

PARCEL POST AND CITY RETAILERS

Possibilities in the New System for Countryman and the Town Merchant.

PAPER READ TO ASSOCIATION

Buyer From Country Practically in City Store Every Day in Year.

At the annual meeting of the Retail Merchants' Association, held one day last week, J. G. Corley was booked to read a paper on the "Possibilities of the Parcel Post."

It is, of course, apparent that to treat fully the subject, "The Possibilities of the Parcel Post," would take too much time on an occasion like this, but to mention the fact that I feel unable to do justice to the subject, the possibilities of this new feature in our business equipment have been considered from many angles, and suggested many ways to different lines of business.

A stranger or comparative stranger, to select his socks and his neckties, etc., and to give him rock-bottom price. He would rather do his own selecting and see the goods and be his own judge as to their value, etc.

As it was. A countryman comes to the city with a sufficiency of cash in his pocket. He has made up his mind before he leaves home just what he intends to buy. Among other things he has on his memorandum a half-dozen pairs of socks for himself. He wanders into your store to buy the socks, supposing you are in that line of business. Now, with this countryman, whose home is fifty miles from Richmond, in your store and asking to beshown socks, what are your possibilities? Of course, you will sell him the socks, that is, you will if you know your business. Then you will certainly try to get him interested in other goods that he had not at first intended to buy, and you will start off on that line by showing him neckties, then handkerchiefs, gloves and collars and other things, and the possibilities are that, before you get through with him, you have sold him all of these things to the amount of four times the bill he came in to make, and you have satisfied him and made a friend of him, because, he it always understood, you have sold only good stuff and given him his money's worth.

And you never would have sold this countryman a cent's worth if you had not gotten him in your store, and you probably not sell him any more goods for a year, for this particular countryman comes to the city only about once in a twelve-months period. Whatever he needs in your line during the other eleven months he will buy at the cross-roads store, a mile from his home, or send to the nearest small town by one of his neighbors for it, or get it in some other way as he sees fit. He will remember all well enough that you treated him splendidly when he was in Richmond and that you sold him better handkerchiefs, better ties and better socks, etc., and all for less money than the country store or the village or small town store charged him, and he will remember also that you were a better judge of socks and ties and handkerchiefs than he is, and that he did a good thing when he bought on your judgment rather than his own. He will remember all of these and remember them with pleasure and pride, and everything he needs in your line during the eleven months if he is in Richmond, but he is fifty miles away and he needs the things that come up right away. Hence he buys from the cross-roads store or sends to the village or small town near by, and so it goes.

Now the new parcel post puts this countryman right in Richmond and right in touch with your store every day and every week in the year. So you can write to you this morning and enclose a two-dollar bill in the letter, tell you just what he wants, leave it to you to select and pack for him, and deliver it to him at his front door, fifty or a hundred miles in the country.

But I hear someone say the countryman will not trust his two-dollar bill to the mail and he will not trust me.

GLASS advertisement for Binswanger & Co. featuring glassware and services.

Binswanger & Co. advertisement for lighting fixtures, listing various church and community locations.

W. B. Catlett Electric Co. advertisement for lighting fixtures, located at 525 East Main Street.

NEW BRIDGE OVER JAMES RIVER



The new bridge on the site of the old Mayo's Bridge, at the foot of Fourteenth Street, now being erected. The top picture shows the north, or Richmond, end, about completed. The bottom picture shows the south, or Manchester, end, which is being rapidly constructed and will be completed, well, some time this year.



Views and near views; hints and suggestions.

VIEW AND NEAR VIEWS; HINTS AND SUGGESTIONS

BY FRANK S. WOODSON, Industrial Editor.

This column is open to contributors who have something to say of a suggestive nature, and who are willing to make hints and suggestions looking to the better development of the good old States of Virginia, West Virginia and North Carolina, and who can hold their suggestions down in any one issue to from 150 to 200 words. Such communications, addressed to the Industrial Editor, will receive prompt attention.

