

A RECORD OF 15 YEARS.

WATERBURY & RISING A DECADE
AND A HALF IN BUSINESS.How they Started and the Success They
Have Met With—Methods that Could Not
Fail to do the Work—How they treat Em-
ployees.

Fifteen years ago last Monday two young men started out in life for themselves as proprietors of a small retail shoe store at 212 Union street. They had not enough cash capital to make a combination safe a necessity, but with an abundance of energy, with skill, knowledge, hope and faith in themselves and the city, they possessed the right kind of material.

Experience could not be said to belong to them, for Geo. H. Waterbury, the senior member of the new firm, was but 24 years of age, while Edward L. Rising, his half brother and partner, had not seen his 21st year. This was in October, 1878, a period when those who were in business will remember that the times were not as bright as they might have been, when there was much discouragement and lack of confidence in the future, especially in St. John which had barely recovered from the shock, to say nothing of the effect, of the destructive fire of the year before. But the firm of Waterbury & Rising was formed then and to day—fifteen years later—occupies a position in the retail trade that they can well afford to be proud of, that their friends can point to with satisfaction, and afford an example to the young men starting in business that is invaluable.

PROGRESS to day prints in connection with this article, illustrations of their two stores, the original Union street, now called the branch—and the principal retail and wholesale establishment on King street. With them are two engravings representing their delivery service which is as attractive as it is serviceable.

But while the business career of Waterbury & Rising has been successful their present position in trade has not been obtained without a fight and struggle against many disadvantages—a conflict in which they thought they would be conquered the first year. At the end of that period when they began to sum up the result of their work they found, somewhat to their dismay, that they had gained nothing but had lost on the year's operations. They faced the situation and Mr. Rising accepted a situation in the States for a few months. He returned again and travelled for another concern for some time, spending the weeks he passed in the city working in the store.

Such effort as this began to tell and two years later when J. E. Ballantyne & Co., went out of business on King street, Waterbury & Rising took the vacant store. The establishment of this branch was against the advice of all their friends, who

tried to persuade them to "let well enough alone" and not risk the additional liability of a store on King street. But successful catering to the public in a small way gives one wonderful confidence to do greater work in the same

direction if the opportunity offers. So Waterbury & Rising thought and they accepted the risk and opportunity. They felt that Union street cramped them, that the greater thoroughfare would give them the chance to do a bigger business. The

result has proved that they were right, for every year since the sign of W. & R. appeared on King street, each year's business has shown a decided gain over that of the previous year.

From retail they have gone into whole-

sale in which their success has been equally great, owing to the careful method they pursued and their knowledge of every detail of the business.

