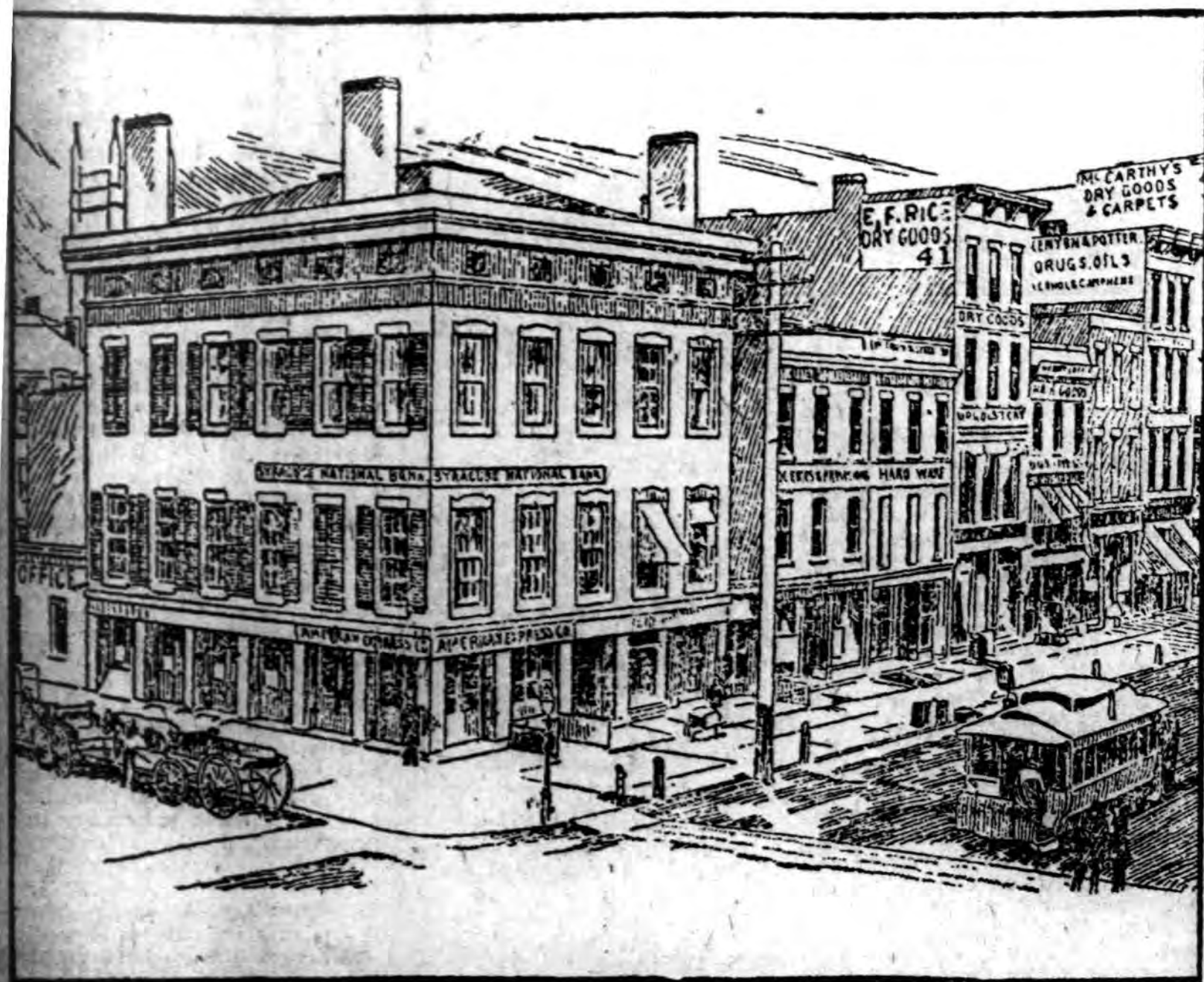
