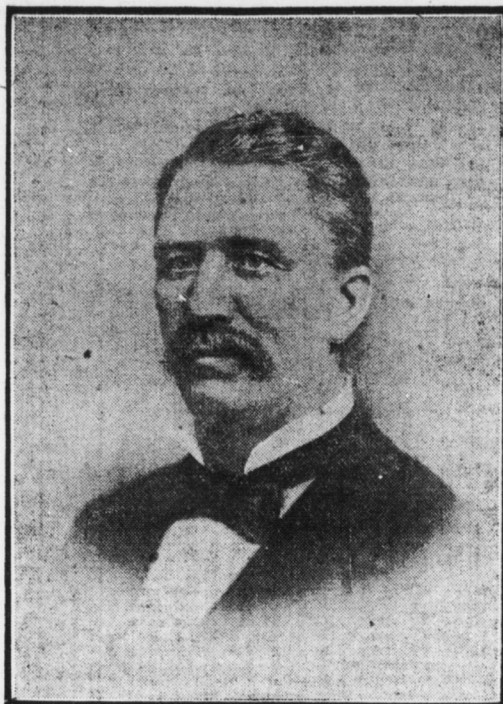


# A Half Century of Effort



22 NORTH THIRD ST.  
Where the Business Was Begun.



JOHN C. HERMAN  
Founder of the Business.



ED. S. HERMAN  
Present Head of the Business.



JOHN C. HERMAN, 2d  
Becomes Associated With Business  
This Year.



18 NORTH MARKET SQUARE  
Present Location of the Executive Offices.

¶ 'Way 'way back in the days of '65---the days of Lincoln and Grant and Lee--two men started a little retail tobacco business at 22 North Third Street, under the name of Herman and Hay. The cigars they sold in their little store they manufactured themselves.

¶ In a few months, one of these men, John C. Herman, acquired his partner's interest, and converted the business from a retail to a wholesale nature.

¶ It was about this time that Uncle Sam inaugurated special taxes upon Cigar and Tobacco Manufacturers, to facilitate the collection of which the system of numbering factories was adopted.

¶ The factory of John C. Herman was given number one in this District. That factory has been operated continuously ever since, and is still known today as Factory No. 1 among more than five thousand such factories in the Ninth District of Pennsylvania.

¶ In 1882, Ed. S. Herman, son of John C. Herman became identified with the business, and after his father's death four years later became the head of the house of John C. Herman & Company, which post he still retains.

¶ During this year of 1915, fifty years after the founding of the business, John C. Herman, 2nd, son of Ed. S. Herman and grandson of the founder, became associated with the business.

¶ A half century has passed.

¶ Today four factories housed in as many buildings are required to supply the demand for the company's products.

¶ Offices and stock rooms are now located in the Calder Building,

18 North Market Square, the limited quarters at 22 North Third Street making this change necessary in 1912.

¶ And the business steadily grows.

¶ It is gratifying at the end of a half century to look back over such a successful career as this business has enjoyed. Gratifying---because it evidences the constant rendering of a service, the *GIVING* and the *GETTING* of a square deal, three conditions without which no business can hope to succeed.

¶ Quality and conscientious value have constituted the square deal we have at all times endeavored to give to our customers.

¶ The recognition thereof by dealers and consumers and the consequent patronage have constituted the square deal that has been given to us in return.

¶ To the thousands of dealers and tens of thousands of smokers who have thus contributed to our success---

¶ To the employes whose loyalty to the firm and care in their labors have enabled us to fulfil our obligations to our customers---

¶ To all who have, directly or indirectly, played any part, significant or insignificant, in the success of this institution---

¶ We express our deep appreciation.

¶ As to the future, we shall strive to merit a continuance of the good will that has been accorded to us in the past, by maintaining at all times our fifty-year old policy---

*A Square Deal to All*

## John C. Herman & Co.

HARRISBURG, PA.