

If they give you an herb tea, call it root beer

Did you know that Welch's grape juice was invented in 1869 by a New Jersey dentist who wanted to find a non-alcoholic replacement for the wine used in his church's communion services?

Or how about the Berkeley, Calif., father who wanted to help relieve his arthritic son's pain by developing the now-famous home whirlpool that carries his name — Jacuzzi.

For the entrepreneurs behind many of the famous brand names we so often take for granted, these people are the "best known group of unknowns in the world."

THIS WEEK'S column pays trib-

ute to two of America's "forgotten product founders" whose examples of talent and luck paved the way for success.

For Albert Goodwill Spalding, a strong pitching arm was the key to success both on and off the baseball diamond. After turning down several offers to play professional baseball at age 17, Spalding heeded the advice of his widowed mother and attempted to pursue a career in business.

Over a five-year period, Spalding worked for seven companies — all of which went bankrupt shortly after he arrived.



focus: small business

Mary DiPaolo

BY AGE 21, the frustrated athlete disregarded his mother's fear that a sports hero's life would make him too conceited — and signed as a pitcher-outfielder with the Boston Red Stockings.

Over the next five seasons, Spalding's pitching led his team to four successive pennants in 1872-75.

Spalding chalked up more than 200 career victories.

At 26, Spalding and his brother opened a baseball supply business featuring a baseball that Spalding designed for this own pitching use. His ball won immediate acceptance and was soon adopted as the official baseball of the National League.

Years later, Spalding was asked to develop another ball for a new game invented by Dr. James Naismith. If not for Spalding's contribution, who knows what the basketball of today would be like.

As talent was Spalding's good fortune, it was pure luck that led pharmacist Charles Hires to sample a beverage while on his honeymoon at a rural New Jersey inn in 1875.

IT WAS the innkeeper's wife who served her family's herb tea recipe to the Hires couple. Hires later went on to develop a formula for making a concentrate of the beverage.

A devout Quaker, Hires wanted to

market his "Hires Herb Tea" to help Pennsylvania coal miners as a non-alcoholic alternative.

It was friend who suggested that Hires change the name to "Hires Root Beer" since "miners would never drink it if it were called a tea." At the time of Hires' death in 1937, his was the top-selling root beer in the world.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

datebook

● INTERACTIVE COMMUNICATIONS

Thursday, March 31 — International Interactive Communications Society meets in Southfield. Information: Ted Vilella, 476-8888.

● ACCOUNTING

Thursday, March 31 — Accounting workshop offered 7 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

● SUCCESS WORKSHOP

Thursday, March 31 — Personal motivation workshop "The Desire of a Winner" begins at 7:30 p.m. in Southfield. Information: 355-4789. Sponsor: RAO and Co.

● MARKETING ASSOCIATION

Thursday, March 31 — American Marketing Association meets in Southfield. Information: Kay Bonnici, 569-7095.

● STAY IN BUSINESS

Saturday, April 2 — "Better Business Management Through Professional Support Services" half-day seminar offered in Southfield. Fee: \$55. Information: 559-3099. Sponsors: Park Medical Centers, Associates Network Group.

● LEGAL ASSISTANT

Monday, April 4 — Legal assistant diploma program begins in Rochester. Information: 370-3120. Sponsor: Oakland University division of continuing education.

● ACCOUNTING ASSISTANT

Monday, April 4 — Accounting assistant diploma program begins in Rochester. Information: 370-3120. Sponsor: Oakland University division of continuing education.

● START A BUSINESS

Wednesday, April 6 — "Start Your Own Business" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

● SUCCESS WORKSHOP

Thursday, April 7 — Personal mo-

tivation workshop "Singleness of Purpose" begins at 7:30 p.m. in Southfield. Information: 355-4789. Sponsor: RAO and Co.

● TRAINING AND DEVELOPMENT

Thursday, April 7 — Technical training: Special interest group of American Society of Training and Development meets in Southfield. Information: Jack Baum, 642-4767.

● HIGH-DENSITY HOUSES

Thursday, April 7 — Ways to build single-family houses at higher densities will be explored at an all-day seminar in Detroit. Fee: \$145. Information: 1 (800) 368-5242, Ext. 347. Sponsors: National Association of Home Builders, Builders Association of Southeastern Michigan.

● COMMERCIAL INVESTORS

Thursday, April 7 — Certified Commercial Investors program 8:30 a.m. to 4:30 p.m. in Southfield. Non-member fee: \$70. Information: 353-7700.

● INVESTMENT FAIR

Saturday, April 9 — Monte Korn Investment fair held 9 a.m. to 5 p.m. in Southfield. Admission: \$5. Information: 358-1181. Sponsor: Korn, Womack, Stern and Associates.

● STAY IN BUSINESS

Saturday, April 9 — "Better Business Management Through Professional Support Services" half-day seminar offered in Southfield. Fee: \$55. Information: 559-3099. Sponsors: Park Medical Centers, Associates Network Group.

● A WOMAN'S IMAGE

Saturday, April 9 — "Projecting the Image You Want" seminar 9 a.m. to noon in Southfield. Information: Renee S. Lipson, 1 (517) 482-3455. Sponsor: by the Women in Management Institute.

● BEGINNING IBM PC

Saturday, April 9 — Beginning IBM PC offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115. Information:

370-3120. Sponsor: Oakland University division of continuing education.

● DESKTOP PUBLISHING

Saturday, April 9 — Desktop publishing for beginners on the IBM PC offered 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115. Information: 370-3120. Sponsor: Oakland University division of continuing education.

● WOMEN'S NETWORK

Thursday, April 11 — Michigan Professional Women's Network

meets in Troy. Information: Diane Wilbur, 647-4480.

● BEGINNING COMPUTER

Monday, April 11 to May 2 — "Beginning Computer... a Hands On" Class offered 7-9 p.m. in Bloomfield Hills. Fee: \$65. Information: 645-3635. Sponsor: Cranbrook Schools.

● VENTURE GROUP

Tuesday, April 12 — Southeastern Michigan Venture Group meets in Troy. Information: Ann Martyn, 373-1982.

● LOTUS 1-2-3

Tuesday, April 12 to May 3 — "Lotus 1-2-3 Beginning Spreadsheets" offered 7-9 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Schools.



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