

CIVICS AND COMMERCE





CIVICS AND COMMERCE

*Devoted to the Commercial, Industrial
and Civic Advancement of Milwaukee*



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JULY, 1910

Civics and Commerce

PUBLISHED BY THE BOARD OF DIRECTORS

OLD SERIES NO. 35
NEW SERIES NO. 1

THROUGH IOWA AND SOUTH DAKOTA

Successful Excursion of Milwaukee Jobbers and Manufacturers to Thirty-three Cities in Northwest.

TENTH ANNUAL TRIP OF MILWAUKEE BUSINESS BOOSTERS

Members of Party Greeted Cordially by Local Merchants Who Provided Entertainment and Conducted the Visitors to Points of Interest.—Through Friendly Invasion Large Interests Are Brought Into Closer Business Relations with Cream City.

In many respects the most successful business excursion ever conducted under the auspices of the Merchants and Manufacturers Association was terminated on Sunday, July 12, when the Merchants Special drew into the Milwaukee depot with its load of enthusiastic Milwaukee business men after a week in western Iowa and central South Dakota. Everywhere the visitors were cordially received and the friendly interest that was manifested served to make the trip thoroughly enjoyable to every participant.

The dominant note which was perceptible in the speeches and in the conduct of those who took part was good will and business. While the entertainment provided by the commercial organizations and their committees in the several cities visited was not so elaborate in some instances as that which heretofore has been offered the Milwaukee men, the reception was none the less cordial and the sentiment of the members seems to point to the fact that most satisfactory results may be obtained in the future in providing a maximum amount of time in each city in which the Milwaukee men may visit their customers and renew old acquaintances or make new ones. While a scheme of this kind may tend to cut short the general meetings which are usually held, the impression is gained that such procedure is derivative of the best results.

Why Iowa and South Dakota

The territory to be visited in 1910 was determined a year ago when the excursion to Michigan was first considered. At that time a large sentiment among the members of the association favored a trip into western territory supplementing the itinerary of the previous year.

When it became evident, through vote of the members, that the prevailing sentiment favored the itinerary through Michigan, arrangements were concluded with the understanding that the following year the Milwaukee merchants would again visit the West. The country visited is directly tributary to Milwaukee business houses, being bounded by the Missouri river north from Sioux City to the direct line of the Pacific extension of the Milwaukee road.

Milwaukee enjoys through freight service to almost all of the cities in this territory and contemplated improvements, in addition to the new routing which places Milwaukee on the direct line into this territory, will improve facilities for quick delivery. Many of the participants have regular customers in all of the cities included in the itinerary and all of the firms represented have growing accounts in most of the cities at which the train stopped.

The Itinerary

The Merchants Special train left Milwaukee Sunday afternoon, June 5, arriving at Sanborn, Iowa, early the following morning. From this point the itinerary supplemented that covered in June, 1909, following the Sioux City and Dakota division of the Milwaukee road through Sioux City, Yankton, Mitchell and intermediate points, diverting along the main line to Chamberlain, and returning north to Aberdeen over the James River division. Turning eastward the trip followed the Southern Minnesota division from Bradley to Madison, returning thence directly to Milwaukee.

The Transportation Officials

An important feature of the trip was the ever ready co-operation of the Railroad officials who accompanied the party during the entire journey. At each point visited the officials, in company with other members of the party, made thorough inquiry regarding the service of the road from Milwaukee, eliciting much valuable information, which will result in several improvements, the necessity of which was not heretofore thoroughly understood.

An effort was made to check the recent service with reports from agents in the several cities received a few weeks prior to the trip.

The Special Committee

Following the custom of the past two years the entire train was conducted throughout the journey by a special committee, consisting of Frank P. Blumenfeld, chairman, who managed the dining car and buffet service, Adam J. Mayer, who was in charge of "Omaha," H. L. Eisen and John B. Bangs, who managed car "Des Moines." The successful efforts of the committee in providing for the comfort of the participants contributed largely to the success of the trip and merits the appreciative commendation of all the members.

Monday, June 6th

Sanborn

Breakfast was served early Monday morning and when the special train arrived at Sanborn, Iowa, at 7 a.m., every member of the party was ready with buttons, badges and souvenirs of every description to begin the friendly invasion. But the invaders had arrived too early for their hosts and there was nobody at the train to greet them. However, the Milwaukee envoys lined up and marched through the streets distributing their impediments wherever there was a welcoming hand extended, separating finally to call upon customers individually. Before the departure of the train the merchants headed by the Village President, R. M. Boyd, gathered at the depot with a cordial hand-shake for everybody and the visitors departed amidst their cheers.

Sheldon

At Sheldon the Milwaukeeans were given a rousing welcome, being met at the station by the presi-

dent of the commercial club, E. A. James, and by a reception committee, consisting of W. A. Hard, Fred W. Miller and Dr. W. R. Brock. The delegation marched to the center of the city and later the members were escorted to the stores and shops. Sheldon is beautifully situated in the midst of a rich farming territory and possesses four large elevators and a flour mill of large capacity. It has abundant transportation facilities, being on the lines of the C., M. & St. P. Ry., the C. & N.-W. Ry., and the Illinois Central Ry. Through the extraordinary transportation facilities more than one large shipping business has been built up, the most prosperous being that of ice cream, which is expressed to every part of the state and to points in North and South Dakota. The cordial greeting of the business men of Sheldon filled the Milwaukee boosters with enthusiasm and with expressions of keen appreciation they left for Rock Valley.

Rock Valley

As the train pulled into Rock Valley seventeen automobiles were lined up on either side of the main street and, directed by Mayor W. C. Leonard and a reception committee, consisting of Dr. E. O. Plumbe, John Kerns, S. A. Mitchell and Matthew Fahey, the visitors were taken through the city and out into the surrounding country, meeting later at the town hall where a cordial address of welcome was delivered by the mayor. President Falk responded briefly, after which the Milwaukee delegates visited the various business houses and met the business men informally. Rock Valley, with a population of 1,000, derives its prosperity from the rich farming section along the Missouri river and in addition to a large general retail business, boasts a flour mill and two creameries. Rock Valley ships 200 cars of stock annually and receives 300 cars of coal and lumber.

Canton

Canton, the county seat, is a prosperous city of 2,700 inhabitants, and is a division point of the Milwaukee road, with a large retail business and several industries, including a plow factory, cement block factory, planing mill and creamery. The visitors were escorted immediately upon their arrival to the Unity Club rooms where they were welcomed by Mayor Carl F. Tank and Secretary A. N. Bragstad. The meeting was entirely informal and afforded the Milwaukee men opportunity to meet the business men of the city. Some of the guests were taken to various points of interest, among which are the Government Indian Asylum for the Insane and Augustana College.

Hawarden

Mayor J. H. Hutchinson, of Hawarden, welcomed the Milwaukee visitor to the Commercial Club rooms, calling attention to the vast agricultural resources of the surrounding country and to the immense possibilities of Sioux river water power for

industrial purposes and invited Milwaukee capital to interest itself in its development. Mr. Frank P. Bismarck responded and proposed three cheers for the citizens of Hawarden which were lustily given and as lustily returned in honor of the guests.

Akron

Enroute to Sioux City, by special arrangement with the transportation officials, the special train stopped for one-half hour at Akron, a village of 1,400 population, where the boosters marched through the principal business streets, visiting with the merchants and distributing souvenirs.

Sioux City

Sioux City, the first "night town" and the largest city visited during the trip, offered to the Milwan-

called upon and discussed the mission of commercial organizations, paying high tribute to the enterprise and character of the Sioux City hosts. Mayor A. A. Smith arrived later to bid the Milwaukee boosters welcome and the meeting closed informally with a luncheon, after which the guests were escorted to the train. In the morning the train was deserted at an early hour for a visit to the stores and large industrial institutions of the city. At noon the Sioux City business men were at the station to bid farewell to their newly acquired friends and to speed them on their journey.

Elk Point

A brief stop was made at Elk Point, a thriving village of 1,500 population, where the visitors were



Reception at Yankton

kee guests the best of everything that the metropolis of Iowa affords. The party was greeted at the station by a large delegation of business men, led by President David Davidson of the Sioux City Commercial Club. During the time that intervened until seven o'clock the Milwaukeeans visited Sioux City customers in their places of business. At seven o'clock an extensive parade of automobiles carried the visitors to all parts of the city, including several beautiful parks. Of these, Grand View Park was pre-eminently the most attractive. It is situated upon an elevation above the city and commands a wide view in all directions over miles of fertile farm land to a distant horizon clearly defined by the margin of rolling hills. After the late sunset the visitors were taken to the Commercial Club where President Davidson opened the smoker with an address of welcome, to which President Otto H. Falk responded. Secretary Wm. Geo. Bruce was then

welcomed by Mayor H. M. Wallace and by A. O. Ringsrud, President of the Commercial Club, and a delegation of business men. The time was spent in visiting the merchants in the stores and other places of business and at two o'clock the train left for Vermillion.

Vermillion

Vermillion is a prosperous city of 2,500 population, the home of many men of wealth and the site of the University of South Dakota. The banks of Vermillion contain a total deposit of \$1,000,000. The visitors were welcomed by Mayor H. L. Ferry, President E. C. Barton of the Commercial Club and Dr. Thos. Cruickshank of the University and were escorted up the hill to the business center of the city. During the hour's stay the Milwaukee men visited with the local merchants, distributing year books and souvenirs.

Yankton

As the train left Vermillion a delegation of business men from Yankton appeared with banners and badges bearing the words "Welcome Milwaukee Merchants and Manufacturers." The reception committee consisted of Otto Peemiller, who was a resident of Milwaukee in the early "fifties," X. Fantle, Wm. Heaton and Benjamin Katz. The Yankton visitors were immediately decorated with Milwaukee badges, buttons and other insignia and were entertained until the train reached its destination.

Yankton is situated on the James river, the longest unnavigable stream in the United States, has a population of almost 5,000, with large business interests which include several industries. The city received generous support in its early period from the late John Plankinton and other Milwaukee capitalists and many of the present citizens are former Milwaukeeans. John Plankinton erected the second largest Portland cement mill in the country at Yankton twenty years ago, which is in active operation at the present time. The city bears every indication of rapid commercial growth, has four banks, a large flour mill and large, up-to-date stores.

After visiting the merchants in the business district, the Milwaukee delegation was entertained in the evening at the Portland hotel where a smoker and luncheon was held. Otto Peemiller presided and entertained the visitors with interesting incidents of Milwaukee's early history. Short addresses were delivered by President Falk, Eltinge Elmore, John H. Kopmeyer, Wm. Geo. Bruce and "Billy" Reese regaled the audience with his latest stories.

