

# POOR DOCUMENT

# M C 2 3 5

## JOHN SHEPARD HAD A NOTABLE CAREER

Boston Merchant Who Began With Small Capital

Fifty Cents a Week And His Board His First Wages — Was Owner of Noted Horses But Got to Live Autos

John Shepard of Boston, who died on Dec. 2 and who led a business career for more than sixty years in Boston, more than half a century being proprietor of dry goods stores, was a striking example of a "self-made man."

He started for himself at the age of twenty with a capital of \$365, which he

had accumulated from his savings of nine years, during which he was employed at wages ranging from fifty cents to \$8 per week.

By careful, systematic oversight, his business grew until he had built up one of the best known, most complete and extensive dry goods establishments in America.

He was born in Canton, Mass., March 26, 1834, the son of Nathaniel and Lucy (Hunt) Shepard, and was sixth in descent from one of four Shepard brothers who came from England and settled in various sections of Massachusetts.

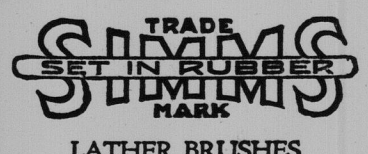
His father was a harness maker and carriage builder and it was his intention that his son should follow the same calling. But it was not to the boy's liking, however, and even before he had entered his teens he had decided to pursue a mercantile life.

Young Shepard was a little more than eleven years old when he obtained a job in the apothecary store of J. W. Snow at a salary of fifty cents a week and his board. At the end of a year he went to work for George W. Vinton, a confectioner, at 243 Washington street for \$1 a week and his board.

He peddled cornballs and candy over the counter for the year and then entered the employ of J. A. Jones, who afterward became his brother-in-law, at \$3 a week. Mr. Jones conducted a dry

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Most men gladly pay \$3, \$4 or \$5 for a razor because they want a quick, smooth, easy shave. Why not pay \$3, \$4 or \$5 for the better grade of



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**JACK FROST** is a real enemy of the Starting and Lighting Battery. Prepare your battery to resist his attacks by making sure that it is in good condition for its winter's work.

Remember, that your car is much harder to start in winter than in summer, and also that the long winter nights call for greater use of lights.

Drive around to our "Exide" Service Station and let us inspect your battery. We make no charge for this service. Expert attention at this time will assure you good service this winter and save you money.

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Phone Main 1551.  
DRY AND WET STORAGE.  
17 Union Street.  
C. J. MORGAN, Distributor for N. B.

goods store at 320 Hanover street, and Shepard remained six years, his salary at the end of that time being \$8 a week. By this time he had saved \$365 and he decided to start in business for himself with his brother-in-law, Jones, as a special partner.

Would Not Tolerate Deception.

After Mr. Shepard had expended of his purpose to give up road driving for his recreation, he purchased Senator L. 2,024, and borrowing Borlana from his friend, Thomas W. Lawson, drove the pair at Readville in 2:12 1/2 on Oct. 24, 1900.

In 1908 Mr. Shepard held the record of the Boston Driving Club—2:09.

For many years Mr. Shepard was the most enthusiastic member and leader of coaching parties, and no pleasure seemed so great to him as to hold the hand of his pupils, practicing four-in-hand of thoroughbreds.

In 1903 or 1904, however, during his winter visit to Florida, he and Mrs. Shepard were taken out by friends for an automobile ride on the beach. This made him almost as enthusiastic in regard to motor cars as he had ever been respecting horse flesh. In 1907, therefore, he sold the leader of his four-in-hand and purchased a fine machine, to which he subsequently added others.

He was always an ardent champion of good roads.

He never forgot his love for speed, and for in 1905 he bought Ethel's Pride for \$12,000 and offered to give \$20,000 for a suitable mate.

Returning to a description of the man of business and his achievements it may be noted that the original Winter street store was so enlarged and added to that it covered nearly a block, extending from near the corner of Tremont street, almost half-way to Washington street, and through to Temple, occupying many thousand square feet of floor space, and embracing more than 100 different departments.

Mr. Shepard was a public-spirited and patriotic citizen, and this was exemplified in a unique way through his suggestion. In 1895 he inaugurated an "American Week" during which all the good advertised and displayed were of the highest grade of American production.

The week was timed to include the fourth of July, and being the first venture of the kind it drew an immense patronage, was favorably commented upon by the press of the whole country, and the plan has since been adopted in many other cities.

