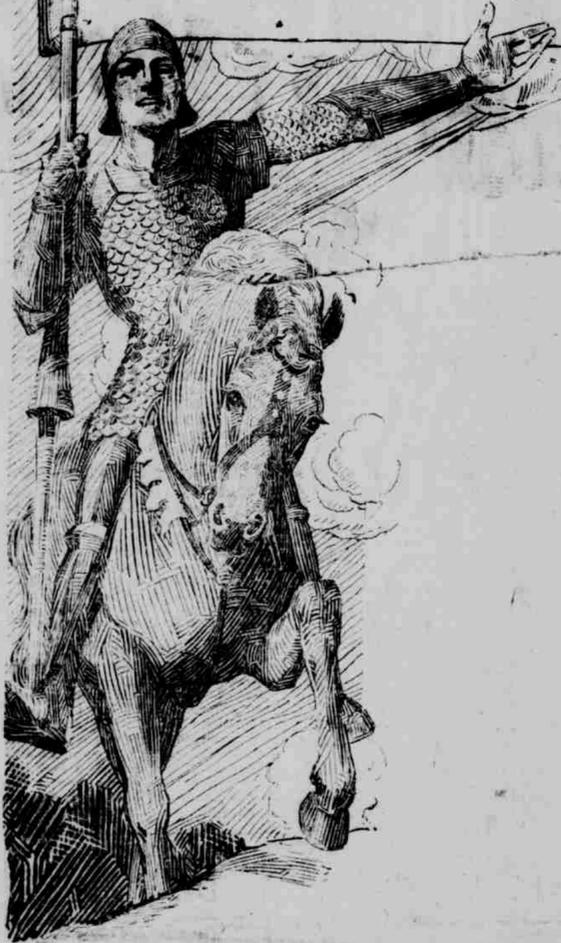


# CELEBRATING TENTH ANNIVERSARY



Special Shopping  
Edition

OF

# THE TOGGERY

INCORPORATED

Mesa's Big Department Store

Central Arizona's Great Shopping Center

Peace and prosperity reign supreme over the vast rich fields on all sides of Mesa---the Wonder Queen City of Arizona. The Toggery's phenomenal development into a big department store---one of the greatest in all the Southwest---is linked with the progress of Mesa and the regions contributory ---and today stands the peer of mercantile establishments of this highly favored, superprosperous section of Central Arizona.

## BRIEF SUMMARY OF MESA'S BIG DEPARTMENT STORE

If the best short story writer in America today should be commissioned to produce a brief fictional account of the phenomenal rise of a business covering a period of ten years; he could find nothing more alluring, neither facts nor fiction could be assembled that would make more interesting reading than the simple history of the growth of The Toggery in Mesa. The history of The Toggery is full of action. Every year has been full of overflowing. There has not been a backward step nor a retrogression. The history grows from a small beginning to a grand finale---what could be more interesting?

No better time has ever occurred for the celebration planned the coming week than just as the store completing its tenth year of success and achievement. Attaining success, prosperity, leadership are all causes for celebration. All of these could have been fittingly acknowledged the first year or the second year or the third year or at the end of any of the ten years but there was one thing that caused the management to refrain---to wait until a decade had been rounded out and then with one mighty effort put on a celebration that would make up for all lapses in the past and go down in the history of the municipality as an event that would long be remembered.

It seems such a short time ago when The Toggery began in such a small way and when compared with the present department store bearing the same name it seems impossible that the two stores are connected by ten busy years of merchandizing, yet within those ten years lies the basis of this account.

The residents who were walking along the south side of West Main street one morning ten years ago this spring were somewhat surprised to learn that a new establishment had opened its doors to the public. A few ventured inside that first day where they learned that the stock consisted principally of a very limited assortment of men's togs and some very large trunks. The trunks were given a very prominent place from the fact that they assisted materially in filling up the bare walls and made the stock seem more pretentious than it really was. However, while the stock was limited, the optimistic enthusiasm of

George A. Johnson, was unlimited. He had personally selected his stock. He knew what the people wanted in Mesa and he bought judiciously and carefully ever keeping in mind what the people wanted. That same motto adopted early in his business life he has always kept and in a measure it has aided materially in insuring his success. Only a month before going into business he was a consumer. His personality entered into every purchase. He estimated a bill of goods before signing an order with this thought: Is this the kind of goods that I would want to buy from a retailer? The plan worked admirably. The fame of The Toggery began to spread. It became known among the young men that the really smart ties and haberdashery could be secured at The Toggery. Workingmen learned that dependable clothes---the substantial kind---could be found at The Toggery. Coupled with these facts were the prices that were reasonable. The result was not long in coming. The Toggery began to grow. The walls which were sparsely stocked began to be filled. More customers began walking under their arms. Whenever they needed more clothes they returned again and again. Competition was keen in those first years but neverthe-