During the evening many Dakota bankers, who were attending the state bankers' convention, joined the party and Wm. Lloyd Davis, one of their members, sang several solos.

Tyndall and Scotland

The first city visited on Wednesday morning was unprepared for the large host of invaders who marched through the main street before many of the stores were opened. Tyndall is a prosperous town of 1,200 inhabitants, typical of other communities of its class in this agricultural country. Before nine o'clock, when the special train departed, the Milwaukee delegates had visited all of the merchants and advertised Milwaukee made goods. At Scotland brief exercises were held in the town hall. A banner swung across the main street bore the inscription "Welcome to our City." In a happy address of welcome Mayor Fred Goehring presented the visitors with a gilded key to the city and after a brief response by President Falk the merchants were visited.

Tripp and Parkston

At Tripp the visitors were greeted by a brass band which escorted the Milwaukee delegation to

the town square whence the hustlers separated to call upon their customers. Henry Klatt, the leading banker and secretary of the Commercial Club, and others were present to direct the visitors and after a stop of thirty minutes the train left for Parkston another village of 800 population, where the store and business houses were visited and large quantities of advertising matter distributed. This section of the country is largely settled by Russians who come from the so-called Odessa district.

Before proceeding to Mitchell the train stopped en route at Ethan for thirty minutes. Ethan is a thriving village with several large general stores and commands a growing retail trade.

Mitchell

When the special train drew into Mitchell a large delegation of business men met the visitors and directed them to the various business houses and points of interest until six o'clock when many of the Mitchell hosts were entertained at dinner on board the train.

Mitchell is one of the largest cities in South Dakota, with a population of 10,000 and large commercial interests. The stores are modern and well stocked and prosperity is reflected in the wide avenues, beautiful residences and the substantial public buildings.

One of the interesting features of this rapidly growing community is the world famous corn palace, a structure extending over an entire square and covered throughout with an artistically wrought mosaic of corn of various colors. The building requires recovering annually prior to the corn festival at a cost of approximately \$25,000 and is a monument to the enterprise and civic spirit of the city. Mitchell was named in honor of the late Alexander Mitchell and owes its existence primarily to the extension of the Milwaukee road into the far west.

At nine o'clock the Milwaukee delegates were escorted to the rooms of the Elks Club where greetings were extended by the President, W. E. Tipton and by Mayor A. E. Hitchcock. Response was made by President Otto H. Falk, who emphasized the fact that Milwaukee is a producing point primarily as well as the distributing point for a wide territory in the west. He outlined fully the advantages of trade with Milwaukee and explained the purpose of the trip. A brief address on the "railroad situation" was made by Secretary Bruce, Eltinge Elmore, R. O. Jaspersen and Billy Reese closed the program with several stories that made a great hit.

Chamberlain

Chamberlain, the most western point reached during the journey, is situated on the Missouri river, which is traversed by one of the old pontoon bridges. The construction of a modern railroad bridge at Chamberlain is being agitated by the citizens and it is expected that this improvement will be made in the near future. Chamberlain is noted as the former

one of Jack Sully, the famous bandit, and is one of the points at which Lewis and Clark stopped on their expedition through the Northwest.

The Milwaukee visitors were warmly greeted at the station by Mayor J. W. Sanford and the President of the Commercial Club, Maj. R. H. Somers. Chamberlain was invaded at an early hour of the morning, but most of the stores were open and the Milwaukee delegates were enabled to visit their customers before the train left at nine o'clock. In this thriving village of 1,700 inhabitants the Milwaukee road maintains its division headquarters and shops with a monthly pay roll of \$12,000.

Receipts from Chicago were only 16,015 pounds. This situation was further demonstrated at White Lake, where the train stopped for thirty minutes. May freight shipments to White Lake from Milwaukee were 229,890 pounds; from Chicago, 13,721; from Minneapolis, 109,060; from Sioux City, 43,360, and from Sioux Falls, 103,468.

At both of these villages the Milwaukee delegation was enthusiastically received and the members visited the stores and flour mills, and distributed advertising matter. A short stop was made at Plankinton where the delegates were met at the station by Mayor T. W. Taubman and a delegation of



Delegation at Sioux City

Kimball and Plankinton

The most striking illustration of Milwaukee's position with relation to other large jobbing and manufacturing centers in trade competition throughout the country visited was manifested at Kimball and other towns between Chamberlain and Mitchell. Among association members doubt has frequently been expressed as to the commercial value of trips into the western states at points to which several Milwaukee houses have hesitated to extend their business.

The situation regarding Milwaukee trade in this territory is indicated by the volume of shipments in and out during the month previous to the visit of Milwaukee's representatives. At Kimball it was learned that May freight shipment to Milwaukee exceeded 170,000 pounds and there were received from Milwaukee 397,070 pounds. The total tonnage to and from Sioux City was scarcely more than 1-3 that to and from Milwaukee or 185,207 pounds. Re-

business men, the train proceeding to Mt. Vernon where ten minutes was devoted to visiting the places of business and to spreading Milwaukee propaganda.

Wessington Springs

The reception committee of the Commercial Club of Wessington Springs was at the station to greet the visitors as they alighted from the train and, led by Mayor T. L. White and the president of the club, E. B. Maris, escorted them to the town hall where the mayor welcomed the Milwaukee delegation formally, presenting them with a large wooden key to the city. After a brief response by President Falk the members scattered through the business streets to visit their customers and to meet the business men of the city. Wessington Springs is well situated in a rolling country and enjoys a wide trade through the adjacent farming district. The Free Methodist Seminary is located here. A large banner was swung across the main street bearing the word "Milwaukee" in large letters.

Woonsocket

The train remained over Thur-day night at Woonsocket, a bustling town of 1,500 population, situated in the center of rich agricultural territory to which it owes its rapidly growing business interests which are represented in its several large department and general stores.

The city is well supplied with water which is obtained from artesian well: drilled to a depth of 1,000 feet. The enormous pressure of this water is sufficient to supply all residences within the city and to provide adequate fire protection without artificial additional pressure.

At eight o'clock the visitors were taken to the town hall. Following a concert by the Woonsocket band, Mayor H. D. Hobart delivered an address of welcome to which President Falk responded. Brief speeches were made by W. P. Bishop for the visitors and J. E. Whiting of Woonsocket who suggested that the Milwaukee newspapers show their enterprise by extending their circulation into Woonsocket and other South Dakota cities where Chicago newspapers are received daily. Interesting incidents in the early life of Woonsocket were told by an early settler, K. O. Stakke, and the program closed with several stories by Billy Reese, and a sketch by Secretary Bruce on local patriotism.

Wolsey, Bonilla and Tulare

During the morning of the fifth day the Milwaukee delegation visited several small towns, mere dots on the prairie. The first of these was Wolsey, with a population of 182, and the next Bonilla, with a population of 64. Tulare, the next village on the itinerary, has a population of less than 100, but is progressive and supports two large stores. The visit to each of these towns was short, but the members of the party were given full opportunity to become acquainted with the merchants. At Wolsey Mr. A. J. Mayer bought a baby coyote which he brought to Milwaukee.

Redfield

The cordiality of the reception offered the visiting Milwaukeeans and the spirit of friendliness and good will manifested in the addresses and in the hospitality extended will cause every member of the party to remember Redfield with pleasure.

A reception committee consisting of Messrs. W. D. Dawson, C. E. Quimby, J. R. Cole, A. D. Eckhardt, C. D. Sterling, R. T. Bull, A. B. Darling, C. M. Demy, H. P. Packard, F. L. Clark, U. G. Johnson, with twenty automobiles were in line at the station when the special train arrived and the visitors were taken immediately about the city, concluding their trip at the Commercial Club rooms where the President, M. Moriarty, in a felicitous speech bade the Milwaukee guests welcome.

After President Falk had responded a few reminiscences were requested from Mr. Rogers, who spent several years in Spink County, of which Red-

field is the county seat. Mr. Rogers recalled many incidents in the early history of Redfield and its rival village, Ashton, and told many interesting stories involving several of the present residents of Redfield who were present at the meeting. The spirit of reminiscence was continued by H. B. Packard, who had known Mr. Rogers twenty years ago and President Moriarty added a few stories of deeds in which Mr. Rogers had a part. The warm spirit of friendship manifested in the exchange of experiences during the early days of South Dakota was extended to the subsequent visits to the business houses and stores and in Mr. Rogers' pleasure at renewing old associations every member of the Milwaukee party felt that he had shared.

Redfield is a thriving city in the heart of a level farming country and has a population of 3,000. The stores are modern and well stocked and the business blocks are substantially built of Sioux Falls granite. A center for the sale of farm lands, Redfield has established business relations with the surrounding country.

Excellent transportation facilities have contributed largely to the development of the town, from which six railroads radiate in all directions. The intellectual life of the community is reflected in the public library and in the two denominational colleges which are located here, the South Dakota Congregational College and the Adventist College.

Ashton, Mellette and Warner

After leaving Redfield short stops were made at Ashton and Mellette and Warner, which are small communities dependent upon the trade through the rich farming area which surrounds them. The Milwaukee delegates were cordially received in each of the villages and the time was spent in visiting the merchants. Mellette displayed a large "Welcome" banner. Ashton is the former home of Fred W. Rogers, a member of the visiting party.

At Ashton, a small village nine miles north of Redfield, Mayor C. L. Downey and a delegation of merchants were at the station to greet the Milwaukee tourists. Forty-five minutes were devoted to visiting the stores and points of interest, after which the train proceeded to Mellette. Ashton is the former home of Director Fred W. Rogers and during the visit Mr. Rogers found opportunity to renew many old acquaintanceships. At Mellette the visitors were greeted by Mayor H. B. Taylor and visited the merchants for twenty minutes, proceeding thence to Warner, a distance of twelve miles, where a short stop of ten minutes was made. At three o'clock the special train arrived at Aberdeen, the rival of only Sioux Falls for the commercial supremacy of the state.

Aberdeen

Aberdeen was named by Alexander Mitchell, then president of the Milwaukee road, for his native city in Scotland. With a rapidly increasing popula-

in which now exceeds 11,000, the city has developed vast resources and in annual tonnage is the fifth city on the Milwaukee road. Aberdeen is the largest distributing point in South Dakota and supports prosperous branch houses of all the larger manufacturers of agricultural implements and supplies, has numerous grain elevators, and flour mills, transacts a large wholesale business in all staple lines and is noted for the character and size of its retail stores. The streets are well lighted with artistic street lamps of a character seen only in the most progressive metropolitan cities and the hotels and public buildings are remarkable for their beauty and stability. Aberdeen has a beautiful residence district and is the home of many men of wealth.

rounding agricultural country. At Vienna the Vienna Cornet Band was playing when the train arrived and later Mayor Foy extended to the visitors a warm greeting at a meeting which was held in the town hall. H. H. Schwarting responded for the Milwaukee delegation and Secretary Bruce introduced Billy Reese, who entertained the audience until the departure of the train.