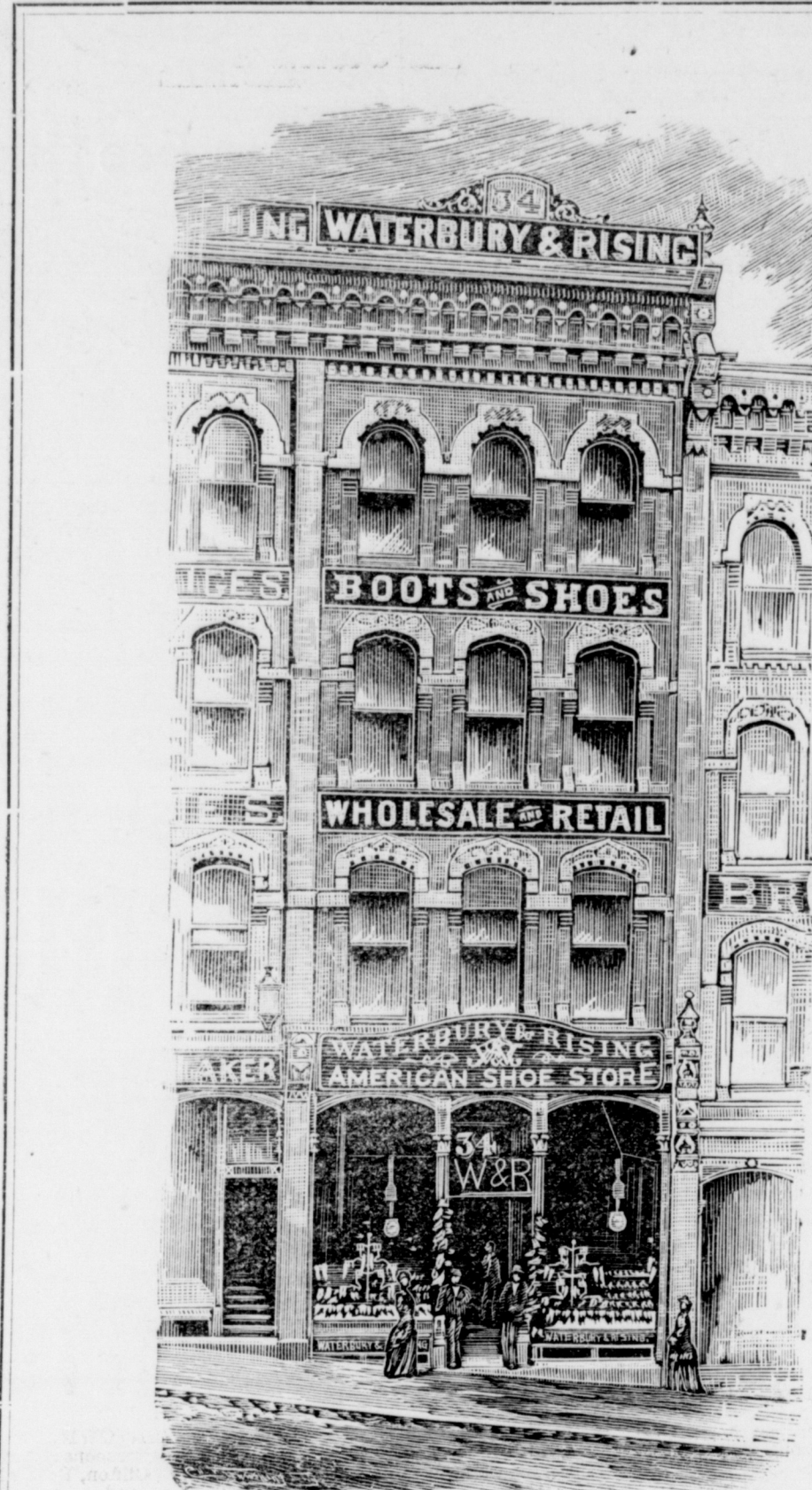
Mr. Waterbury has charge of the whole-sale department while Mr. Rising looks after the retail. Both of them cater to the wants of the public as it were intuitively. Long experience, close attention to the demand and to the variations in style has made them experts in choosing what suits the people best.

Every reader of PROGRESS has not had an opportunity to visit the retail store of this firm but very many of them have and they will all agree with the statement that no city of the same population in Canada can boast of one more complete in its appointments, more convenient for the public or with so varied a stock.