"Made in Richmond" Blow-Out. "A Manufacturer" writes as follows: "Last year Views and Near Views suggested to the manufacturers of Richmond that they set up a 'Made in Richmond' parade for the State Fair, a parade to be made up of floats carrying exhibits of everything that is manufactured in this city, every article being plainly marked 'Made in Richmond'." I do not know positively why the manufacturers did not act upon your wise suggestion, for I can conceive of nothing that would have done more good for Richmond in an advertising and boosting way, but I am inclined to think the failure to get up the parade was due to the very short space of time between your good suggestion and the opening of the State Fair. I am now making the liberty of asking you to renew the suggestion and urge its adoption for the State Fair of this year. If the manufacturers will take the matter up now there will be plenty of time in which to make the parade and the exhibits something that will do full credit to Richmond and I am sure will pay handsomely. Please fire away at the "Made in Richmond" parade for this year until you get the manufacturers well warmed up on the subject."

More Horses Needed. It has been stated that a rather large proportion of the workmen in the ship yards at Newport News "live" in other towns and cities, that is to say, that while they are making their living in the Virginia seaport, their families remain in Pennsylvania and other States from which the workmen came. The result is that the most of the money these men make in Newport News is distributed in other towns far away. The cause of this condition is the scarcity of rentable houses in the Virginia seaport. All of this leads the Newport News Times-Herald to say: "Nothing helps to build up a city like building. That sounds like an Irish bull, but it is not. Almost every dollar spent on a building is a dollar put in circulation at home. The materials are purchased from the home merchant and the wages are paid to home workmen. Building is the most profitable industry that a city can have. Newport News is now in need of new residences. There is a brisk and a growing demand for such houses. Hence Newport News is entitled to a building boom. All of this leads the Newport News Times-Herald to say: 'That is just as true as preaching. More people are coming to Rich--and now than at any period in its history, and while this city has been having a building boom for at least two years the builders are not keeping up with the demand for homes for the working

Hustling for the South. "Holland," one among the cleverest of the newspaper writers of New York, in one of his letters to the Cincinnati Enquirer, comments on the fact that the day has passed when men are put in high position in the railway service of the country because of family connection, wealth, political influence or other "pull." According to Holland, the competent railway managers of this day and time are men who worked their way up from the ranks, because energy and loyalty and brains are the things that carry a man forward in railway management nowadays. He uses several prominent rail-roads to illustrate, among them President W. W. Finley, of the Southern Railway. Holland says: "President Finley is something more than a highly accomplished railway executive and operative manager. He is a profound thinker. He regards his field as not merely the operation of the freight and passenger departments of the Southern Railway, but as that of an agent in stimulating large business developments and the exploitation of the rich natural resources of the South. President Finley began as a stenographer. But even in those early short-hand days he was giving earnest heed to the possibilities which lurked in the great resources of the South. Later he gave earnest study to the relation of the railroads to the people and of the people also to the railroads. He is looked upon now as one of the best informed men in the railroad world upon all subjects relating to the allied interests of the railroads and the people."

Advertisement for Thos. N. Kendler Metal Ceilings, featuring contact information and a list of services.

Are All Banks Alike? advertisement for Planters National Bank, highlighting its capital and services.

HENRY S. HUTZLER & CO. BANKERS advertisement, soliciting patronage in various lines of general banking.

The Business Man advertisement, promoting the Manchester National Bank and its services.

The Youth With a Bank Account advertisement, encouraging young people to open bank accounts.

E. A. BARBER, Jr. advertisement, a Certified Public Accountant.

F. F. V. advertisement, a firm specializing in auditing and systematizing.

Branch, Cabell & Co. advertisement, located at 1115 E. Main St.

WE WANT YOU TO OPEN AN ACCOUNT WITH THIS BANK. advertisement for Bank of Commerce & Trusts.

C. B. RICHARDSON advertisement, General Agent for Massachusetts Mutual Life, located at 406 Mutual Bldg.