Bryant and Lake Preston

A stop of one hour was made at Bryant, a village of 1,000 population, eight miles south of Vienna, where the Milwaukee delegation visited the local merchants following a meeting in the rooms of the Commercial Club during which F. G. Cramer re-



Corn Palace, Mitchell, S. D.

J. S. Wade and T. L. Warner of the entertainment committee of the Aberdeen Commercial Club met the visiting delegation at Warner and upon the arrival of the special train an auto ride was arranged. Twenty-five automobiles were in line at the station and after a hasty dinner the guests were taken about the city until nine o'clock when all were taken to the Commercial Club, which is a live organization, housed in a building of its own. Here an address of welcome was extended to the visitors by the President, R. H. Angell, to which President Angell made a brief response. Short speeches were made by Eltinge Elmore, Fred W. Rogers, Secretary Bruce and Mayor Rock of Aberdeen. The meeting was concluded with several stories by Billy Reese and early Saturday morning the train left for Badley.

Bradley and Vienna

Bradley and Vienna are small towns on the prairie which enjoy extensive trade through the sur-

rounded to an address of welcome by L. W. Stoeckel and after luncheon the train proceeded to Lake Preston where the village band was in waiting at the station. Marching to the village square the visitors found a uniformed band of Uncle Tom's Cabin troupe which engaged in a lively controversy with the local band, Billy Reese directing the theatrical musicians, while Harry Morawetz and Gus Mueller wielded the drums for the village organization. At the opera house an address of welcome was delivered by L. A. Kaith, to which Eltinge Elmore responded.

Oldham and Madison

At Oldham, a village of 500 inhabitants, the Oldham brass band met the delegates at the station and escorted them to the square where the Milwaukeeans disbanded to visit the merchants. After thirty minutes the train proceeded to Madison, the last point on the itinerary. Here a large delegation

of business men awaited the special train with automobiles into which the visitors were rushed for a tour of the city. A brass band was stationed at the depot and played during the afternoon. After the automobile ride the visitors spent the remaining time calling upon the merchants in their places of business. Madison is one of the larger cities of the state, with growing mercantile interests, prosperous banks and reflects generally the prosperity of the western country. Upon the departure of the train at 6:00 p.m. the Milwaukee boosters gathered for dinner preparatory to the long run home. The evening was spent in social relaxation after the strenuous work of the week. In the morning a meeting was called in sleeping car Omaha for the transaction of business.

The Resolutions Adopted

Fred W. Rogers was elected chairman of the meeting and George R. Gove, secretary. Following brief addresses by President Falk and Secretary Bruce in which the officers congratulated the members of the party on the pronounced success of the tenth annual excursion, the following resolutions were read and unanimously adopted:

Resolutions

As the tenth annual excursion of the Merchants and Manufacturers' Association of Milwaukee draws to a close—an excursion that has been of vast profit to every member of the party, of value in establishing future business campaigns and in creating relationships with the people of the West, that will redound to the benefit of the whole city of Milwaukee, and whereas this has been brought about to no small extent by the cordiality extended by the following cities in Iowa and South Dakota: Sanborn, Sheldon, Rock Valley, Canton, Hawarden, Akron, Sioux City, Elk Point, Vermillion, Yankton, Tyndall, Scotland, Tripp, Parkston, Ethan, Mitchell, Chamberlain, Kimball, White Lake, Plankinton, Mt. Vernon, Wessington Springs, Woonsocket, Woolsey, Bonilla, Tulare, Redfield, Ashton, Mellette, Warner, Aberdeen, Bradley, Vienna, Bryant, Lake Preston, Oldham and Madison, be it

RESOLVED, That the officers and members of the Merchants and Manufacturers' Association of Milwaukee extend to the mayors of these cities an expression of heartfelt appreciation for their generous hospitality.

Railroad Officials

WHEREAS, The officials of the Chicago, Milwaukee & St. Paul Railway: W. H. Dodsworth, general agent; W. G. Miller, local agent; Col. W. J. Boyle; Division Superintendents John W. Taylor, W. W. Collins, L. B. Beardsley, J. T. Gillick, E. G. Perkins, and P. C. Eldredge; Trainmasters C. H. Agner, M. J. Larson, A. C. Peterson, E. G. Atkins; District Passenger Agent W. W. Winton; Division Freight and Passenger Agents C. N. Curtis, W. F. Cody, O. F. Weller, J. H. Tate, A. L. Willoughby

and Conductor James Dean have given their heartiest co-operation to the members of this Association at all times toward the greatest success of this excursion, be it

RESOLVED, That a vote of thanks be extended to the officials named, feeling the assurance that from their efforts material improvement will result in the service between Milwaukee and the points covered in the itinerary of 1910.

Wisconsin Telephone Co.

WHEREAS, One of the most enjoyable features of the trip has been the opportunity afforded by the Wisconsin Telephone Company to hold long distance telephone communication with our friends and families in Milwaukee without expense, be it

RESOLVED, That the sincere thanks of each member be expressed to President Alonzo Burt and to the officials who accompanied the party, F. H. Lincoln, Jr., Superintendent of Traffic, and George C. French, Milwaukee District Manager, whose efforts and ready co-operation have contributed so largely to the comfort and pleasure of the party.

Waukesha Roxo Co.

WHEREAS, Through the kindness of the Waukesha Roxo Co. the members of the party have been provided with Roxo Water throughout the trip, be it

RESOLVED, That a vote of thanks be extended to the Waukesha Roxo Co. in acknowledgment of our appreciation of its generosity.

Newspapers

WHEREAS, The Milwaukee Sentinel, and the Germania-Herald Association have exhibited a commendable spirit of enterprise in giving their support to this Association in its efforts to extend the prestige of Milwaukee as a commercial center by sending their representatives to give a report of the trip and whereas the management of these papers has kindly provided the special train with copies of their publications, be it

RESOLVED, That the thanks of the members be extended to the editors of the Milwaukee Sentinel and the Herald and Germania and to their representatives R. O. Jaspersen and Curt Pabst.

Officers and Individual Members

WHEREAS, It is fitting that a tribute be paid to the officers of this Association, President Otto H. Falk, Secretary William George Bruce and Assistant Secretary George R. Gove for their tireless labors in promoting the success of the trip, and

WHEREAS, Expression of hearty appreciation is due to Mr. William Reese, whose genial companionship and ready wit have kept up the spirits of every member of the part at all times, to Lawrence McGeal for his generosity for providing phonographs for the entertainment of the members and their guests while on tour, to John B. Bangs for his industrious efforts with the camera in providing a

lasting record of interesting scenes and incidents of the trip, to the speakers who have given their assistance in spreading the fame of industrial Milwaukee: F. P. Blumenfeld, Fred W. Rogers, Eltinge Elmore, John H. Kopmeier, W. P. Bishop, F. H. Schwarting and Fred G. Cramer, be it

RESOLVED, That a vote of thanks be extended to each of the officers and members of the party named.

Special Committee

WHEREAS, The complete success of the excursion in large part is due to the efforts of the special committee, consisting of Frank P. Blumenfeld, chairman, Adam J. Mayer, John L. Klingler, John B. Bangs and H. L. Eisen, be it

home shortly after breakfast. The Milwaukee delegates were greeted by wives and sweethearts as the special drew into the depot and with joyful hearts at the return, but with regret that the trip was over, the companions of the week separated for their homes. In speaking of the trip President Otto H. Falk said: "This was my first experience with a so-called merchants trip, and I must say that it has been a revelation to me in several respects. As trade promoters they are excellent, and should be supported in the future more largely than they have been in the past. Many of our members joined the trip merely to boost Milwaukee. They now come home with a pocket full of good orders. Every member of our party who sought business got enough to pay the expense of a half dozen trips.



Auto Parade at Madison, S. D.

RESOLVED, That a vote of thanks be extended to the members of the committee in token of our appreciation of their diligent labor.

WHEREAS, The highest commendation is due the commissary department of the Chicago, Milwaukee & St. Paul Railway for the excellent cuisine and service provided, be it

RESOLVED, That an expression of appreciation be extended to Superintendent A. E. Kirkland of this department for the satisfactory manner in which the wants of the members have been attended to.

The report was signed by the Committee on Resolutions, consisting of W. C. Middleton, chairman, Emil O. Hoffmann, E. J. Hughes, Moritz Seligmann, Louis Kuhn.

The Homeward Trip

The special train made a record run of fourteen hours from Madison, S. D., to Milwaukee, arriving

"The trip, however, has led me to one conclusion, namely, that Milwaukee will double its trade in the west if it will make the effort to do so. I have seen the manufactured products of eastern cities which could have been equally well supplied by our own city, and, in fact, more advantageously from the standpoint of freight rates. For instance, why should South Dakota cities buy their canned peas and beans from Baltimore when they can get the Wisconsin product for less money? Why buy shoes, clothing and building material from New York when Milwaukee can furnish the same quality and the same prices and save a large item in freight charges?

Plow by Auto Trucks

The farmers all through the section in which we traveled are buying so-called gastractors, or what we might call autotrucks. These pull six or more plows, haul farm machinery of various kinds. In

fact, gasoline and kerosene power is taking the place of the horse and reducing the cost for hired help. Everybody is doing well and everybody has money. One county through which we traveled established a poor house a few years ago, but had to close it again because there were no paupers.

"Much might be said about the cordial receptions which were tendered to us everywhere. Our party was greeted by brass bands, by committees from commercial clubs, city officials and business men. This was, in part, due to the fact that the entire region is largely settled by former Wisconsin people, and to the friendly relations already existing between our home merchants and the western trade.

"I cannot comment too strongly on the idea that Milwaukee jobbers and manufacturers should assert themselves in an aggressive manner for the western trade. Some of our merchants are enterprising and are availing themselves of the opportunities afforded. Others, however, are manifesting a conservatism which is harmful to our best interests. We can compete in almost all lines with Chicago, Minneapolis and Omaha. Our freight facilities are excellent at this time. In many Iowa and South Dakota towns freight from Milwaukee is received a day earlier than freight from Chicago.

Asks Delegation of 200

"The next year's merchants' trip ought to be attended with twice as many of our business men. We ought to go into the promotional work with greater zest and greater enthusiasm. Every important business firm ought to be represented. The heads of the firms ought to go in person and see their trade. It will pay them to do so. Let us go 200 strong next year.

"On the whole, our trip has been profitable as well as pleasurable—profitable in the knowledge gained, in new friendships made and in the orders for goods received; pleasurable in the unique incidents met with each day and the attractive sights and scenes afforded us."

