

FRYMAN'S SHOE STORE

**318 HOWARD STREET
AND
MITCHELL STREET**

PETOSKEY, EMMET COUNTY, MICHIGAN

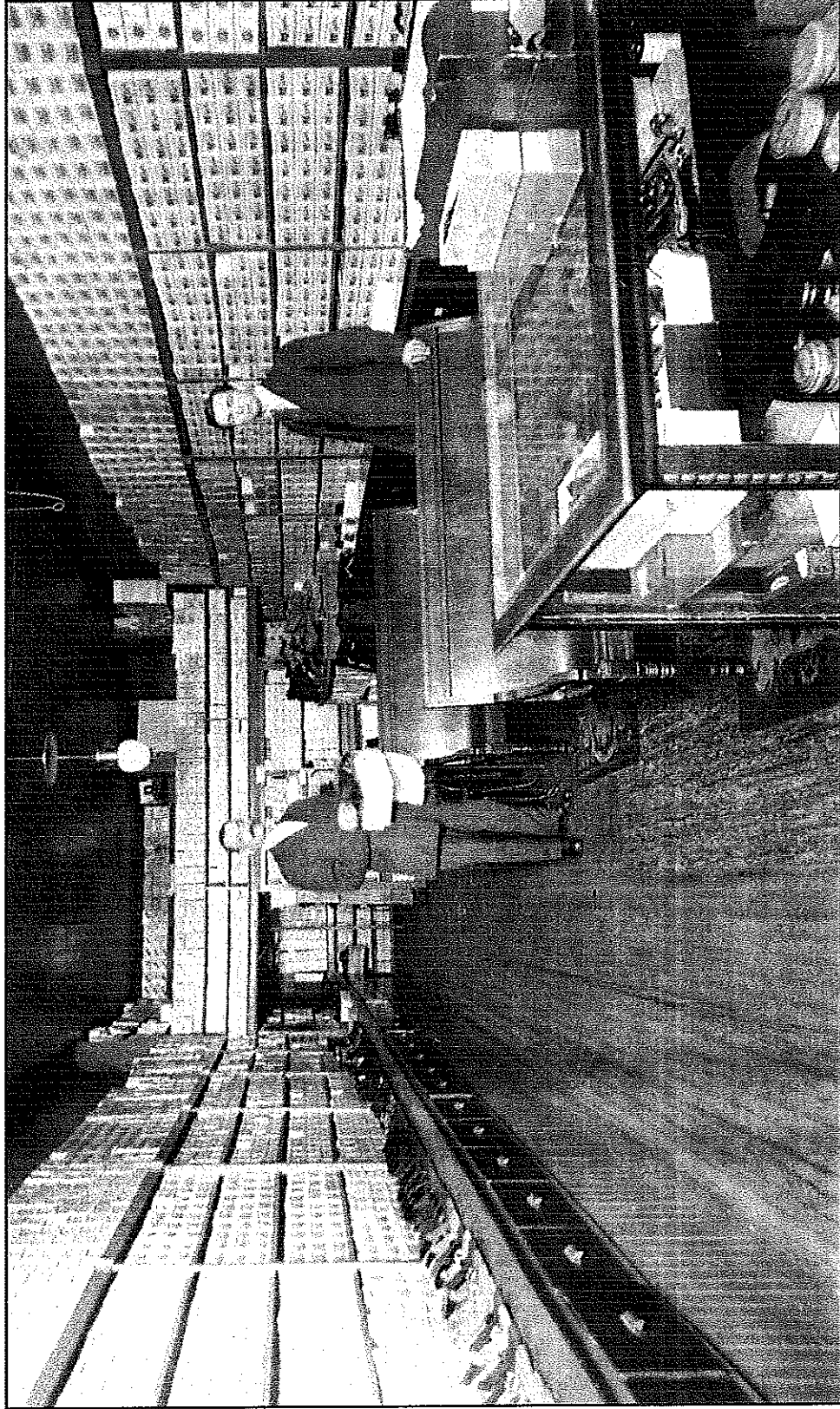
Extracted Northern Michigan Review, Thursday July 10, 1952

FRYMAN'S SHOE STORE

As it appeared in 1910



In the Past



Turn of the century shoe store

The Fryman Shoe Store in downtown Petoskey, as it appeared in 1908. (Photo courtesy Little Traverse Historical Society)

*Meyer Isaac and Celia Fryman Home
211 Michigan Street, Petoskey, Emmet County, Michigan*



<i>Property Type</i>	<i>Concrete/Concrete Block Building</i>
<i>Historic Use</i>	<i>Domestic/Single dwelling</i>
<i>Style</i>	<i>Bungalow/Craftsman</i>
<i>Period of Significance</i>	<i>1901-1930</i>
<i>Significant Date</i>	<i>c. 1910</i>

The Meyer Fryman Residence is a modest, front-gable, one-and-one-half-story Bungalow constructed of concrete blocks with a gabled front porch. A one-story wing extends to the rear. Large brackets support the deep eaves of the gables. The eaves on the flanks are exposed. The windows are wood-framed, with multi-paned units set over single lights. The site is slightly built up.

