

## FOUND AT THE FRONT.

AND SURE TO STAY THERE WHILE HE LIVES.

Fifteen Years Experience Has Shown Mr. Harold Gilbert the Way to Success and He Has Pursued It to His Own Great Profit and St. John's Advantage.

"Does advertising pay?"

Go up to No. 54 King street—you will recognize the place by the beautiful show-windows—there isn't such another pair in St. John—and ask Mr. Harold Gilbert.

There are three ways to advertise. To use printers' ink is one of the methods. To "put the best foot forward," in the form of an attractive store, is another. To give every customer a good trade is the third way. Mr. Gilbert employs them all.

Mr. Gilbert has been in business for himself only two years. He has 8,000 feet of floor space, but he has been obliged to add an extension that will give him 2,000 feet more. Advertising does pay.

Granted, that it is a great point in his favor that Mr. Gilbert has something to advertise. Some merchants talk so long and

supply a text for a very long and interesting story.

But there is little necessity to enlarge upon either of these features. Everybody in and around St. John knows Mr. Gilbert. No one needs to be told that this is the place to buy carpets and furniture. Live country people find him when they first come to the city, and when they go home they take the good news to their neighbors—and presently Mr. Gilbert is supplying the whole town. No one dares to set any limit to the increase of his business, for all know that, conducted as it is, it can't help growing.

When the new addition is completed, Mr. Gilbert will have more room at his disposal than any other merchant in his line in St. John.

Furniture will be the department to which the extension will be principally applied. The stock now on hand is very complete, but Mr. Gilbert feels that there is room for enlargement. The additions will be, in great measure, novelties. It is safe to prophesy that these will win popularity. An article that is introduced under such auspices inevitably does.

## ONE OF THE FINEST.

COMPARISONS ARE NOT "ODIOUS" TO WILLIAM LOGAN.

His Soap Factory on Union Street Ranks With the First in Canada, both in Facilities and the Amount of Business Transacted Therein.

One of the most important industries of this city is the manufacture of soap, which has of late years risen to great importance, the factories of St. John supplying most of the soap used in the three provinces.

The oldest establishment in this line is that of William Logan, which dates its existence back 40 years, and during all those years the gentleman has been building up a trade which surpasses that of any other soap manufacturer in the maritime provinces. Mr. Logan started business in

brands of soap, the leading ones being Ideal, Autumn Leaf and Electric, while his castile soap and harness soap are the favorites in the market. The Ideal is the most popular of all the brands made by the firm, and is a full pound of pure soap.

Mr. Logan was the first to extend the market for soap to the far west and Newfoundland, in both of which he has steady sales for his goods, and it is there he sends all the soap for which he cannot find a market in the provinces. It is only necessary in order to show the capabilities of the establishment to state that the firm uses three large kettles in the manufacture of their soaps, these being capable of an output of 26 tons a week. Using all the newest improvements in machinery in the factory, Mr. Logan has perfect facilities, and the result is that



1848 in partnership with Mr. Thompson, under the style of Thompson & Logan, and when the partnership was dissolved, three years later, he continued the business alone. After several years' business by himself, Mr. Logan associated with him Alexander Stewart, this partnership continuing for 26 years, until the spring of 1880, when the gentlemen separated and Mr. Logan started for himself on Union street.

Mr. Logan's factory is asserted to be the finest in the provinces, being lighted by gas and heated throughout by steam, everything being arranged most conveniently for the transaction of the enormous trade carried on by the firm. The building is 40x100 feet, three stories in height, and is with two exceptions the largest in the trade in Canada. Mr. Logan makes fifteen different

his trade has been extended far and near, and at present the gentleman keeps Mr. Henry Cole, as popular a man as is on the road, travelling all the time for him. The planed box and lithographed label, which make such a pretty means of transporting the soap, were first used by Mr. Logan. The soap before the introduction of these being put up in rough-looking boxes. Mr. Logan supplies with soap both the laundries in the city, as well as the three leading hotels—the Royal, Dufferin and Victoria. For some time past Mr. Wm. Logan, the founder of the business, has been compelled to withdraw from active work, and the establishment has been in the hands of his son, Mr. J. T. Logan, who has a thorough knowledge of the practical working of the factory, and of what the people want in the way of soaps.

## A BUSINESS LANDMARK.

THE HANDSOME CARPET WARE-ROOMS OF MR. A. O. SKINNER.

Some Changes in the Business in Twenty Years—Crowded out of a Large Store into a Larger One—The Present Skinner's Carpet Ware-rooms.