Sidelights on the Trip

A. W. McOmber, the western representative of the Milwaukee Corrugating Company, met the special train at Sanborn, Iowa, and continued throughout the journey, leaving Saturday evening at Madison, S. D.

As there was no one to greet the excursionists at the early hour of their arrival in Sanborn, President Otto H. Falk was deprived of the opportunity of making his maiden speech until later in the day. However, he was seen carefully to take Curt Pabst aside. He asked the reporter of the German paper to stand in the middle of the public square that he might present to him the speech which he had prepared. "Not on your life," said Curt, "it is enough that I have to write it without having to hear it also."

The Roxo Water served exclusively on the train was donated by the Waukesha Roxo Company and was thoroughly enjoyed by every member of the trip.

Billy Reese began promoting marathon races among the boys when the train arrived at Sheldon where fifty youngsters were lined up on the street with Billy at their head and upon taking the count raced to the post office where Billy rewarded the winner and others with his toy banks and souvenirs.

It is reported that several members became infatuated with three stage beauties who were members of the traveling "Newlyweds Honeymoon Company" which played in Canton on the day of the merchants' visit. The prima donna and her satellites were the recipients of many souvenirs.

N. J. Kessler of the Milwaukee Bag Company joined the party at Sheldon and J. C. Sims became the guest of W. P. Bishop as far as Elk Point.

At Sioux City Mr. P. Peterson became a member of the party, continuing as far as Madison, S. D. Mr. Peterson represents L. Bartlett & Sons Company.

Not the least interesting feature of the visit to Vermillion was the University of South Dakota which is located there. The site of the first school house erected in South Dakota is marked by a monument nearby. The University has a growing faculty and the attendance is increasing annually.

At various points of the journey permanent Edison records were made of the speeches given by members. At Yankton Lawrence McGreal recorded several songs given by Master Ernest Lower, a boy soprano, whose voice possessed unusual quality and power.

At Yankton the venerable Otto Peemiller acted as toastmaster. Mr. Peemiller told many tales of the early history of Milwaukee during the time when he was a resident of the Cream City and, surrounded by sons of many men whom he knew in early life, he recounted interesting adventures until late in the night.

R. J. White was the guest of the John Pritzlaff Hardware Company from Kimball to Mitchell.

At Mitchell W. J. Coloskey, representing the Blumenfeld, Locher & Brown Company, joined the party for the remainder of the journey.

Shortly before the visit of the Milwaukee merchant through South Dakota, a special train brought the Omaha boosters to many of the towns on the itinerary. The Omaha business men were accompanied by a brass band and in many towns just had time to parade through the streets and back to their train. The quiet, business-like demeanor of the Milwaukee men impressed their hosts and at Mitchell President W. E. Tipton of the Commercial Club, in an address of welcome, commended highly the sobriety and business-like manner of the men from the East.

Owing to a series of circumstances not the least important of which was the early hour of the visit

and the fact that a cow was standing in the way, a few of the members caught a glimpse of Wolfey, population 182, which was the first stop Friday, June 10th.

The most successful specialty performed during the trip was the monologue of Fred W. Rogers at Colfield, entitled "Old Times in Spink County."

Nobody will forget Aberdeen.

A feud was started at Lake Preston when Billy Reese adopted the opposition band of the Uncle Tom's Cabin troupe and paraded them insolently before the village symphony which was commanded by Harry Morawetz and Gust. Mueller. The band contest lasted for an hour and ended in the complete victory of the Uncle Tom's Cabin aggregation.

The most popular man with the ladies was Louis Kuhn who distributed 50,000 Rex Bitter Sweet Chocolates during the trip. His popularity was shared to a large extent with his trusty henchmen E. A. Farmer and Frank Parker.

The boil on Geo. T. Leavitt's neck has now disappeared.

"I won't go to bed!" "I won't go to bed!" "I won't go to bed!"—Billy Reese.

It is alleged that O. A. Spragne did not forget that business is business and returned with several orders for his firm.

What has become of Billy Allen's birthday?

"Cody" Cramer invented several new uses for convenir buttons.



Officers and Railroad Officials

Genial John Bangs was everywhere with his camera. The reproductions in this issue are taken from photographs made by Mr. Bangs.

Breakfast time was announced daily by F. H. Lincoln, Jr., and George C. French of the Wisconsin Telephone Company by their early distribution of a day's supply of chewing gum.

Mine host Cheney of the Wisconsin National Bank entertained in the dining car out of Madison Saturday evening, and it was good entertainment.

H. H. Schwarting and H. C. Schranek were named the inseparable Gold Dust Twins.

Everywhere Adam J. Mayer was followed by a vast throng of children while he distributed the ever popular rabbits foot chirper. Mr. Mayer takes with him on every trip several thousand of these attractive souvenirs.

Yes, we missed you, Guy.

J. C. Schmidbauer of the Julius Andrae & Sons Company gave several enche parties en route.

Moritz Seligmann led a peaceful existence this year and entertained the ladies without competition of the Octette. The absence of the Octette also insured the safety of Moritz Seligmann's silk tie which he retained throughout the journey.

Harry Morawetz and Gust. Mueller distinguished themselves frequently as drummer boys and in more than one city visited they participated in the concert by the local brass band, wielding the drum sticks with skill equal to the local virtuosi.

Lawrence McGreal brought with him a Victrola and an Edison Amberola which were placed in the dining cars for the entertainment of the guests during the meal hours and in the evening and also for the entertainment of visitors. By far the most popular selection was "Has Anybody Here Seen Kelly," particularly when rendered by a chorus under the direction of John H. Kopmeier.

R. O. Japerson was this year, as in former years, the tallest man in the excursion party and in Rock

Valley created comment by parading the streets with the village dwarf.

At many places W. C. Middleton, who was distributing toy horns, was assaulted by an army of boys. At all times he was able to hold his own except at Canton where the youngsters took a large bag of horns from him and then turning upon each other, fought for the trophies.

Participants of the Merchants' Trip

	Firms	Representatives
1	American Candy Co.	Louis Kuhn
2	Jul. Andrae & Sons Co.	J. C. Schmidtbauer
3	E. P. Bacon & Co.	W. P. Bishop
4	L. Bartlett & Son Co.	H. H. Peterson
5	L. Bartlett & Son Co.	P. Peterson
6	Blumenfeld, Locher & Brown Co.	F. P. Blumenfeld
7	Blumenfeld, Locher & Brown Co.	W. J. Colloskey
8	Bradley & Metcalf Co.	W. C. Gilles
9	Burdick & Allen	Wm. Allen
10	Cramer-Krasselt Co.	F. G. Cramer
11	Ellsworth & Thayer Mfg. Co.	H. X. Chesley
12	Elmore-Benjamin Coal Co.	Eltinge Elmore
13	Everwear Hosiery Co.	F. M. Hansen
14	The Falk Co.	Otto H. Falk
15	First National Bank	E. J. Hughes
16	German-American Bank	E. A. Farmer
17	Germania	Curt Pabst
18	Germania National Bank	C. G. Engelke
19	Goll & Frank Co.	C. J. Cottrill
20	S. C. Herbst Importing Co.	W. F. Crowley
21	John Hoffmann & Sons Co.	E. O. Hoffmann
22	Kanawha Fuel Co.	O. A. Sprague
23	Landauer & Co.	H. L. Eisen
24	Lindsay Brothers	A. Miller
25	F. Mayer Boot & Shoe Co.	Adam J. Mayer
26	Lawrence McGreal	Lawrence McGreal
27	Merchants & Manufacturers Bank	E. C. Knoernschild
28	Middleton Mfg. Co.	W. C. Middleton
29	Milwaukee Bag Co.	W. B. Christie
30	Milwaukee Bag Co.	N. J. Kessler
31	Milwaukee Corrugating Co.	A. J. Luedke
32	Milwaukee Corrugating Co.	A. W. McOmber
33	Milwaukee Photo Material Co.	John B. Bangs

34	Milwaukee Sentinel	R. O. Jasperson
35	The Morawetz Co.	H. L. Morawetz
36	L. J. Mueller Furnace Co.	Gust. Mueller
37	The Mueller & Son Co.	Frank Parker
38	Oppenheimer Realty Co.	A. B. Oppenheimer
39	Patton Paint Co.	Wm. Reese
40	Pfister & Vogel Leather Co.	Geo. T. Leavitt
41	Chas. Polacheck & Bro. Co.	Phil. Polacheck
42	John Pritzlaff Hdw. Co.	L. Weiland
43	J. H. Rice & Friedmann Co.	H. H. Schwarting
44	Rockwell Mfg. Co.	M. C. Moss
45	Fred W. Rogers	Fred W. Rogers
46	H. C. Schranck Co.	H. C. Schranck
47	Schuckmann & Seligmann Co.	Moritiz Seligmann
48	Julius Simon	Julius Simon
49	Wisconsin Lakes Ice & Cartage Co.	John H. Kopmeier
50	Wisconsin National Bank	W. C. Cheney
51	Wisconsin Telephone Co.	Geo. C. French
52	Wisconsin Telephone Co.	F. H. Lincoln, Jr.
53	Wm. Geo. Bruce	Secretary
54	George R. Gove	Assistant Secretary

Advertising Souvenirs Distributed

American Candy Co.—50,000 Rex Chocolates.
Blumenfeld, Locher & Brown Co.—Memorandum Book and Pencil.
Ellsworth & Thayer Mfg. Co.—Souvenir Gloves.
Elmore-Benjamin Coal Co.—Needle Cases and Cards.
Everwear Hosiery Co.—Pencils.
First National Bank—Pencils.
German-American Bank—Leather Pocketbook.
Goll & Frank Co.—Pencils.
Landauer & Co.—Blotters.
Lindsay Brothers—Memorandum Books.
F. Mayer Boot & Shoe Co.—Rabbit Foot Chirpers.
Lawrence McGreal—Watch Fobs.
Middleton Mfg. Co.—Horns and Pen Knives.
Milwaukee Bag Co.—Memorandum Books.
Milwaukee Corrugating Co.—Watch Fobs.
The Morawetz Co.—Hat Rules, Glove Measures, Gum.
Patton Paint Co.—Puzzles, Pins, Savings Banks.
Chas. Polacheck & Bro. Co.—Pencils.
Wisconsin Telephone Co.—Gum.

THE ANNUAL TRIP IDEA

Its Purpose and Value—Administration and Management and the Essentials to Its Success

By WILLIAM GEORGE BRUCE

The larger commercial centers of the Middle West have in recent years engaged to a considerable extent in so-called trade excursions or merchants trips. The jobbers and wholesalers of Milwaukee

were among the first to engage in such trips and for a time no other city sent out a larger number of trade promoters or managed such trips with greater success. Here it should also be said that these ex-

cursions were undertaken only by the class of cities to which Milwaukee belongs. The larger cities, such as Chicago, and the smaller cities, such as Des Moines, Sioux City, Aberdeen, etc., did not engage in them until within the past year ago.