The Meyer Fryman House is an unusual example in Petoskey of a residential property constructed of concrete blocks. As a Bungalow, it is a characteristic and well-preserved example of the mode in Petoskey. The Meyer Fryman House was erected in the early twentieth century, possibly as early as 1902. Meyer Fryman owned a shoe business on Howard Street. The house is currently privately owned.

Fryman's Shoe Store Is Honored

Fryman's Shoe Store, which is entering its 60th year of business at the same location was singled out for special honors recently at the golden anniversary dinner of the Michigan Shoe Retailers Association in Detroit.

A group of shoe stores celebrating 50 years received honors.

In 1897, M. I. Fryman purchased the location at 318 Howard Street and started the successful business. His son Zalman joined him as a partner in 1920.

Today, M. I. Fryman has retired from an active part in the store but still retains his personal interest in the operation.

The son stated today that people from nearly every state in the union and many foreign countries have purchased shoes there over the years. He feels that courteous service, good products and a reputation for reliability have helped make one of Petoskey's pioneer businesses a success down through the years.

Extracted Petoskey News-Review, Thursday, July 5, 1956, page 1

Congregation B'Nai Israel Of Petoskey, Michigan Part II, By Zalman B. Fryman

Mr. and Mrs. Zalman Fryman donated an electric wall fan for ventilation, and a hat and coat rack.

In 1957, the Fryman family donated 35 additional upholstered chairs for the sanctuary, in memory of their parents, Mr. and Mrs. Meyer Fryman.

Excerpts extracted from Michigan Jewish History

Temple B'Nai Israel, Newsletter, Nov. 2008

We recently received a call from Zelda Fryman Goldstein, now living in California for many years. Zelda was the youngest child of Zalman and Julia Fryman, who were very prominent in helping to keep our Temple alive in the early days. Zalman will be remembered for the Fryman Shoe Store which was in business over 40 years in Petoskey. His parents were part of the original 14 members who started our Temple. Zelda would like to send best wishes to any and all of our members.



FRYMAN'S SHOE STORE

40th Anniversary **SHOE SALE**

Begins Thursday, October 21 — Ends Saturday, October 30

We are Celebrating Our 40th Birthday! 40 Years Under One Roof!!

THE EVER INCREASING HIGH CLASS PATRONAGE WE HAVE ENJOYED IN THESE 40 YEARS, HAS MADE IT POSSIBLE FOR US TO ACQUIRE THE GREATEST VARIETY OF FINE, HIGH GRADE FOOTWEAR EVER DISPLAYED IN THIS COMMUNITY, FEATURING SUCH NATIONALLY KNOWN NAMES AS:

 <p>PEACOCK ARCH PRESERVER TWEEDIE SIMPLEX ENNA JETTICK</p>	<p>VITALITY QUEEN QUALITY HEALTH SPOT MODERN MISS KALESTENIK</p>	 <p>FLORSHEIM BOSTONIAN FRIENDLY MASSAGIC BASS</p>
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And Many Other Equally Known Names

WE ARE PROUD OF THESE LINES OF FOOTWEAR. THEY REPRESENT THE SUPREME CHOICE OF NATIONALLY KNOWN LINES, MAKING POSSIBLE FOR PEOPLE OF THIS COMMUNITY, A SELECTION OF QUALITY FOOTWEAR USUALLY FOUND ONLY IN LARGE CITIES.

DURING OUR 40TH BIRTHDAY CELEBRATION, WE ARE EXTENDING TO OUR PATRONS, BIRTHDAY TOKENS IN THE FORM OF **SPECIAL REDUCTIONS IN THE PRICES OF ALL OUR SHOES!**

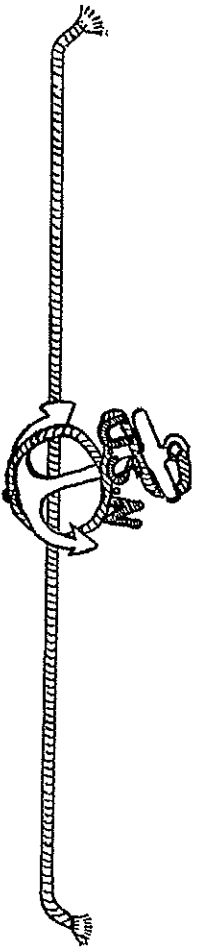
This is not a sale of odds and ends! It is our BIRTHDAY ANNIVERSARY, and our ENTIRE STOCK of SHOES (except rubber footwear) INCLUDING ALL THE NEW FALL STYLES, goes on SALE!

