

New merchants evolved

Much has been written about Bloomington's earliest merchants in the 1820's 30's and 40's, when the Monroe County seat changed from a frontier village to a town.

ON THE OTHER HAND, little attention has been paid to the period when the city was around 75 years old and a merchant class was emerging to accommodate the population swelled by the University and factories.

Back pages of the 1885, 1896 and 1900 Indiana University *Arbutus* give a glimpse of what kinds of merchants were plying their trades in Bloomington at the turn of the century.

—IN THOSE DAYS the Faris Brothers were in the drug store business. Their advertisement in the 1895 *Arbutus* boasted they served the best ice cream sodas in the city. At the same time another druggist, John R. Nugent, proudly advertised his store, in the Hotel

Looking back

By Rose McIlveen

Gentry block, had steam heat and sold Pluto French Lick Mineral Water.

Among the Bloomington tailors were the Axtel Brothers, who also operated a laundry service on the east side of the square. On the opposite side were Bruce and McGarey's, who specialized in "Fine Tailoring and Haberdashery." Other tailors of that era in Bloomington were the Tournier Brothers on the south side of the square, Henry Benchart in the 100 block on South College Avenue and McGee and Williams in the 100 block of East Kirkwood.

THERE'S A TOUCH of nostalgia in the Orchard's Livery Stable advertisement of 1900. The Orchard brothers operated a stage coach line out of Bloomington to points north and south until the coming of the New Albany and Salem Railroad put them out of business. They also operated one of Bloomington's best hotels for many years.

Their *Arbutus* ad boasted that they had buckboards, rubber-tired traps, phaetons and single buggies as well as cab service that could be summoned by dialing their phone number, 28.

Orchard's competitors were Clay Beard at 217 N. Walnut St., and N.B. Rogers, who had "good stylish movers" and claimed to have the lowest rates in town.

VISITORS IN TOWN could find accommodations at the Hotel Gentry, which was located on the site now oc-

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