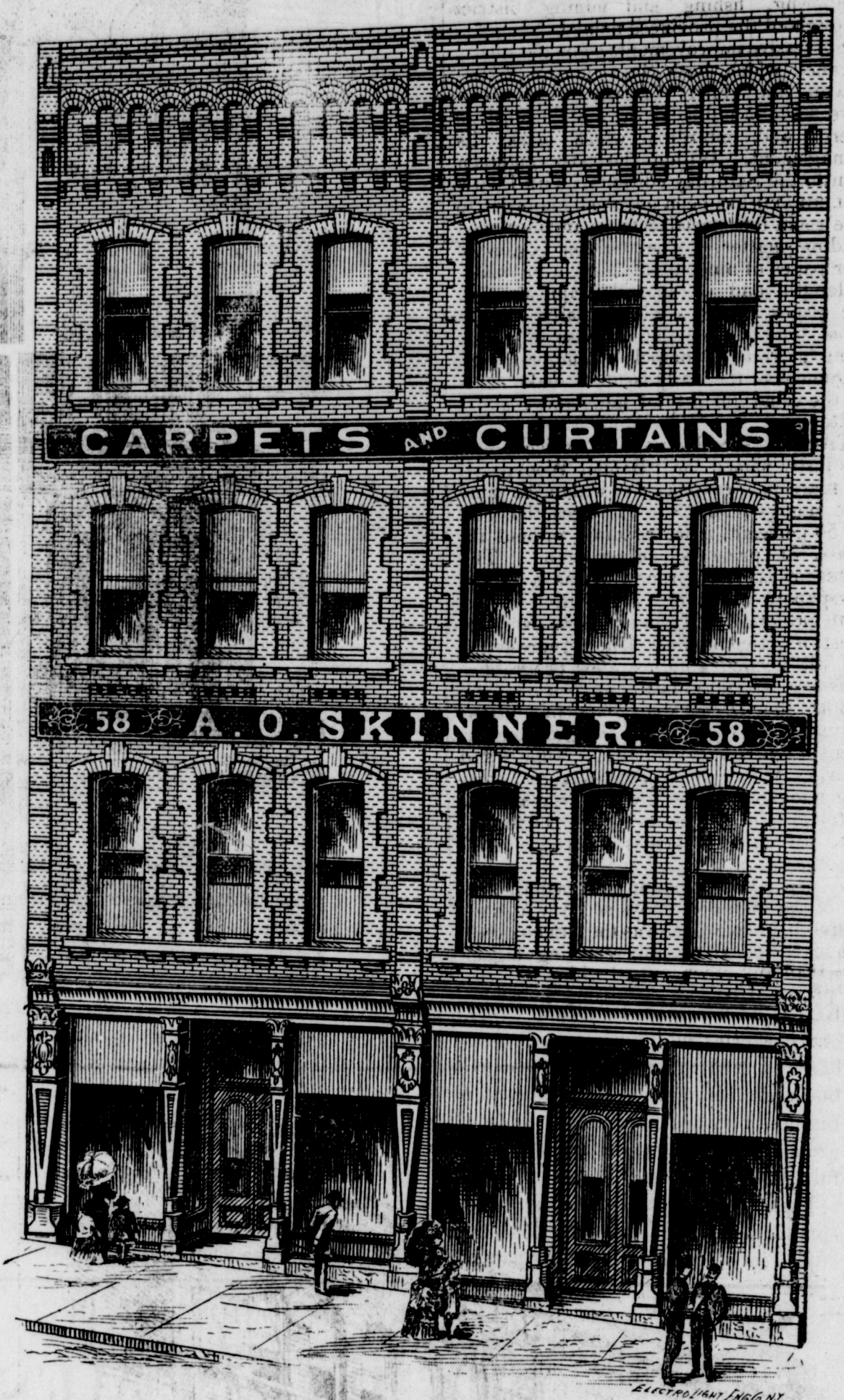
A score of years brings many changes to a business. When Mr. A. O. Skinner started for Europe 20 years ago as the representative buyer of the great carpet firm, Sheraton & Son & Skinner, the business had not reached the proportions of the present day, nor was it carried on in the same way. It a carpet merchant of that period were suddenly transferred to the business today, he would be lost. The methods of buying, the methods of selling, have been revolutionised and "turned round" would not describe his dilemma. There is a strong probability also that he would be so discouraged at the decrease in the margin of profit that his preferences would remain with the pioneer system.

When Mr. Skinner arrived at the carpet manufacturers at that day, he bought the first complete stock that was imported to the maritime provinces. It was something new for the people. The stock was second to none in the world's market, and the

but for all. The occupant of a tenement house and the owner of a mansion can each find goods here to suit him. One gets the same courteous attention as the other and each the same prompt delivery. In these respects Skinner's carpet ware-rooms are exceedingly democratic.

To the ladies especially the next flat has a special attraction. It contains the best Brussels and Tapestry goods and curtains of the latest and finest designs. No person could fail to find goods to suit him here. There are the best at the best prices and other grades to suit every purchaser. Rugs and mats make a not unimportant portion of the stock of the department and have their corresponding share of attention.

The best carpets and the best curtains do not come to every dealer. Mr. Skinner is an implicit believer in buying right from the manufacturers. By doing this he gains another and great advantage. He is allowed to control certain patterns in the St. John market. This means that no other dealer can buy them. The advantage is obvious, especially when the manufacturers have a world wide reputation. This applies to Mr. Skinner's carpets as well as his



prices compared so favorably with the existing charges that business at the outset with him was a great success.

When the fire arrived it dissolved among other things the partnership existing between Messrs. Sheraton & Skinner, and from that time to the present the latter gentleman has been engaged in one of the city's successful businesses.