Mr. Shepard had other aims besides the organization of wealth. He was never happier than when dispensing generous hospitality at his Beacon street residence or his summer home in Swampscott, helping some old friend over the difficulties and distresses of life or aiding some worthy cause, whether public or private.

Improved Conditions for Help.

The firm of Shepard, Norwell and Co. was among the earliest to take up the matter of light, ventilation and sanitation for the benefit of the men and women employed in their store, and was one of the first to be approved by civic organizations.

But Mr. Shepard and his partners did not claim to be philanthropists in so doing. They believed simply that good care, clear head and proper diet led to an active brain, increased energy and greater usefulness.

For years the firm has retained a physician to meet the employees and give healthful suggestions and good advice. This is all free of charge, and has resulted most favorably and improved the general condition.

This led up to larger measures to further supplement this good work in a more substantial and enduring way, for on Mr. Shepard's 75th birthday, which occurred on Saturday, March 20, 1904, a check for \$5,000 was handed to the trustees of the Massachusetts General Hospital for the perpetual endowment of a free bed, to be known as the Shepard-Norwell Company free bed.

Mr. Shepard was married twice. His first wife was S. Annie Bagley, daughter of Perkins H. Bagley of Boston, who

truth and would not tolerate deception of customers by his employees.

While located in Hanover street, close confinement impaired the health of Mr. Shepard and his physician advised carriage riding as a means of restoring his health. His love for horses developed rapidly and he became one of the most accomplished amateur drivers in the country and the owner of many fast trotters and pacers, and became known as the "King of Boston Speedways."

Some of his horses of note were Joe Clark and Blondin, mated; Della Magee and Robert Lee; Mill Boy, for which he refused \$30,000; Kinney Lou, 2:10; Al-dine, which he sold for \$18,000; Hattie R. Alro; L. Carlin; Joe Cotton, Gold-finder; Young Rolfe, Dubarry, and a lot of others.

In 1881 he drove Blondin and Mill Boy a mile in 2:22, thus making a record, which, however, was beaten four days later by Frank Work of New York in 2:19 1/2. Then Mr. Shepard went after a pole team to beat the world. He secured Arab, from California, and in April, 1882, he hitched up Arab and Mill Boy to 2:13 at Mystic Park, a shade under the previous record.

Then he made another change and on the recommendation of Budd Doble bought Reins, 2:12 1/2, to go with Arab. Good horses were thick in the Shepard stable, but an auction was held up and they all went, but at lower prices than he expected. He soon regretted the sale of Reins, however, and bought her back.

The late Arloch Wentworth had had his eye on Reins for some time and desired to own her. One day he met Mr. Shepard and said: "John, give me that mare; she's getting old, and you won't want her much longer."

Mr. Shepard said: "No; but I might sell her to you for \$1,000." But Mr. Wentworth held out for the gift and after considerable discussion Mr. Shepard suggested that he would sell her to him on condition that Wentworth would give \$10,000 to the Boston Young Men's Christian Association.

In a few days Mr. Wentworth came back and said that he would not make the contribution, but that he had arranged matters so that the association would get it later. When his will was opened it was found that he had kept his word.

Champion of Good Roads.

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He never aspired to public office, but he never shirked a public duty. He was asked to be the Republican candidate for Mayor of Boston in 1890, but declined because of the pressure of his many business cares.

Not only was he the president of the Shepard Norwell Company, but he was one of the founders of the Atlas National Bank and a member of the official board of directors in the Lincoln and Commercial National Banks and of the Connecticut River Paper Company; president of the Bernsten Electric Company, active in several other business enterprises, a member of the Boston Merchants' Association and in his later years president of the Robert B. Brigham Hospital for Incurables.

He was also a member of the Bird

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## LABOR COUNCIL AND FAIR WAGE CLAUS

There was a good attendance at the Trades and Labor Council meeting in night in Labor Hall, Union street, with President Campbell in the chair. Communication was received from commissioner T. H. Bullock, chairman of the housing commission, calling on the council to produce facts and particulars in connection with the fair wages clause in the housing commissioning contracts, or should have these facts already in their possession, and also the payroll of George Hennessy, member of the educational committee, explained the work of that board to the council as to the different courses that are being taken up and what is planned for the future.

Three trustees were elected to after the building fund, which was held in St. Andrew's rink during the week.

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ALEX. WILSON, Chairman.