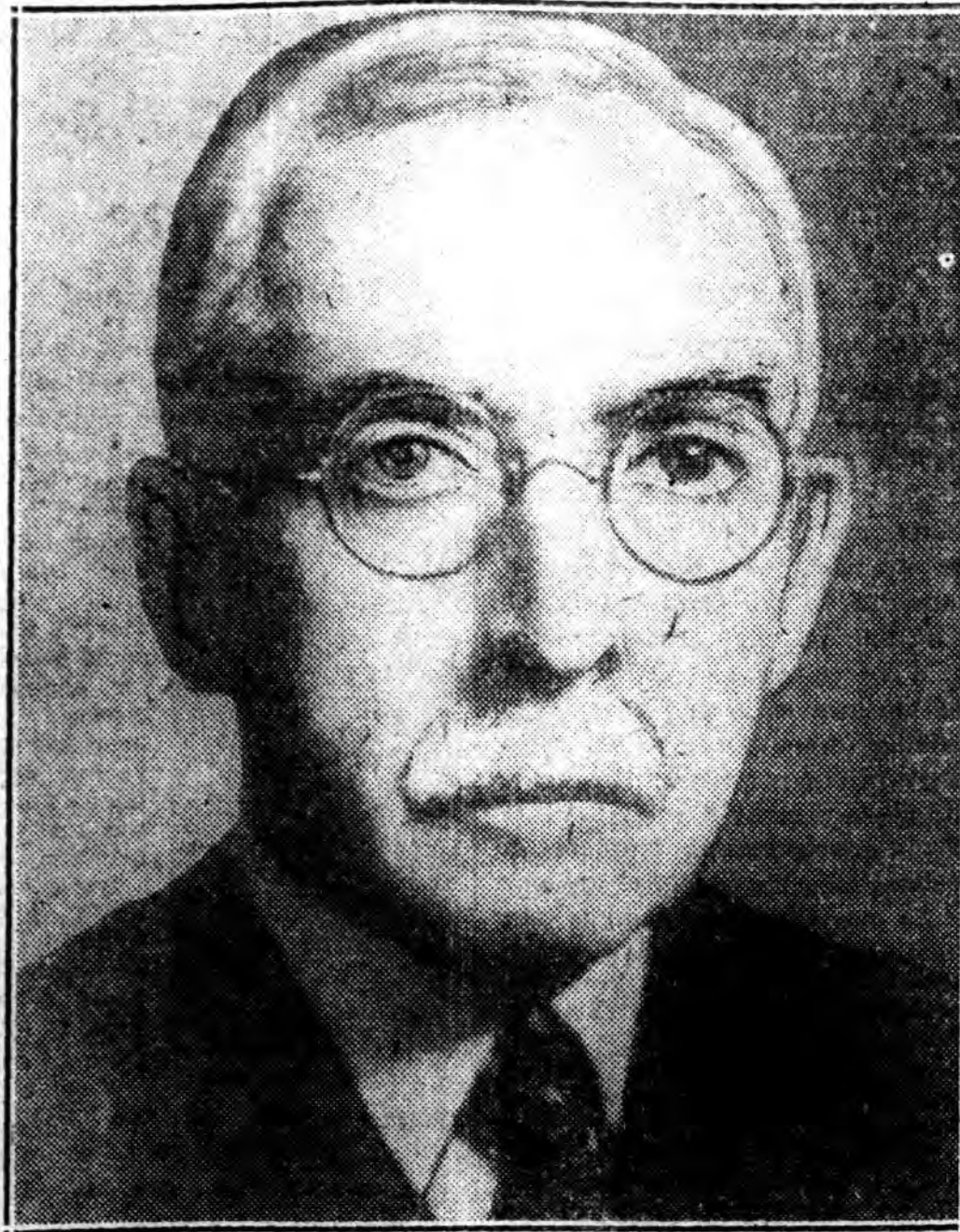