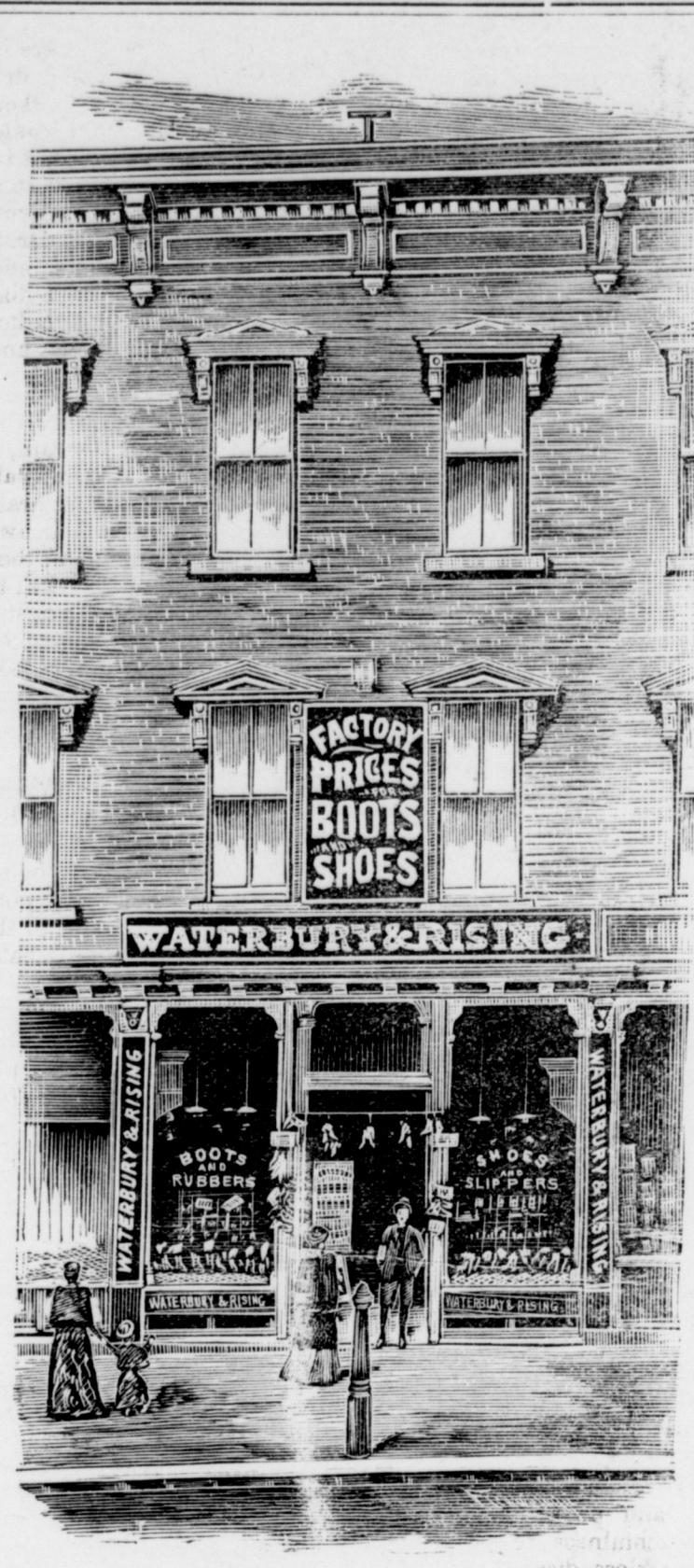
It is not necessary to emphasize the fact of the firm's success to St. John people. They all know it and some of them have an idea of how it has been obtained. The hard and well directed effort, the brainy work, count for much but liberal advertising well looked after has had much to do with placing Waterbury & Rising where they are to-day. PROGRESS has counted them among its most generous patrons for the most of its years and the daily press also tell the people through their space what they can do for the people in their line. Such persistent advertising, changed frequently, intelligent and attractively done could not fail to do its work. Not only do the press advertise them but any good idea to obtain publicity finds in them interested listeners. The most novel shoe wagon in Canada is seen daily on the streets delivering their goods. A description of this has already appeared in PROGRESS and the people of this city know what the shoe shaped wagon is and to whom it belongs. There is another delivery for heavier goods and both of them are on the move all the time. Mr. Rising laughed when he compared the present with the past and remarked when they started they did not even enjoy the luxury of a carrier boy.

Another element that has contributed to their success has been the faithful and devoted service of their employees. Few firms whose business life is 15 years can point to clerks who have worked ten, twelve and fourteen years with them. They try to use them well, to pay them as liberally as they can afford and in the end to give them a start in business for themselves. One of them now has charge of the Union street branch and the firm is looking for other desirable points to place the others in charge of them. Such a system as this is bound to be successful, such interest as this in employees is certain with the right men to beget a responsive interest in the business.