It can be safely said that in all St. John there is no name more familiar in the households of the people than "Skinner's ware-rooms." A business man can gain no greater advantage than this, and when his stand is once acknowledged as a business landmark, he can fairly be congratulated upon achieving what nine merchants out of ten fail to gain.

Skinner's carpet ware-rooms have always been on King street. When he started for himself the number over his door was "68," now it is "58." There is good reason for this. One fine morning, three years after he began, his business crowded him out. It was too large for his premises which, however, were sufficiently large, then and now, to accommodate other large business concerns. The very handsome front shown herewith (No. 58 King street) gives a good idea of the immense premises of the proprietor. To bring it down to feet and inches, the area occupied by the business is three times 100x40 feet, and one time 60x30. That is to say, Mr. Skinner occupies three stories of his own building and one story of the structure adjoining. His floor space alone covers 13,800 square feet.

Approached from the front it is one of the most attractive establishments on King street. The first story contains an immense and varied stock of all cloths and linoleums, woollen carpets and matting. Here, at almost any time of any day during the season is one of the busiest flats in the city. Mr. Skinner's customers are fastidious in their tastes, and have forced the selection of such goods as are bound to please everybody. He does not buy for any one class,

carpets, and gives him a direct advantage in those goods also.

Speaking to the writer, Mr. Skinner made some points upon the change in the carpet business in his experience. Not so very long ago a gentleman, or a lady, came into the store, selected the carpet he, or she preferred, named the quantity wanted and it was cut off and sent to the residence given. The carpet merchant's business was done. Now all this is changed. A carpet is wanted and selected. If the merchant wants the order he must send a man to measure the room and learn exactly how many yards it will require. Then he has to cut and make it and then fit it. True, the making and fitting are extra, but the measurer's services are free. This makes the business more expensive and competition being as keen as in other lines the margin of profits is very small.

Carpets to-day are selling at a lower figure than they have ever touched before. There are more of them sold every year, and a great deal of the increase finds its way to Skinner's.

So marked indeed has this been the last two years, that he has taken especial pains with his next spring's stock, and proposes to outdo anything St. John has ever seen. His stock will be much larger than he has ever imported before, and he has obtained such a hold upon the manufacturer's prices that he will be able to place his goods before the people, at prices which will laugh at competition.

## NEW FRUIT!

Valencia Raisins;

Valencia Layer Raisins.

PRIME FRUIT.

RECEIVED THIS WEEK.

GILBERT BENT &amp; SONS.

SOUTH MARKET WHARF.



loudly of "bottom" prices," "slaughter sales," "bargain weeks," etc., that the people read, get excited and rush for the bargains. They find nothing but antiquated or shop-worn goods that would be dear at any price, and they get, quietly out of the door—and never come back again. Mr. Gilbert, on the contrary, has goods that the people want, novel in design, beautiful in finish, reasonable in price, and according to his calendar there are 52 bargain weeks in every year. These are very good things to advertise.

A man who has such a stock as that to be found at No. 54 King street gets a good deal of free advertising, too. There isn't a woman in New Brunswick who, if she came into possession of a Sharpe's noisless rocker, for example, could resist the temptation to show it to all her friends and tell them where she got it and how much it was given away for.

Speaking of this same stock, it ought to be noted that it fills four stories and a basement. In the latter is carried a full line of oil cloths and linoleums. The ground floor is used as a show room for Brussels and tapestry carpets, plushes, velvets, cretonnes, fringes, and table covers. The second floor is devoted to two-ply wool carpets, rugs, mats, draperies, curtains, cornice poles and reed and rattan furniture. The third floor holds parlor furniture, and gives space for a packing room, and the fourth floor is used by the upholsterers and those who are employed to sew and cut carpets.

If Progress should undertake to describe the useful and beautiful things that a purchaser might find in this splendid store, this article would lengthen indefinitely. The different styles of Brussels carpeting—manufactured to special order—would deserve a column or two. Nothing less than half a page would do justice to the reed and rattan furniture, and the plush goods would be shabbily treated if they didn't have more than that. These aside, Mr. Gilbert's show-windows in themselves would

St. John owes very much to Mr. Gilbert. No man has brought forward more new ideas or moved more in line with the spirit of the age. Enterprise keeps company with integrity, in his case. His business capacity shows itself daily in some shrewd stroke that makes the old-fogy dealers wonder what the world is coming to.

It is a duty as well as a pleasure to patronize such a man as this. The men who build up a city are those who have the force of character to make themselves known and respected by strangers as well as by their own townsmen. He is such a man. No one will ever believe that St. John has started on the down grade until the day comes when Harold Gilbert and men of his stamp are no longer found at the front.

## THE DOMINION LIGHTING COMPLY.

PROPRIETORS AND MANUFACTURERS

## The Vapor Gas Light.

CONTRACTORS FOR STREET LIGHTING.

No. 3 ROBERTSON PLACE,

Saint John, N. B.

COST OF LIGHT LESS THAN ONE-HALF CENT PER HOUR.



E. L. WHITTAKER'S INSURANCE OFFICES.