EVOLUTION MARCH

1887

1889

1890

1893

1895

1896

1898

1899

1902

JONES & CO.

JONES DRY GOODS COMPANY

12TH & MAIN ST.

EVOLUTION OF A DEPARTMENT STORE

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KANSAS CITY, U.S.A.

1887 1902

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EVOLUTION MARCH

On the wind swept plains of Western Kansas in 1887, the evolution of this department store began. In a little single room store, twenty by sixty feet, the set determination to WIN, had its baptism in the privations of a pioneer village. Sitting amidst the wild lonely plains, nearly three hundred miles west of Kansas City, the plucky little village of Stafford, Kansas, fought its way through vast difficulties to prosperity. For three successive years this store located in that village, went through the hot winds that withered and scorched the crops, converting them into shriveled brown stretches of ruin and desolation. During these three years the store grew and business expanded. The founders of it caught the spirit from the daring pioneers, who smiled grimly when their crops were shriveled, and said "Well, this is the Garden Spot of God, it will be all right yet; we'll stay with it." They did stay and WON. We stayed until the business outgrew the town, then we came to Kansas City. Out of the evolution of this Department Store grew this beautiful piece of music "Evolution March." Its happy tones, its tender pathos, its strong determined swells, its pathetic cadences, its chords of sadness and its peals of victory, tell the story of the struggles, the achievements of this store since its start in 1887. This "Evolution March" exemplifies the steady tramp, from the little country store up through all difficulties, surmounting all obstacles to the present Great White store. Out of this store's heart, on fire for achievement, grew this inspiring piece of music.

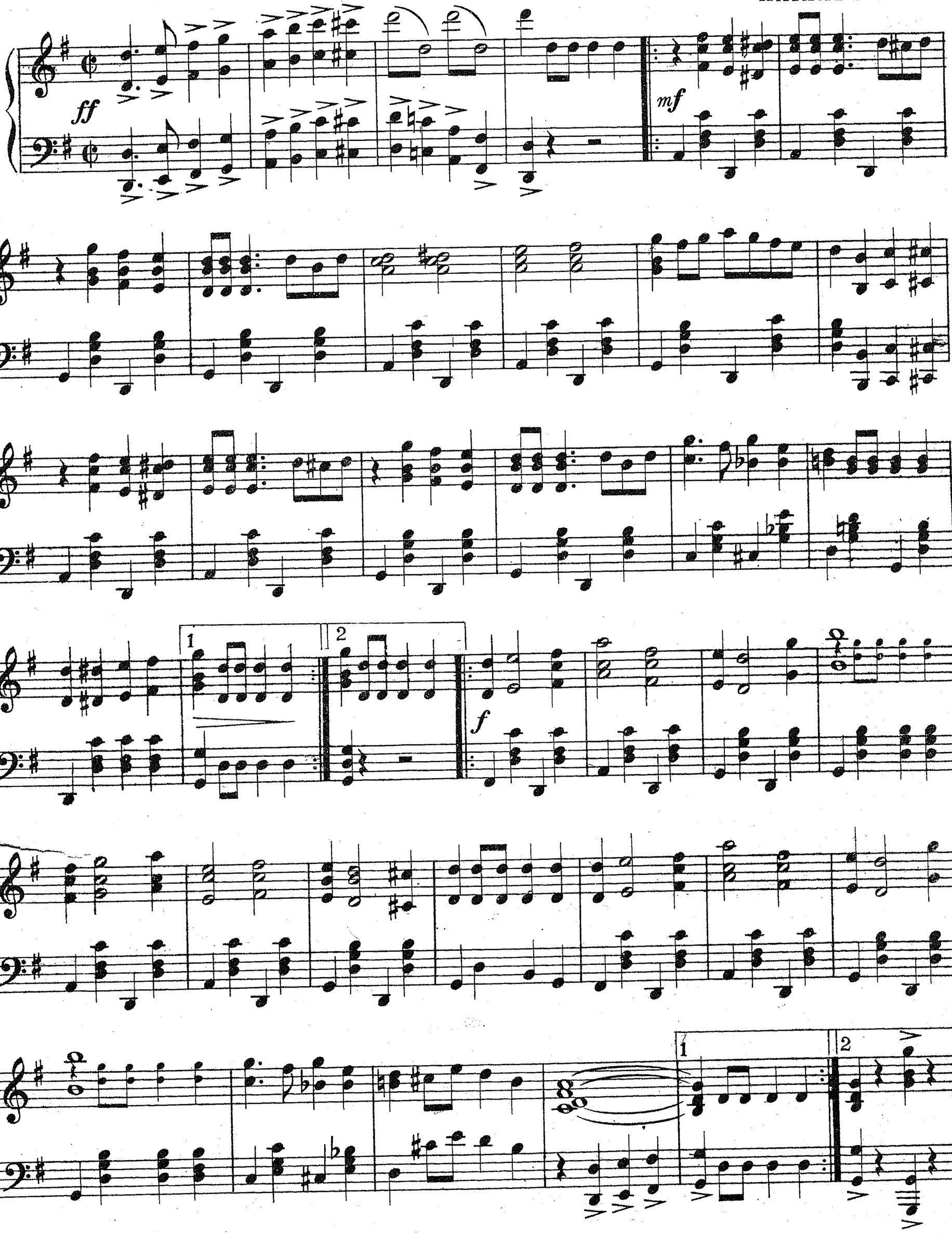
One ship drives east, and another drives west,
With the self-same winds that blow,
'Tis the set of sails and not the gales,
Which tell us the way to go.

Like the waves of the sea are the ways of fate,
As we voyage along thro' life,
'Tis the set of the soul which decides its goal,
And not the calm or strife.

—ELLA WHEELER WILCOX

EVOLUTION MARCH.

HARRIET BIRD.



Trio.

mf *p*

f

ff

mf

ff

fff

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