Thus, it may be said that their value or at least their popularity is established. But, it may also be well to analyze more closely just wherein and to what extent the trade excursions are beneficial to the business houses that engage in them and to the city that promotes them.

The benefits or advantages derived from Trade Excursions may be summarized as follows:

First: They promote the spirit of friendship among those who participate in them. Business

men are afforded an opportunity to become more intimately acquainted with their competitors, learn to appreciate one another as man against man, with the tendency to substitute wholesome competition for unfriendly rivalry.

Second: The member or manager of a business firm who participate in such trips have an opportunity:

Third: Affording an opportunity to those who have no trade in the region visited to study its business possibilities. It has frequently developed that business houses have found it to their advantage to place salesmen in a field after visiting the same that had before such visit seemed unpromising. Thus, many new trade accounts have followed as the result of these merchants' trips.

Fourth: A distinctive gain is made for the city



Band Captured at Lake Preston

that engages in these trade trips. If the firms and individuals engaging in them did not derive an immediate benefit there is still an advertising value which goes to the city. It adds a prestige to such city which could be gained in no other way.

From the Standpoint of the Cities Visited

Experience has taught that the expressions of good will and friendship which have been showered upon the Milwaukeeans in recent years all along the routes traveled are of the most sincere and cordial character. The personal expressions as well as the numerous speeches made, taken in their entirety, reveal the elements of genuine hospitality, geniality and goodfellowship. While the attitude of the smaller centers of population is not entirely unselfish in character, there is usually a reciprocal spirit which forms an important stimulus towards strengthened business relations.

(a) To meet their customers in person, which is usually appreciated and tends to strengthen the business relations existing between the firms and their customers.

(b) These trips are apt to prompt immediate orders or pave the way for future orders. Frequently a sufficient number of orders are secured by business men, the profits upon which cover the cost of several trips.

(c) The visiting merchant is afforded an opportunity to see his customer in his home environments and under conditions which furnish an answer to

The basis for the friendly attitude on the part of the smaller town is usually found in the following:

First: A local pride in the thought that an important merchants' excursion train honors the town with a visit. Such events are comparatively rare in the life of the average town.

Second: A satisfaction in being afforded an opportunity to point out the town's achievements and possessions. Whether the local commercial or industrial or institutional interests are large or small the resident citizen is always proud to dwell upon them.

Third: The authorities usually recognize the fact that hospitality is a virtue which applies to communities as well as to individuals and that hospitality manifested on occasions of this kind indicate also the enterprise and public spirit of a people.

Fourth: That, trade relations between the larger and smaller cities are reciprocal; that the products of the farm which maintain the small city must find their ultimate outlet for consumption in the larger centers of population; that the manufactured article of the large city is in turn essential to the life, activities and comforts of the farm and the small boy.

Fifth: That, in adjacent western states the element of friendship is always strengthened by the men who claim their birth place in Wisconsin; and in this state by the men who have relatives and friends in Milwaukee or who at some time in their lives resided in this city. Thus, the social element becomes a factor in the courtesies which are extended to the visiting merchants.

Attitude of the Visiting Merchants

The response made by the executive officers and members of the Merchants and Manufacturers' Association may be summed up in the following thoughts and expressions:

First: That commerce knows no limitations; that state lines are created for purposes of government only; that an interstate commerce is consistent with the American idea and conducive to the welfare and prosperity of the whole country; that we are one people, under one flag, with one and the same destiny.

Second: That the progressive merchant of the large city believes in the integrity, mission and purposes of the smaller units of population; that the smallest village alike with the greatest metropolis performs an important function in the economic, civic, educational and moral welfare of the nation.

Third: That, while the price list, quality of goods, taste and personal preference are leading factors in trade, the element of personal contact and friendship cannot be ignored or overlooked.

Fourth: That honesty and integrity are a permanent and self-accreting asset in business, and that the Milwaukee merchants come with honorable motives, with clean hands and clean intentions.

Fifth: That commercial and industrial Milwaukee means to compete aggressively with other

markets; to apply enterprise, energy and industry in developing its possibilities.

Sixth: To tell the world what Milwaukee is, what it has, and what it stands for; to tell of its natural advantages, its geographical location; its commercial and industrial achievements, its hopes, its aspirations and its future.

Administration and Management

The trade excursions heretofore undertaken by the Merchants and Manufacturers' Association have been uniformly successful in the ends and purposes which they have aimed to serve, namely, to promote and strengthen the business relations between Milwaukee and the outside world. They have also, with the exception of the last one, been conducted upon a self-sustaining basis. The expense has been almost wholly borne by those who participated in them.

In order, however, that the greatest degree of service be attained in point of participation, in the selection of an itinerary, in securing a reasonable rate of per capita cost, in securing an efficient train service, in prompting a cordial reception and in attaining favorable publicity in the towns to be visited, the merchants' trip should be planned with discriminate judgment months in advance and with a supervisory care on the part of the executive officers and the board of directors. More specially must this be done if the trips are to be made self-sustaining in point of cost.

The committees entrusted with the immediate and detail arrangements are apt to become engrossed in certain phases of the trip and lose sight of the larger problem involved and the ultimate outcome of the financial end of the project. Thus, action which shall be timely enough so as to make the directive or veto power of the Board effective and practical both as to the itinerary and the cost involved, should be recommended.

To the end that success may reasonably be ensured the following suggestions are presented:

First: That, all future trips be planned with a view of making them self-sustaining in point of cost.

Second: That the Jobbers Committee plan its itinerary during the month of January of each year for the trade excursion to be undertaken during the month of June following, and that a list of probable participants be prepared and acceptances be secured at least sixty days before the date of the excursion.

Third: That, the Jobbers Committee present to the board of directors at their meeting held in March a report on the next merchants trip, the itinerary and date for same, the number of prospective participants, the arrangements for transportation, specifying cost for mileage, meals and sleeping car service, accompanied by estimates as to the total receipts and expenditures involved.

Fourth: That, the publicity feature should have careful attention; not only in that the local press discuss the fact that Milwaukee promotes its trade

relations with the outside world in a vigorous manner, but also that the advance publicity in the towns to be visited be favorable and ample. Such publicity has the tendency to arouse an interest in the visiting merchants and their mission and to give greater warmth and zest to the reception extended.

Reading matter prepared in advance discussing interesting phases of the proposed trip, should be sent to all the newspapers published in the towns to be visited. This should be done at least twice a month for several months before the date of the journey.

In submitting the above report the writer desires to point to the fact that while it may be desirable to make the trade excursions wholly self-sustaining it is not entirely inconsistent with the purposes of a commercial organization to make some allowance for the general promotional value derived from such excursions. If, therefore, the Associa-

tion's means permit it is not unreasonable to render such financial support to them as may be deemed desirable and practical. The prestige and advertising which comes to Milwaukee from these trips has a distinctive value which reverts to the benefit of the commercial interests of the whole community.

The observations herewith presented have, no doubt, also come to those who have in the past had charge of merchants' trips. They are therefore not new. But, they have remained in scattered and fragmentary form. With the change of executive officers, of committees and the personal of these who have participated in past trips, the experiences have remained uncollected and unrecorded.

It may therefore prove practical to place in some comprehensive and accessible form the experiences of the past for guidance in the future. It is with this purpose in mind that the report is herewith submitted.

WISCONSIN RATES TOO HIGH

Wisconsin Railroad Commission Hears Case Against Express Companies— Rates Excessive in Comparison with Other States

That Wisconsin shippers pay exorbitant express rates as compared with rates for like service in practically every State where express rates have been brought under public regulation was shown by express rate comparisons introduced in evidence before the State Railroad Commission during the preliminary hearing of the case brought by the Merchants and Manufacturers' Association against express companies operating in this state. These comparisons, presented in statistical tables containing thousands of rates, and also shown graphically by large charts, comprise the most exhaustive express rate comparisons ever introduced before any Commission. They were put in evidence by the testimony of Alexander Jameson, employed in the office of Transportation Attorney Walter Drew.

After introducing tariffs and rates in force in Wisconsin, showing that express rates and charges in this State have been recently greatly increased over rates and charges in force in this State for many years, comparisons with rates in other States were presented.

It was shown that Wisconsin express rates are 22 per cent. higher on the average than express rates for like distances in Minnesota, the excess for Wisconsin in some cases ranging as high as 66 per cent., while none of the 751 rates between Milwaukee and Wisconsin points were lower than for like distances in Minnesota.

Wisconsin rates were shown to be from 7 to 50 per cent. higher than rates for like services in Iowa.

Neither the Minnesota nor Iowa rates have ever been contested by the express companies in court.

The excess of Wisconsin rates over the maximum lawful rates in force in Nebraska ranges from 3 to 60 per cent.

Rates between Milwaukee and 753 Wisconsin points averaged over 31 per cent. higher than rates for like distances in Virginia. Rates of the Wells, Fargo Express between Milwaukee and its 248 Wisconsin stations are higher than like rates in Virginia in all but 13 instances.

Wisconsin rates averaged over 28 per cent. higher than the rates for like distances promulgated by the Railroad Commission of Georgia and accepted without contest by the express companies of that state. 753 Wisconsin rates were higher in all cases than the Georgia rates, the excess for Wisconsin ranging in many cases as high as 66 per cent.

The excess of Wisconsin express rates over the express rates established by the Corporation Commission of North Carolina, and in force for many years in that state without a contest in court by the express carriers, ranges in some instances as high as 100 per cent. and on 753 rates between Milwaukee and all Wisconsin points averaged over 17 per cent.

The Wisconsin rates were shown to range from 7 to 66 per cent. higher than express rates for like distances in the State of Texas, and to average over 28 per cent. higher than rates now in force for like distances in Missouri. The Missouri Commission has recently issued a new express tariff for that

state, greatly reducing the rates at present in force, and the Wisconsin rates are in many instances 100 per cent. higher than the proposed new rates of the Missouri Commission. The express companies have attacked the new tariff of the Missouri Commission in the Federal Court and it is temporarily inoperative, pending the litigation.

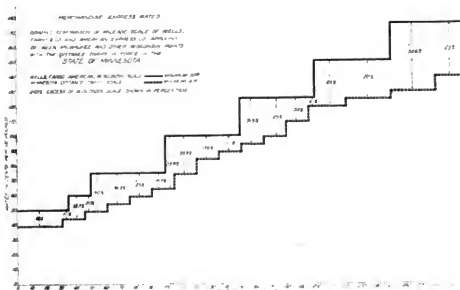
Similar comparisons of the Wisconsin rates with new tariffs of express rates issued by the State Commissions of Oklahoma and New Hampshire, which are also temporarily restrained, show the Wisconsin rates to range from 5 to 66 per cent. higher than rates fixed upon investigation as reasonable maximum rates in those states.