CHAPPELL STORE CLOSELY LINKED WITH CITY'S GROWTH



Probably not many Syracusans will recognize this scene, taken from an old wood cut, but it shows the 200 block of S. Salina st., back in the days before there were automobiles and traffic signals and parking troubles, and even before C. E. Chappell & Sons, Inc., became one of the leading merchandising institutions of the city. But it wasn't long after this drawing was made that the store which is now Chappell's was established.



CHARLES E. CHAPPELL

A man who believed in the future of Syracuse even before Syracuse started to believe in itself, is Charles E. Chappell, veteran successful merchant, whose name had long been identified with the business growth of the city and who is still active in business.



It is a far cry from the almost pastoral scene in the wood cut on the left to humdrum scene found on the same spot today. Hundreds of cars whiz by Chappell's store hourly, the curbs are lined with the cars of shoppers, drawn here from all parts of the extended shipping area, and a modern building has replaced the small buildings which lined the east side of the 200 block when C. E. Chappell came to the city looking for a store site.

RETAIL HOUSE REFLECTS KEEN BUSINESS VISION OF FOUNDER

(This is the second of a series of articles which will appear weekly in the Saturday edition of The Syracuse Journal, to permit Syracusans to become familiar with the inside story of the great industrial and commercial enterprises which have played important parts in the development of the city.)

SYRACUSE was trying to drag itself out of the period of dirt streets, which became mudholes in the spring, and horse-drawn cars which were rather uncertain as to schedule, and many other inconveniences when Charles E. Chappell, then a merchant in Fulton, saw the possibilities of the city as an industrial and commercial center.

He not only saw the future clearly, but took full advantage of his foresightedness to move his business to Syracuse nearly 40 years ago. C. E. Chappell & Sons, Inc., 205 S. Salina st., a modern complete department store, housed in a four-story building, is a permanent record of the mark he made in the commercial history of the city.

There wasn't much choice in any of the small cities and villages which spotted the map of Central New York when he embarked on his career as a merchant.

He was born in Fulton Sept. 15, 1861, son of John and Caroline Elizabeth (Ketcham) Chappell. His father was a manufacturer of barrels and a veteran of the Civil War. Mr. Chappell received his education in the public schools, and at the age of 14 obtained his first job in a general store.

Attended Night School

While Working Days

For seven years he toiled at the many tasks which presented themselves in this environment, learning the sound principles of merit which aided him so well in later years. He



DONALD CHAPPELL



CHARLES A. CHAPPELL

Although Charles E. Chappell still retains an active interest in his store and is at his desk every business day, the burden of the many problems of being a merchant has fallen on the shoulders of his two sons, who are vice presidents of the company. Both Donald and Charles A. Chappell have grown up with the store and have contributed to its success.

realized the value of more education and, while working days, attended night school classes.

Naturally thrifty, Mr. Chappell managed to save a modest capital and in 1884, when the opportunity afforded itself, invested his savings to purchase an interest in the drygoods business of George S. Davis & Company in Jordan.

Widening his experience through his executive position, Mr. Chappell, four years later, felt himself ready to expand. Selling his interest in the Jordan store, he moved to Baldwinsville and purchased the store of W. H. Downer & Son and renamed the store Chappell & Tuttle.

The next year, retaining his interest in the Baldwinsville store, Mr. Chappell purchased a controlling interest in the Francis E. Bacon store in Fulton. That was in 1889.

At that time, with modern inventions, the increase in railroad traffic against the canals and horse-drawn vehicles, and centering of large business concerns in Syracuse, Mr. Chappell

saw that this city was to become the leading center of the commercial area.

With Mr. Bacon he came to Syracuse and selected the stores in the 200 block of S. Salina st. occupied by McCarthy & Son for one year while building their new store on the corner of Salina and Fayette. A staff of about 100 clerks was organized, and in 1895 the company opened its doors to patrons under the name of Bacon, Chappell & Company.

Earliest-Day Employees Still Work at Store

In the group of clerks that saw the doors of the store first swing open were many who grew old and died or retired after long service and there are some who are still active at their duties in the store.

One of the first clerks to be hired was Harry Webb. He went to work while the shelves and counters of the first store were being stocked, and spent several days marking the initial stock. He has seen the store expand from its first location to its present modern building, and is content and happy after his long association with the Chappell family.

Another who was present when the first customer walked into the store is George Whiting, buyer in the linen department. He has a fund of anecdotes and experiences from his long experience behind the counter of the linen department.

He recalls once he served a young bride who was purchasing a set of table linen. He spent considerable time, showing the customer his stock and explaining the merits of the various grades. Finally he was on the point of closing the sale for a fairly expensive set when there was an unexpected interruption.