F. W. McNamara, President

less the little store doubled and quadrupled its business until it became necessary to seek larger and more commodious quarters and when the splendid Chandler building was completed it was The Toggery that moved into the largest section. The buyers continued to increase and the demand became so great that a Ladies Toggery was added to meet the needs. That same careful business judgment prevailed. The newest things in ladies ready to wear and millinery came by express direct from the fashion centers of the east. It was an innovation in Mesa but the response was immediate and far reaching. The end of the sixth year saw in The Toggery one of the most up to the minute stocks within the borders of the state. There was a constant increase of patronage, there was a constant demand for more goods such as The Toggery carried and at such prices as The Toggery offered when the word went out that The Toggery must have more room. Competition had been cast aside and there was but one competitor, The Phoenix stores. There is said to be a delusion in every man that greener pastures lie over the next hill. Mesa people were imbued with the idea that they could do better in Phoenix the same as Phoenix people have an idea that they can do better in Los Angeles. However, The Toggery met the proposition squarely and fairly. The stock was increased, the prices were lowered, comparisons were made, the result was astonishing. As a result very few people trade in Phoenix and many Phoenix people buy in Mesa. They have discovered that the very latest or as late as telegraphic orders with express shipments can make them can be secured here. The innovation has been appreciated and in that appreciation The Toggery has been able to convince Mesa people that they absolutely can secure better bargains not only in dependable merchandise but in lower prices right here in Mesa.

The "Trade at Home" argument was convincing. However, it meant the same old cry for more room for the growing concern and last year the elegant W. H. Coie building was completed and The Toggery moved in on a ten year lease.



Geo. A. Johnson, Secretary-Treasurer and General Manager

Previous to moving into the Code building F. W. McNamara, western representative of the largest wholesale concern dealing in goods handled by The Toggery, purchased the interests of L. B. Johnson, who had been financially connected with the business from the first. The addition of Mr. McNamara to the concern was a stroke of business judgment. In his position he is placed in direct touch with the great bargain centers and with him in the concern the purchasing power of the establishment was enabled to make prices beyond all competition.

While the rise of The Toggery has been phenomenal it is interesting to stop for one instant to delve below the surface to find the cause. There is a reason that stands out prominent and paramount and which in the belief of the management is in a manner largely responsible for the success. It is simply that the per cent of profit that has been made from the sale of merchandise has gone back into the business to secure efficiency, service and dependability. No where else in the state will one find such an array of plate glass windows decorated by a professional

trimmer. Hundreds of feet of floor space behind the wide windows is given over to a showing of the many things in store for the hurried purchaser. In side the spacious stores will be found just what is meant by the word service and efficiency. Dressing rooms galore, mirrors everywhere, competent salesmen with ideas up to the minute on what is latest in apparel, rest rooms, mezzanine floor overlooking the dry goods and men's department, dressing rooms and lavatories.

However, the Code building which it was estimated would hold the concern for several months to come was soon taxed to its capacity and the entire west wing of the Chandler building was again leased and a furniture department added. At this juncture R. C. Reynolds who had been with The Toggery the previous four years took a nominal share in the furniture business. From the outset the department grew rapidly. People who had formed the habit of going elsewhere for their furniture were invited to visit The Toggery, they saw, compared and stayed to purchase. Following the installation of the furniture department was that of the department of hardware. Likewise it has started out along Toggery lines and promises to be a great success. Gradually the idea of a department store is being worked out until Mesa has every reason to be proud of the big healthy growing concern which has now advanced to the important position when it is second to none within the boundaries of the state.

He is a young man, full of vigor and vitality and the red blood of business activity pulsates through every department of his great store. Always working in harmony with his department heads he is enabled to keep in direct touch with everything no matter how intrinsic a detail it may appear. Not only is he alive to the selling end but twice each year he invades the eastern markets of Boston, Philadelphia and New York learning new ideas getting first hand information and incidentally scouring country for goods, dependable merchandise that he may bring to his big store and sell to his friends, his acquaintances of many years, who know him by the familiar name of George. He, like all successful business men has been criticized the more important objection has been that he is ten years in advance of the times. He has answered this that Mesa has a future and that it is up to The Toggery to continue abreast of the town and that in the future as in the past if his advanced ideas are a fault that he will be even open to greater criticism than in the past. It is his contention that The Toggery will continue to go onward and upward growing from



R. C. Reynolds, Manager Dry Goods Department

year to year and that ten years hence will see as great advancement as in the past ten years. At any rate it must be conceded that The Toggery has kept pace with the growth of the community and has provided the residents with an important adjunct in a commercial way; a place where they were enabled to purchase needed articles at a more reasonable price than in the larger cities and at the same time with the assurance that they were getting the latest in styles and patterns.

### Men's Department

One of the most important adjuncts to The Toggery is its Men's department. The business was started as an exclusive men's store and even in the rapid growth of the concern the important features which made the concern grow from such a small beginning have not been lost sight of. Prominent in the men's department is Mr. C. E. Angula, one of the best known salesmen in men's lines in the state. He is the personification of courtesy. He is at all times accommodating and spares no pains to make a customer satisfied. He is at all times accommodating and spares no pains to make a customer satisfied. He is in direct touch with every line within his department and has at all times the prices and merits of his goods on his tongue's end.

**Suits**  
In Men's Clothing, The Toggery is truly the "Home of Hart Schaffner & Marx." The L-System especially adapted to young men is another celebrated line carried. Right at this time the firm is featuring a splendid array of Palm Beach Suits which offer a variety seldom found in cities ten times the size of Mesa. Easter togs are already on display and never before was The Toggery better able to meet the needs of the discriminating well dresser than right now. Moreover in instances where the customer

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