Wisconsin rates were also shown to be greatly excessive in comparison with the rates for like distances of the Canadian Express Company on the lines of the Canadian Pacific Railroad in the sparsely settled country of Canada.

Express Companies with those in Minnesota for distances up to 300 miles:

Association Supports National Investigation

The Merchants and Manufacturers' Association in conjunction with commercial organizations throughout the United States has petitioned the Interstate Commerce Commission to make an exhaustive investigation into the whole question of express rates and practices to the end that fair and equitable rates and services may be established. This action was taken at a general conference called by the Merchants' Association of New York at which meeting forty-two organizations from all parts of the United States were represented by delegates or by proxy. The aim of this union of business associations is to bring about the reduction of express rates to a reasonable basis and the abolition of unjust and improper business methods. In this case a large



Statistics were also introduced to show that population and railroad conditions in Wisconsin are substantially similar to those in the other states with which rate comparisons were made. The admission of the rate comparisons was strenuously objected to by C. W. Stockton, of New York, General Counsel for Wells, Fargo & Company, by Attorney W. W. Collin, of the New York firm of O'Brien, Boardman, Littleton & Platt, attorneys for the United States Express Company, and also by Attorney Mack, of Miller, Mack & Fairchild, attorneys for the American and National Express Companies. The comparisons were, however, received in evidence, subject to argument by counsel later as to the weight and importance to be attached to them.

The following graphic chart is one of many which were submitted in evidence at the preliminary hearing and shows comparatively the rates charged in Wisconsin by the Wells, Fargo and American

number of important complaints, briefs and decisions have been obtained and placed at the disposal of counsel to aid in the preparation of the petition to be presented to the Interstate Commerce Commission in the near future.

The following resolution was adopted at the conference:

WHEREAS, The rates charged by the express companies appear to be excessive as compared with the service performed; and

WHEREAS, The practices of these companies with reference to collection and delivery and to regulations of various kinds appear to be unjustly discriminative and otherwise in violation of the Interstate Commerce Law; and

WHEREAS, An analysis of the reports made by the principal express companies doing business in the United States to the Interstate Commerce Commission, and on file in the office of the latter, indi-

rates that the net earnings of the companies are 75 per cent more than 40 to about 125 per cent. per annum on the value of the property in use for the public service; and

WHEREAS, The Supreme Court of the United States, in its decision in the Knoxville Water Cases, has declared as a standard for the measurement of the just earnings of public service corporations that those earnings shall bear due proportion to the fair value of the property actually employed for the service of the public; and

WHEREAS, If the earnings indicated by these reports, on full investigation be practically substantiated, it is evident that such charges are ex-

cessive and extortionate and should be reduced; therefore, be it

RESOLVED, By this conference, representing many of the principal business organizations throughout the United States, that a petition be prepared on behalf of these commercial organizations and such others as may subsequently join, to be presented to the Interstate Commerce Commission, praying that body to exercise the authority vested in it by law, by conducting, forthwith, an exhaustive investigation into the whole question of the rates and practices of the express companies, to the end that fair and equitable rates and practices may be established.

INCREASE IN FREIGHT RATES

It is understood that the tariffs filed with the Interstate Commerce Commission the first week in June by the railroads in official classification territory advancing freight rates from 8 to 20 per cent. and which were withheld under agreement of the national administration will be refiled with the Commission to become effective August 1st, 1910.

The Freight Traffic Committee of the Chicago Association of Commerce has announced to its members the following list of commodities effected showing the old and new rates both east and west and to which attention is particularly invited. If these rates are refiled with the Commission effective August 1st and no objection is made thereto, the assumption is that the Interstate Commerce Commission will permit the rates to go into effect, but if objection is made and the parties directly effected support the objection the Commission may, as provided for under the new law which is now in effect, stay the taking effect of the advance in rates pending an investigation.

Members of the Association who were interested in the commodities on which it is proposed to advance rates may communicate to the Transportation Committee of the Merchants and Manufacturers Association their attitude respecting proposed change in rates and such action will be taken as may seem advisable.

Chicago and New York (east-bound):

Commodity	Present Rate	Proposed Rate
Aluminum fluoride	22	24
Ammoniacal liquors	22	24
Aqua ammonia	22	24
Ammonia, sulphate of.....	22	24
Asphalt	22	24
Asphaltum	22	24
Bleach	22	24

Commodity	Present Rate	Proposed Rate
Blocks, mastic	22½	25
Briquette, coal binder.....	20	22
Cable, lead covered.....	27½	30
Calcium chloride	22	24
Cement slabs	22½	25
Chloride of zinc, crude.....	22	24
Concentrates, beansite ore.....	22	24
Crown filler	22	24
Feldspar	22	24
Flint	22	24
Jellicate	22	24
Liquor, chloride of calcium.....	22	24
Lye, spent	20	22
Marble (rough quarried).....	20	22
Marble (finished)	25	27
Mussel shells	20	22
Oil, petroleum and its products.....	27½	30
Oil, tar oil	27½	30
Pitch	22	24
Tar	22	24
Plaster, calcined		
Plaster, wall		
Plaster, paris		
Stucco	22½	25
Potash, muriate of.....	22	24
Potash sulphate of.....	22	24
Salt	22½	23
Salt cake	22	24
Salts, Epsom		
Salts, Glauber	22	24
Sand	20	22
Sodas	22	24
Sodium, fluo silicate.....	22	24
Sodium, sulphate of, crude.....	22	24
Stone, crushed (in bulk).....	20	22
Stone, crushed (in barrels).....	22½	25
Tripoli	20	22

New York and Chicago (west-bound):

Commodity	Rate Effective		Commodity	Rate Effective	
	Present	July 5, 1910		Present	July 5, 1910
Asphaltum	22	24	Sodium, sulphide of	22	24
Feldspar	22	24	Sodium, tri-phosphate of	22	24
Flint	22	24	Alum	22	24
Flint pebbles	22	24	Alumina, sulphate of	22	24
Rock, garnet	22	24	Blocks, iron slag paving	440	400
Soapstone, broken	20	22	Brimstone, crude	16	20
Soapstone, filings	20	22	Gypsum, crushed	22	22½
Bagging, burlap	30	33	Plates, lead battery	30	33
Bagging, gunny	30	33	Shells, crushed oyster	18½	20
Earth, fullers	20	24	Slag, crushed blast furnace	19	20
Kaimit	20	24	Spelter	30	33
Marble dust	16	17	Dirt, black or coal earth	20	22
Blocks, asphalt paving	33	23	Lithopone	20	22
Brick, building	25	23	Thioline	22	24
Brick, chimney	25	23	Blocks, gypsum	22½	25
Brick, flint	22	24	Logs, mahogany	25	27
Brick, hollow	25	23	Lumber, mahogany	25	27
Brick, paving	25	23	Licorice mass	30	33
Brick, pressed	25	23	Licorice root	30	33
Brick, salt glazed	25	23	Gravel	360	380
Brick, vitrified	25	23	Limestone, crude, crushed	360	400
Conduits, brick or clay	25	23	Stone, crushed	360	400
Fireproofing	25	23	Pitch	22	24
Bleach	22	24	Salt cake	22	24
Calcium, chloride of	22	24	Salts, Epsom or Glauber	22	24
Crystals, mono-hydrate	22	24	Tar	22	24
Soda ash	22	24	Whiting	20	22
Soda, bicarbonate of	22	24	Sand, common	340	360
Soda, bichromate of	22	24	Sand, moulding	340	360
Soda, bisulphate of	22	24	Fleshings	25	27
Soda, crystals	22	24	Hide trimmings, wet	25	27
Soda, caustic	22	24	Offal, tanners or slaughter	25	27
Soda, hypo-sulphite of	22	24	Oil, coconut or palm	25	27
Soda, phosphate of	22	24	Pulp, wet wood	22	22
Soda, sal	22	24	Size, resin	25	27
Soda, silicate of	22	24	Starch	25	27
Soda, sulphate of	22	24	Magnesite	22	24
Soda, washing	22	24	Ammunition, fixed cartridges	25	27
			Roofing, portable gravel	22	24

Sewage Disposal and Pure Lake Water

The Committee on Public Affairs and Municipal Sanitation of the Merchants and Manufacturers' Association met recently to discuss the typhoid epidemic.

Dr. Rucker, the Health Commissioner, was present with charts to show how the disease had risen during the past few months and that there are now more cases in the city than there had ever been before. The cases are not confined to any certain neighborhood or to any certain class of people, hence the conclusion must be that the disease is not caused by milk coming from certain farm sections or from

vegetables grown in certain parts of the country. The cause must be attributed to lake water which is consumed in all sections of the city.

The health commissioner held that publicity should be given to the condition rather than concealment and that the agitation for boiled water should be continued until every family in the city will follow the instructions of the department.

Dr. G. A. Bading, the former health commissioner, combated the suggestion that his administration had been lax in watching the progress of the disease. At the time he retired from the office the

disease had not assumed a proportion where it might be designated as an epidemic, or where it called for special attention at his hands. The number of typhoid cases in this city heretofore had never been sufficiently numerous to warrant the assertion that the drinking water was contaminated. That a certain pollution exists cannot be denied. There are now being poured into the lake over fifty million gallons of sewage every twenty-four hours. It only stands to reason that to some extent our lake water is affected.

Dr. Patek held that it was folly bordering on criminality to permit the continued pollution of the drinking water. He believed that placing the intake tunnels at a distant point out into the lake or even the filtration would not reach the cause of the evil. The sewage must be deflected into septic tanks and the lake must be kept absolutely free from sewage. It is nonsensical to dirty the drinking water and then try to clean it by filtration.

"Filtration plants," said Dr. Bading, "do not cleanse the water of typhoid bacillus. The million dollar filtration plant of Washington, D. C., has not tended to reduce the number of typhoid cases of that city. The immediate remedy lies in the sterilization of water. The ultimate solution of the problem lies

in the building of intercepting sewers and septic tanks and in a discontinuation of pouring sewage into the lake."

The following resolutions were then unanimously adopted:

Resolutions Adopted

WHEREAS, The city of Milwaukee is afflicted at this time by an increase in typhoid fever cases, be it

RESOLVED, That we urge most earnestly every household the importance of boiling all water used for drinking and kitchen purposes, as an immediate remedy and we also call upon the public to support the health department in its efforts to reduce and stamp out the disease, by following rigidly its instructions, and be it further

RESOLVED, That we recommend that the so-called Sewage Commission, consisting of experts on sanitation, appointed by the Common Council about a year ago, proceed to make an immediate investigation of the sewage and water supply problems of this city and report its findings and conclusions to the proper authorities with suitable recommendations for an ultimate and permanent solution.