SPACE HERE DOES NOT PERMIT US TO LIST EACH ITEM, BUT OUR REPUTATION FOR SALES IN THE PAST IS AMBLE ASSURANCE THAT YOU WILL NOT BE DISAPPOINTED.	FREE X-RAY FITTING IS PART OF OUR SERVICE	WE URGE YOU NOT TO WAIT. TAKE ADVANTAGE EARLY WHILE WE HAVE A SELECTION IN YOUR SIZE.
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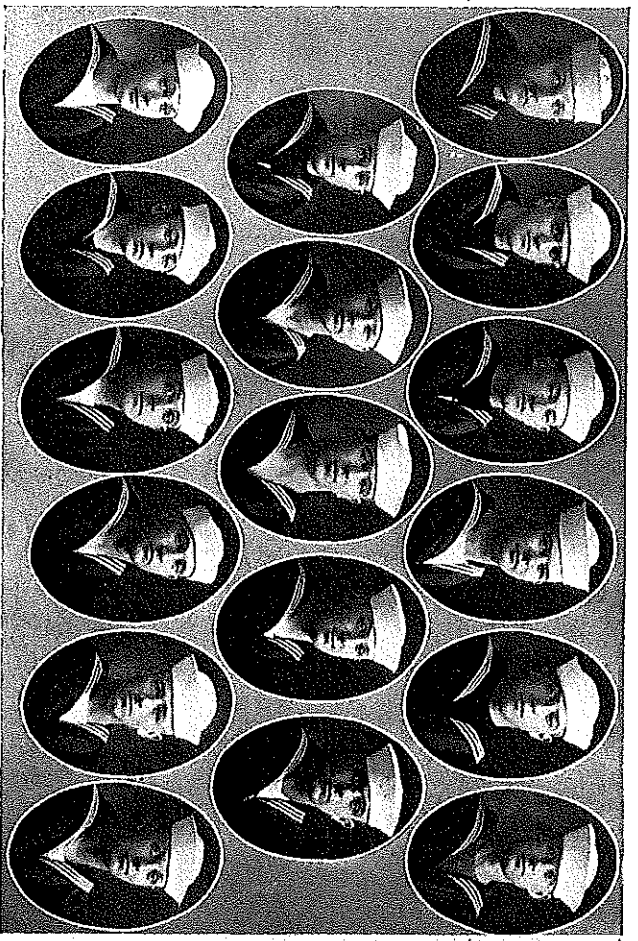
FRYMAN'S SHOE STORE

PETOSKEY, MICH.

Extracted Otsego Herald Times, Gaylord, Michigan
Thursday, October 1937, page 7

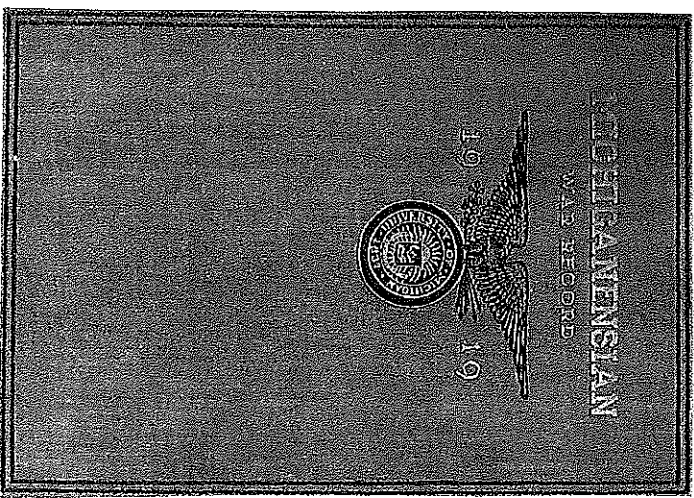


Zelman Bair "Zal" Fryman
 1919 University of Michigan
 "Michiganian"
 War Record Yearbook



