncomfortable shanty.

Glancing at the interior of the first floor plan, two other improvements are brought to mind. One of them—the passenger elevator—is common in larger Canadian and American cities, but it was the first one in St. John. Its advantages need not be commented upon. They are obvious.

The cash system, which abolished the numerous and tardy boys and introduced promptness and correctness into the retail business, is elaborate in its way and was an innovation. It took immensely. People who heard of it went and saw it, and once inside Manchester, Robertson & Allison's who would not buy.

It has been the introduction of such innovations, meeting the wants of the people in every possible way, giving them something new and taking, that has given Manchester, Robertson & Allison their present popularity.