TRADING STAMP ATTACKED

Declaring it to be for the general welfare to prohibit the trading stamp business, the United States Court of Appeals of the District of Columbia this month rendered a decision which, if sustained by the United States Supreme Court, will put an end to the trading stamp industry as now conducted.

The case was one brought by the District of Columbia against William B. Kraft, the proprietor of a trading stamp concern which is doing business throughout the East. The defendant was arrested by the authorities, charged with a violation of an act of congress and at the time set for a hearing in the police court of the district, he moved to quash the indictment on the grounds that the act in question constituted an interference with the right of individuals to make contracts. The lower court granted the motion to quash after exhaustive arguments and the case was then appealed to the higher court by the federal authorities. In the decision just handed down that tribunal not only reverses the decision of the lower court, but virtually decides the case against the trading stamp companies by declaring them to be in business contrary to law.

In another action of the same nature in which an official of the Sperry & Hutchinson Co. was a defendant, the court in question on the same day upheld its own decision in the former case.

In concluding an exhaustive opinion in the Kraft case, the court says: "The whole country is now

agitated by the increased cost of living that has grown to alarming proportions, and legislative bodies are inquiring into its causes with a view, if possible, of providing remedies for the mischief. While there is a difference of opinion as to the chief source, all concur in the opinion that every introduction of superfluous middlemen and consequent unnecessary charges between producer and consumer undoubtedly contribute to swell the stream to overflowing. Had the statute under consideration (the act of congress under which the action was brought) been passed at the present session of congress it would be regarded as intended to promote the public welfare in this respect. Though enacted many years ago when the mischief was not great it answers the purpose of today.

"Now, what are the conditions presented by the facts in this case? An entirely unnecessary middleman, for his own profit solely, has injected himself between the merchant and his customer. He receives \$3.50 for every thousand stamps issued to the customers and redeems such as may be presented, in goods or in cash, at \$2.00 per thousand. By this means the corporation represented by the defendant in error has in the first year of its intervention received about \$12,000 which should have either been retained by the merchant or received by the customers.

"Several other concerns being engaged in the

same business, their profits are probably as great if not greater. We have then this large sum of money annually taken from the merchant and his customers and added to the gross cost of living of all the people without return. Is it not for the public welfare, in the judicial sense of the term, to prohibit such an undertaking? We think it is. Must this public welfare be sacrificed to the unlimited freedom of contract invoked in this case to protect the right to prey upon local commerce? We think not.

"With this we will close a discussion that has been carried to unusual length. Our excuse is the importance of the principle involved, and the great conflict of authority relating to it, which may furnish ground for a writ of certiorari to remove the

case to the Supreme Court of the United States where alone the vexed question may be settled.

"It follows that the police court erred in sustaining the motion to quash the indictment and its judgment must therefore be reversed with costs and the cause remanded for further proceedings in conformity with this decision."

Should the decision here quoted be sustained by the highest court of the land, it will mean, of course, an immediate end to the trading stamp business as now conducted.

Several of the larger stores of Milwaukee are immediately interested in the outcome of the suit and the subject is to be closely followed by the Retail Merchants division of the Association.

YEAR'S INVESTIGATION OF CHARITIES

Never before since the establishment of the Investigation Bureau under the supervision of the Charities' Committee of the Merchants and Manufacturers' Association has it demonstrated its usefulness as thoroughly as this spring.

Where Milwaukee has been overrun with outside solicitors in former years asking money from our members for a variety of purposes, the city has been remarkably free from this class of pests this year. This is directly attributable to the existence of the bureau and to the co-operation of our members in insisting that unknown solicitors and solicitors for unknown charities submit to an investigation and procure a card of endorsement from the bureau before contributing.

This works two ways. It satisfies the donor that he is contributing to a worthy cause, and acts as a warning to the unworthy by apprising them that their activities will be of little avail without first submitting to an investigation.

While complete records for the past year are not available, owing to a change in the management of the bureau last November, it is a conservative estimate to say that fully 300 inquiries have been answered by the bureau within the past twelve months. Since the present agent was placed in charge, the inquiries have ranged from 20 to 40 per month as follows:

December	37
January	19
February	23
March	27
April	21
May	12

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Of this number 109 were endorsed, 12 were condemned and the others were of a doubtful nature.

A total of 39 cards of endorsement have been issued, all for a limited period.

One of the most encouraging features in connection with this work is the co-operation that has been developed with the different churches and religious organizations throughout the city.

At different times throughout the year the churches hold fairs and bazaars and this formerly furnished an opening by which unscrupulous persons might ply their trade to get money from the unsuspecting by representing themselves as coming from the different churches.

To correct this a letter was sent to all the pastors in Milwaukee telling them of the purposes of the bureau and asking them, when sending out solicitors, to first procure a card of endorsement showing them to be authorized to ask money. The benefit of this plan was appreciated and as a result the bureau now has the co-operation of a majority of the churches in Milwaukee.

Gratifying results have also been manifested in the efforts made by the Charities' Committee and its Bureau of Investigation to secure official data from the various charitable and benevolent organizations in Milwaukee regarding their different lines of activities. In furtherance of this design, blanks were prepared and sent to the different organizations containing a list of questions on the desired subjects. These blanks are comprehensive, showing the value of property owned by the organization, its officers, the amount of money collected last year, the amount expended, salaries paid, etc.

By far a majority of the institutions have responded and the bureau consequently now has authoritative data at hand respecting them. Others are slowly sending in the blanks and it is hoped within a short time to have a comprehensive directory of information on this subject.

Meetings Held in the Association Rooms

- April 28— 3:00 p.m.—Retail Druggists Association.
4:00 p.m.—Jobbers Committee.
- May 2— 4:00 p.m.—Wholesale Liquor Dealers.
8:00 p.m.—M. M. & Octette.
12:00 Noon—Membership Committee.
4— 4:00 p.m.—New Industries Committee.
5— 4:30 p.m.—Voters League.
6—12:00 Noon—Retail Merchants Division.
4:00 p.m.—Directors Meeting.
4:00 p.m.—St. Mary's Hospital Com'tee.
7—11:30 a.m.—Frost Milk Conference.
9— 3:00 p.m.—New Industries Committee.
11—12:00 Noon—Jobbers Committee.
12—12:00 Noon—Transportation Committee.
12:00 Noon—Milwaukee Aero Club.
8:00 p.m.—Advertisers Club.
13—12:00 Noon—Retail Merchants Division.
14— 4:00 p.m.—Jobbers Sub-Committee.
16—12:00 Noon—Membership Committee.
12:00 Noon—Retail Merchants Division.
12:00 Noon—Jobbers Sub-Committee.
18— 8:00 p.m.—Retail Sub-Committee.
19— 4:00 p.m.—Voters League.
20—12:00 Noon—Retail Merchants Division.
23—12:00 Noon—Jobbers Sub-Committee.
1:30 p.m.—Jobbers Railroad Conference.
24— 4:00 p.m.—New Industries Committee.
26— 3:00 p.m.—John A. Fox Conference.
3:00 p.m.—Mayor Seidel—Retail Conference.
- May 27—10:00 a.m.—Taxation Conference.
12:00 Noon—Jobbers Committee.
12:00 Noon—Retail Merchants Division.
4:00 p.m.—Jobbers and Manufacturers.
28— 2:30 p.m.—Board of Directors.
4:00 p.m.—Jobbers Committee.
31—12:30 p.m.—Membership Committee.

June Meetings

- June 1—10:00 a.m.—Express Case Hearings (6 sessions).
12:00 Noon—Jobbers Committee.
2— 8:00 p.m.—Isthmus Plantation Ass'n.
4:00 p.m.—Civics and Philanthropy.
3—12:00 Noon—Retail Merchants Division.
4:00 p.m.—Board of Directors.
10—12:00 Noon—Retail Merchants Division.
14— 8:00 p.m.—Retail Merchants Com'tee.
17— 4:00 p.m.—Wholesalers Committee.
12:00 Noon—Jobbers Committee.
20— 4:00 p.m.—Public Affairs Committee.
4:00 p.m.—Municipal Sanitation.
21— 4:00 p.m.—Special Manufacturers Meeting.
23—12:00 Noon—Jobbers Committee.
27— 1:30 p.m.—Transportation Committee.
3:00 p.m.—Legislative Committee.
28— 9:00 a.m.—Commercial Secretaries.
4:00 p.m.—Board of Directors.

EXCURSION TO MICHIGAN

Fifty members of the Merchants and Manufacturers' Association who participated in the ninth annual trip to Michigan in June, 1909, will be the guests of President Gus, Kitzinger and Vice-President F. C. Reynolds of the Pere Marquette Line Steamers on an excursion to Ludington and Manistee, July 14th and 15th.

The Milwaukee business men will leave Thursday evening, arriving in Ludington early Friday morning, leaving about 10 o'clock to arrive in Manistee shortly after noon. The boat will return to Ludington so that the Milwaukee merchants may spend a few hours before embarking for Milwaukee where they will arrive early Saturday morning.

Arrangements for the excursion are in the entire charge of the Committee on Jobbers. The following firms will be represented on the excursion:

MANISTEE-LUDINGTON PARTICIPANTS

- 1 American Candy Co.....Louis Kuhn
- 2 Jul. Andrae & Sons Co.....F. T. Andrae
- 3 Wm. Berger & Co.....Wm. Berger
- 4 Blumenfeld, Locher & Brown Co.....
F. P. Blumenfeld
- 5 Bradley & Metcalf Co.....C. F. Golling
- 6 Burdick & Allen.....Wm. S. Allen
- 7 C. & N.-W. Railway.....Chas. Thompson
- 8 Cramer-Krasselt Co.....F. G. Cramer
- 9 Ellsworth & Thayer Mfg. Co...John L. Klingler
- 10 Fidelity Trust Co.....Wm. A. Jackson
- 11 First National Bank.....E. J. Hughes
- 12 Wm. Frankfurth Hardware Co...Erwin Foerster
- 13 Friend Bros. Clothing Co.....Harry E. Friend
- 14 Friend & Marks.....M. Marks
- 15 German-American Bank.....E. A. Farmer