It came from a shopper who had been coming in the store for weeks, looking over the stock but never making a purchase. The "looker" peered over the shoulder of the bride, drew out a lorgnette, bent over to inspect the linen closely, made a disparaging sound and walked away. The bride, left bewildered, refused to buy without counsel of her husband, and Whiting lost the sale, at least that day. He said that ever after, whenever he saw the woman with the lorgnette enter the store, he found some excuse to run up to the office or at least get out of sight.

Window Dresser Boasts

Service of 37 Years

A third member of the Chappell store personnel who has seen the store grow and who has sent out many young men to

become successful in the trade he taught them is Jerry C. Murphy, the window dresser.

He has been dressing Chappell's windows for 37 years, and remembers the time when it wasn't quite the job it is now, with large brilliantly lighted displays, not only on the expanded Salina st. side but also in the 100 block of E. Washington st., where the store has crept over into the White Memorial building.

And, of course, in speaking of the store veterans, one must not overlook Charles F. Green, secretary of the company, and James E. Sheridan, treasurer.

Under the name of Bacon, Chappell & Company, the store expanded and took its place among the leaders of the city's commercial houses. It took over more store space adjoining, until it occupied from 205 to 215 S. Salina st. and rose to a four-story structure. Still the space would not accommodate the goods and patrons of the growing concern, and in 1914 it took over three stores in the White Memorial building, giving the store entrances from Washington st.

Mr. Bacon retired from active participation in the store's management in 1907 but his name remained in the company until 1912. Then William A. Dyer became a partner and for a time the store was known as Chappell-Dyer Company.

But in 1924 Mr. Chappell became sole owner of the business and, taking his two sons, Donald and Charles A. Chappell in as vice presidents, changed the name to its present title, C. E. Chappell & Sons, Inc.

As well as being one of the leading merchants of Syracuse, Mr. Chappell always has taken an active part in many civic affairs. He has served as bank director and trustee of the Onondaga County Savings Bank, a trustee, vice president and member of the executive committee at Syracuse University, and in various other similar institutions.

Mr. Chappell in 1885 married Ida Baggerly, daughter of H. Owen and Olive (Dewey) Baggerly. In addition to his two sons, who are at his side every day in the store, he has a daughter, Mrs. Marion Ida Chappell Sykes, who serves as a director of the store company.

Sons Carrying on Fine

Traditions of Father

The Chappell sons are carrying on the fine traditions laid down for them by their father. Donald was educated in the public schools of Syracuse and attended Syracuse University

