

Opportunity Knocks

Chicago, Aug. 2, 1904

Dear Wilfred,

Your very kind letter came to me only a few moments since and as I have a few seconds to spare, I think I will answer at once.

Yes, my business is growing and I will soon have an opening for a live energetic man, who has the nerve to stick and isn't afraid to work, and I have thought that you are just the man I need. The situation is this, Wilfred: I am not in a position to pay a man much wages to start with. But if you want to get into something that you can grow up with I have that something right here. Of course, I haven't got a comparatively large business now, but I know what I can do and in less than five years I am honest in saying I expect to have one of the best wholesale cheese businesses in this City. The man I have now has worked all summer for six dollars a week straight salary. He will soon start on commission and he expects to make about twenty dollars a week all Winter and possibly more. I have lost some money this Summer, but I have lost it getting customers and it will all come back. My greatest trouble has been to keep up with my business as it grew, on account of my small capital.

To give you an idea of what you would have to do should things work out all right: It is simply a grocery route on a large scale. You take a horse and wagon, (and my wagons are fancy ones) and get customers that you can call on once or twice a week and supply them regularly. I am driving one wagon myself, and I am taking care of the horses myself but if all goes well I think I will have four horses before Christmas, then there would be too much work for me.

Don't think it would be an easy job. The work is not hard, but it always takes nerve to sell goods, but after a person gets accustomed to it there is a fascination about it that I like.

I think if you really want to become a man of affairs and have the nerve and energy to climb, the best place is the West. I think there are ten chances for a good honest man here to one where you are.

So you can think the matter over and let me know at your leisure what you think.

Trusting this will find you well, and thanking you, I am,

Yours respectfully,

J.L. KRAFT

JAMES L. KRAFFT:::

James L. Krafft was born in Stevensville Dec. 11th., 1874. The large family of eleven children later moved to a farm off the Dominion Rd., by the railroad tracks on a road that was later to be given the family name of Krafft. This home of theirs was the only one on the road, to the Garrison.

His father had a large herd of dairy cattle, and J.L. used to help deliver milk and dairy products to the Americans along the lakeshore. Before the turn of the century he got himself a job as Clerk in the store of Mr. Ferguson, in the south end of the town of Fort Erie by the Ferry landing, where he learned buying and selling methods of the day. Later moving to Buffalo he worked in a Loblaw's store where he met a gentleman from a Montreal cheese company who was working on a method of blending and packing cheddar cheese. The two men experimented together and finally formed their own company. While on a business trip to Chicago J.L. found that city to be the centre of the cheese industry. He decided to start out on his own in this city, and on July 5th, 1903, he resigned from the Buffalo company and moved west. With an investment of \$ 65.00 a rented horse named Paddy and lots of ambition, he founded what was to become the Kraft foods company.

1921 ::: packaged cheese introduced.

In the early days he called on the help of his large family, four of his brothers leaving for Chicago; Charles : Fred: Norman: & John M. Others were involved in the business, Arthur Rose, and his brother in law Albert E. Beach .

1950::: John M. Kraft became president and Charles M. retired.

On Feb. 16th, 1953 J.L. Kraft died, the very year the company was celebrating it's 50th. anniversary.