Naval Unit

- | | |
|-------------------------|------------------|
| FRANCIS T. CAWSE, '22E | Dunkirk, N. Y. |
| MERRILL VINCENT, '20 | Maplewood, Mo. |
| ZALMAN B. FRYMAN, '20 | Pittsbery |
| LEONEL H. JOHNSON, '20 | Grand Rapids |
| JOHN F. SANDER, '21 | Evansville, Ind. |
| CARLETON PATTERSON, '20 | Pontiac |
| PERCY J. POWERS, '20 | Farmington |
| JOSEPH S. BING, '20 | Detroit |
| FRANK J. RILEY, '20L | Blissfield |
| HAROLD S. SMITH, '21 | Detroit |
| HARRY D. HARTSE, '20 | Toledo, Ohio |
| MARCELLUS LEE MAXX, '20 | Detroit |
| IVOR J. KAHN, '21 | Highland Park |
| L. P. KOCH, '21 | Toledo, Ohio |
| JOHN S. PERKINS, '20 | Escondido |
| THOMAS F. CARSON, '20 | La Porte, Ind. |
| JOHN WESLEY ALCOX, '21 | Muskegon |



Retail Reputation Here Made by Men Like 'Zal' **LOOKING** E.M. OVER by Jim Doherty

Petoskey lost another good citizen in "Zal" Fryman.

The Fryman Shoe Store was established here 81 years ago by his father, the late M.I. Fryman when lumbering and railroading were big in Petoskey. It took a hardy pioneer spirit to start a business here in those days.

And Zal was associated with that store from 1911 to 1973 when he sold his interest. That's a long time.

Back in 1949 I did a series of articles on fathers and sons who were in business here and learned a lot about the hardy people who went into business here before the turn of the century when this was a struggling pioneer town.

Zal's father came here in 1892 as a shoe clerk for Alick Rosenthal for \$6 a week. Out of that, he saved \$1 a week for three years and went into business for himself. If my math is correct, that would be \$156.

After two years of selling custom-made as well as factory shoes and repairing old ones for the farmers, lumberjacks, railroaders and others here, he moved into a location where the store would be until this winter. That Howard-st. site has just been torn down as part of the First National Bank & Trust Co. expansion.

Born Above Store

Zal was born above that store the day after Christmas in 1897. In 1911 he sold his first pair of shoes and in 1919 became a partner with his father in the business after finishing his service in World War I.

M.I. Fryman told me that \$6 a week was good money in the 1890's. He paid \$4 a week for room and board, stuffed \$1 a way to go into business and had a whole dollar left over for his own amusement and other necessities. The store was lighted with two kerosene lamps and when electricity was first on the scene in Petoskey, lights were permitted only at night—but by then they had gas lights.

Fryman's introduced the fluoroscope so customers could see an x-ray view of their feet to make sure their shoes fit. This was a real attraction, especially to kids (such as me) long before anyone knew x-rays might be dangerous and the machine was taken out of use.

Out-Lasted 43 Others

"I have out-lived 43 different shoe stores that have come and gone in the past 52 years," the elder Fryman told me in 1949. "And

today we are fitting shoes for children brought in by grandmothers who I once fitted when they were children."

Seven years later he died and Zal took over the business.

Petoskey had unpaved streets in the early days of the shoe store and mud got almost knee deep, they told me, at the time of the spring breakup. Petoskey did have wooden sidewalks and the city used to dump lime chips into the mud, and they would put bricks and boards across intersections—but people would track knee deep mud into the store. And these muddy shoes had to be handled. Most ladies wore high button boots in those days, and with good reason. While shoes sold for 95 cents and up, it was a day's pay to many and more than that for others.

High-Button Boots

And Zal told me he recalls some ladies who would insist on trying on a dozen pair of these high button boots before buying or saying no. Each shoe had to be laced, hooked or buttoned. No matter how many times a lady wanted to try a boot or another boot before buying, Zal or his father remained patient, cheerful and willing to satisfy perhaps explaining why the store survived so many years.

They instructed their sales people over the years in following this policy of service and in stocking the type of merchandise customers wanted and needed. It was this type of business conduct that helped Petoskey develop its reputation over the years of being a retail shopping center for a wide trade area. Satisfied customers come back again and again and it was pioneer business people such as the Fryman family who helped develop that reputation here.

The family is rightfully proud that their customers over the years ranged from working people to the scions of high society who summered in the area for generations. And this included a kid named Ernest Hemingway who went out in the world to write and remembered getting his school shoes at Fryman's before going back to Illinois at the end of summer.

But whether you were a customer or not, those who knew Zal, knew him as a friendly, cheerful person who served his family, community, church and many organizations over a lifetime.

He was a gentleman and a gentle man who made many contributions over the years to our business community.



Zalmon Bair Fryman

1897 -- 1977