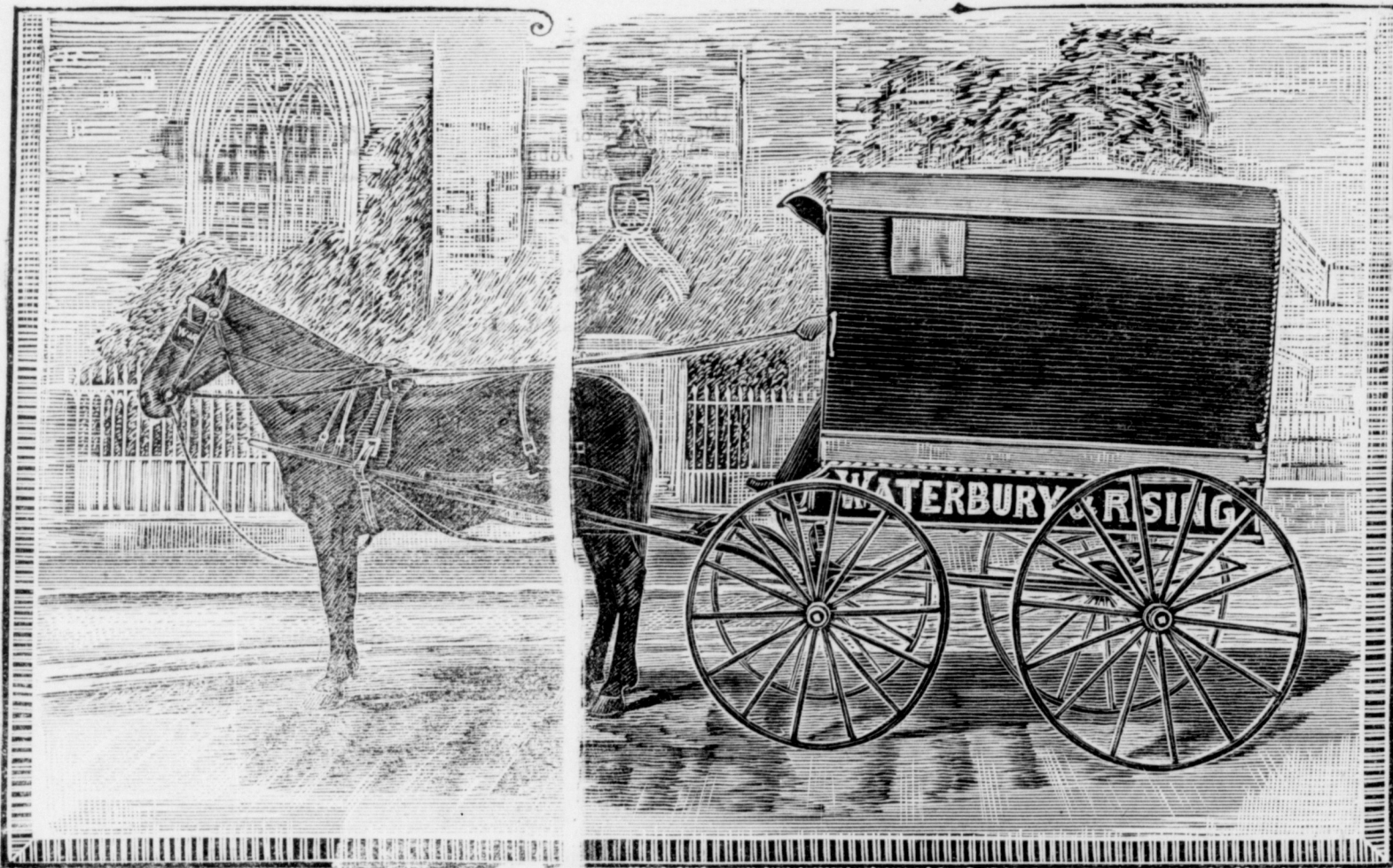
So much more could be written that it would make this article too long, but in years to come when other anniversaries roll around PROGRESS hopes to be able to record the same prosperity in the business of the firm.



The King Street Store.



The Union Street Branch.



Old Style delivery wagon.



The Novel Delivery Wagon.

WATERBURY & RISING, 34 KING ST.,
AND
212 UNION ST., ST. JOHN, N. B.

To the
WHOLESALE TRADE.

Before laying in your winter stock send for our illustrated catalogue. It contains our prices for all staple goods. Any goods ordered from it can be returned within 10 days if they are not the value you expected—we are not afraid of comparison.

WATERBURY & RISING.

In OUR FINE goods we
LEAD in
Superb Fitters,
Graceful Styles,
Popular Sellers,
Low Prices,
High Quality.

Buy one pair then we stop talking. The shoes DO THE rest. Mail orders for single pairs of fine shoes are being received every day, and promptly attended to.

WATERBURY & RISING.

RUBBER
GOODS.

Before ordering write us for prices.

By ordering from us, light and often, you will not be overstocked or have large notes to pay. Safest and best way to do business.

WATERBURY & RISING.

HINDSIGHT
AND
FORESIGHT.

Both are valuable to us. The past for what it has taught us and the future for what it has in store. Modern methods that smack of primitive honesty. No retrogression, but a steady onward march in the van of the column. The experience of to-day turned into a source of profit to-morrow. A continual evolution in keeping with the times. Forecasting the future. Feeling the popular pulse. These are some of the things that have brought in good luck and made our shoes so popular. But what will it avail to us to sing our praises if they fall on ears unheeding. Any rooster can crow but it takes money to do it here. Why should we spend it spreading false doctrines? We don't! We want you to test our veracity. We want you to try our shoes. We know the result will be beneficial to us both. Try us.

WATERBURY & RISING.

OUR
HAND
MADE
BOOTS

for country wear, fishing, lumbering, or any hard wear, cannot be excelled. We keep everything in the shoe line.

WATERBURY & RISING.