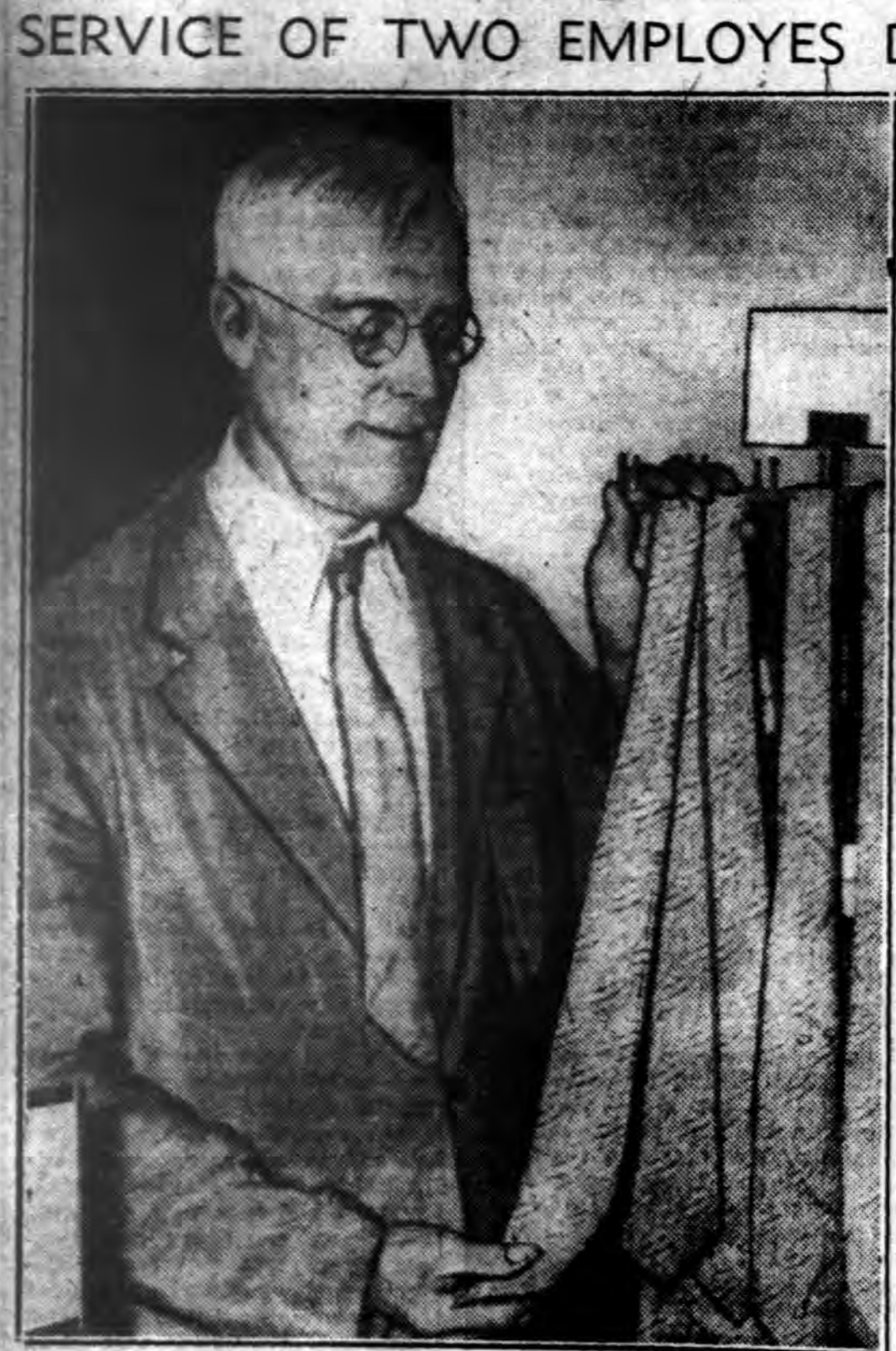
for 3 years. This was followed by a year at the University of Pennsylvania, and on completion of his studies he joined his father in the store. He has picked up many of his father's activities in civic and fraternal affairs.

Charles A. Chappell was also educated in the Syracuse public schools and, like his brother, he entered Syracuse University. He was graduated with the class of 1920, receiving a degree of bachelor of arts.

During the World War Charles A. saw service with Troop D, New York cavalry, later the One Hundred Fourth machine gun battalion, serving from April 19, 1917, to Dec. 29, 1918. He also entered the store on his graduation from college and, as has Donald, learned the business from the ground up.

Charles E. Chappell is a typical conservative American business man. He admits business is getting better, but he refused to express any flowery or over-optimistic statements which might put a too-rosy aspect on the situation. He said the average person, from his own personal experience, knows what conditions are, and cannot be fooled into believing they are any different.

Rather, Mr. Chappell is in favor of taking advantage of any improvement to build slowly from the solid ground-work. The store itself, carrying out this policy, has gone through many changes to make it comfortable and convenient for its patrons.



HARRY WEBB

Another member of service and faithfulness is the proud boast of Harry Webb, a salesman in the men's department of C. E. Chappell & Sons, Inc. For he went to work for the store before it opened, more than 39 years ago. Pictures by Journal staff photographer.



GEORGE WHITING

Another veteran of Chappell's store who has been with the company from the day it first opened its doors in the 200 block of S. Salina st. and started to cater to the wants of Syracusans, is George Whiting, buyer in the linen department. In his more than 39 years' service, Mr. Whiting has always been in the linen department and according to his employers is widely known as an expert.



JERRY MURPHY

For 37 years the attractive show windows of Chappell's store have been under the artistic guidance of Jerry C. Murphy, window dresser for the store. Many of the window dressers for other stores in the city served their apprenticeship under Jerry Murphy.