16	Germania National Bank.....	A. L. Schultz	36	Rockwell Mfg. Co.....	John H. Moss
17	E. R. Godfrey & Sons.....	E. R. Godfrey	37	Romdy, Peckham & Dexter Co.....	J. McLeod
18	Goll & Frank Co.....	Oscar Loeffler	38	Schmidt, Gaertner, Vallee Co.....	E. A. Vallee
19	A. Grossenbach & Co.....	Wilmer Sieg	39	H. C. Schranek Co.....	H. C. Schranek
20	Landauer & Co.....	H. L. Eisen	40	Schuckmann & Seligmann Co.....	Moritz Seligmann
21	Ladington Salt Co.....	John C. Post	41	Speich Stove Repair Co.....	Albert Speich
22	M. St. P. & S. S. M. Railway....	John Millington	42	Rundle, Spence Mfg. Co.....	Wm. G. Spence
23	Marshall & Hsley Bank.....	John Puelicher	43	H. Stern, Jr. & Bro. Co.....	H. Jalms
24	F. Mayer Boot & Shoe Co.....	Adam J. Mayer	44	Wisconsin National Bank.....	Willis L. Cheney
25	Merchants & Manufacturers Bank.....	M. A. Graettinger	45	Wisconsin Telephone Co.....	Alonzo Burt
26	Miller-Genz Co.....	John H. Gayhart	46	Vilter Manufacturing Co.....	Wm. O. Vilter
27	Milwaukee Corrugating Co.....	A. J. Luedke	47	George R. Gove.....	Assistant Secretary
28	Milwaukee Gas Light Co.....	S. J. Glass		Representatives of	
29	The Morawetz Co.....	Harry Morawetz		Milwaukee Sentinel	
30	National Exchange Bank.....	Wm. H. Post		Milwaukee Free Press	
31	A. J. W. Pierce & Co.....	A. W. Collinge		Evening Wisconsin	
32	Chas. Polacheck & Bro. Co.....	Phillip Polacheck		Journal	
33	John Pritzlaff Hardware Co.....	L. Wieland		Daily News	
34	Ranser, Leavens & Kissinger Co....	A. F. Leavens		Germania-Herold Association	
35	J. H. Rice & Friedmann Co....	H. H. Schwarting			

ADVERTISING RATES AND SPACE

in Civics and Commerce upon application

Address all communications, including changes in copy, to Merchants and
Manufacturers Association, care of F. G. BARNUM,

Room 707 Germania Bldg.

Advertising Manager

In Memoriam.

It is with deep sorrow that the Directors of the Merchants and Manufacturers Association announce the deaths of Henry Niedecken, Thursday, May the fifth, and of George Brumder on Monday, May the ninth, nineteen hundred ten

In Memoriam.

Whereas, Frederick W. Sivyer, a highly respected resident of Milwaukee and a former President of the Merchants and Manufacturers Association departed this life on June 11, 1910, after an active career as a manufacturer and citizen, be it

Resolved, That we, the members of the Board of Directors of the Merchants and Manufacturers Association, his contemporaries and friends, herewith express, for ourselves and for the association, a deep sense of regret and sorrow at the death of this useful citizen; that we express our appreciation of the fact that during his life time he manifested a lively and active interest in the movements making for the growth and development of the city; that through his active and devoted interest in and for the younger generation he made a valuable contribution to the

cause of industrial education by founding the Milwaukee School of Trades, and rendered other valuable service to the advancement of education; that he possessed many qualities of head and heart which endeared him

to those who came in contact with him; that, he proved himself a kind father and a loving husband; that in his death the community has suffered a great loss; that as a friend and companion, as a business man and a generous and public spirited citizen his memory will live in the hearts of men

for many years to come, and be it further

Resolved, That our sympathies be extended to his immediate relatives, and that a copy of these resolutions be transmitted to his widow Mrs. Frederick W. Sivyer and son Frederick L. Sivyer.



F. W. SIVYER

Officers and Directors

Gen. OTTO H. FALK, *President*—Vice-President
The Falk Company
WM. B. STRONG, *Vice-President*—President Mil-
waukee Drug Co.

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German-American Bank
GEORGE R. GOVE, *Assistant Secretary*

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Merchants and Manufacturers Octette

Carl Haase, Leader and Director; Harry Meiner,
J. W. Buss, 1st tenors; Robert L. Frost,

Theodore Riedburg, 2d tenors; A. Olinger,
Robert Owen, 1st basses; F. N. Rodden, Carl
Haase, 2d basses.

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Clement B. Stern—Bernhard Stern & Sons Co.
Wilmer Sieg—A. Grossenbach & Co.
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Aubrey J. Maguire—The Bartles-Maguire Oil Co.
A. T. Van Scoy—International Harvester Co.
E. M. Schwartzburg—National Enameling &
Stamping Co.
Fred L. Sivyer—Northwestern Malleable Iron
Co.
Robert Uihlein—Jos. Schlitz Brewing Co.

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Adam J. Mayer—F. Mayer Boot & Shoe Co.
Oscar Loefler—Goll & Frank Co.
Harry E. Friend—Friend Bros. Clothing Co.
John B. Bangs—Milwaukee Photo Materials Co.
John H. Gayhart—The Miller-Genz Co.
H. L. Eisen—Laudauer & Co.
Erwin Foerster—Wm. Frankfurth Hardware Co.
L. A. Lange—Yahr & Lange Drug Co.
Moritz Seligmann—Schueckmann & Seligmann
Lawrence McGreal—Talking Machines
Louis Kuhn—American Candy Co.

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Poss, Attorneys
A. T. Van Scoy, Vice-Chairman—International
Harvester Co.
Representing Iron and Steel Industry:
Hon. P. D. Carpenter—The Falk Co.

Max W. Ballb—Allis-Chalmers Co.
Thomas J. Neacy—The Filer & Stowell Co.
W. J. Fairbairn—Milwaukee Metal Trades &
Founders Ass'n
Representing the Jobbers Trade:
Henry C. Schranck—H. C. Schranck Co.
Representing the Retail Merchants Division:
Frank K. Espenhain—Espenhain Dry Goods Co.
Representing the Wood Working Industry:
L. F. Crosby—Matthews Bros. Mfg. Co.
Representing the Leather Industry:
Albert F. Gallun—A. F. Gallun & Sons
Representing the Brewing Industry:
Gustav Becherer—Milwaukee Brewing Co.
Representing the Chamber of Commerce:
E. J. Furlong—Paite, Webber & Co.
Representing the Milwaukee Board of Fire
Underwriters:
Gustav Wollaefer, Jr.—Concordia Fire Ins. Co.
Representing the Coal Trade:
J. W. Simpson—Milwaukee-Western Fuel Co.
Representing the Knitting Industry:
L. Heilbronner—Holeproof Hosiery Co.
Representing Banks and Trust Companies:
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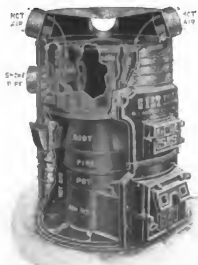
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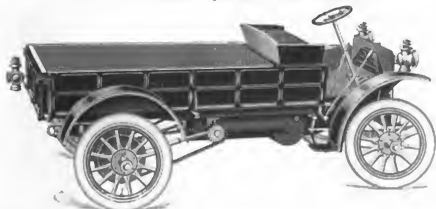
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Old Series No. 37

New Series No. 3

September 1910

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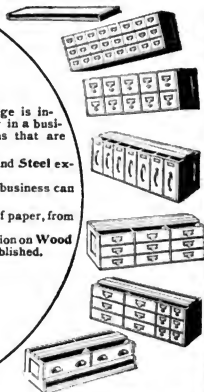
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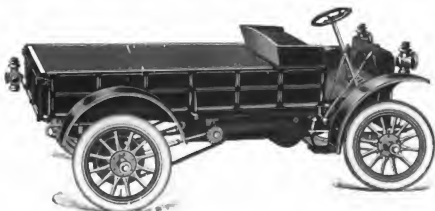
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Organized March 5th, 1861

OFFICES AND CLUB ROOM: GERMANIA BUILDING

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FEBRUARY, 1911

Civics and Commerce

PUBLISHED BY THE BOARD OF DIRECTORS

OLD SERIES NO. 42

NEW SERIES NO. 8

ASSOCIATION ACTIVITIES OF THE YEAR

Review by Gen. Otto H. Falk, President, Merchants and Manufacturers Association, Annual Meeting, February 6, 1911.

It has been the custom for many years to present at the annual meeting a review of the association's labors of the previous year. This task was usually assigned to the President and Secretary. Three years ago, however, it was decided to divide the reports and let the chairmen of important committees review the work assigned to them. This plan will be observed this year.

I shall therefore confine myself to the general association movements and policies only and leave discussion on special labors to the reports to be submitted by Committee Chairmen.

A Widened Scope

The association during the past year entered in some respects upon a new era in that it widened its scope to a considerable degree. It will be remembered that a year ago last fall a movement was inaugurated whereby it was aimed to consolidate the various commercial bodies of the city. This movement did not realize all that was expected. The Retail Merchants' Association was the only one which joined hands with the Merchants and Manufacturers' Association. The consolidation, however, was made under an entirely new plan of organization, permitting not only the establishment of regular bureaus, but also the formation of divisions within the association.

Under this plan the Retail Merchants' Division was organized and placed upon an active and useful basis. In this connection it is perhaps safe to say that never in the history of the city have the interests of the retail merchants

been guarded more efficiently and effectively. This division has now in progress of organization a Credit Bureau which promises to become a valuable factor in the retail business of the city.

One of the needs of the organization for the coming year is an active membership committee. While there are voluntary applications for admission to the association, there also are membership losses caused by resignations, death or removal from the city. The ranks must be recruited and an effort must be made to secure all business men not now members of the association.

There are business men in the community who, while they reap the benefits of the association's labors, are, nevertheless, absolutely ignorant of the services which it renders to them. These men are apt to stand back and criticize rather than to come forward and lend their support.

It will be the duty of the association to seek them out, familiarize them with the work that has been performed, the task that is constantly before us and secure their co-operation.

Membership and Dues

At the meeting held one year ago it was decided to increase the membership dues from \$10 to \$25 and to place the association upon a better financial footing and to enable it to engage in labors it had not hitherto attempted.

There were those who believed that this change might be attended with serious consequences in that the membership would decline

Advertising Schemes Discredited

The Bureau of Investigation, maintained by this Association, has received, investigated and answered, a total of 33 inquiries during the past month. Of these 26 were endorsed as being worthy of aid, and 7 were not endorsed. Those not endorsed included two colored solicitors asking money for local churches, who were unauthorized to do so. There were also two private advertising schemes which could not be endorsed, and the three other inquiries related to the Cardinal, an alleged anti-Socialist publication, promulgated by men whose records were such as to prevent any great amount of confidence being placed in them. The paper has since ceased publication, and those back of the enterprise have been arrested, and are out on bail on charges preferred by their fellow stockholders.

Six cards of endorsement have been issued since our last report, two of which were given to local reputable organizations that were soliciting advertisements, one to the St. Vincent's Orphan Asylum, and three to various churches.

The committee now has under consideration a change of policy relative to the issuing of cards for the soliciting of advertisements. Heretofore it has been the rule that these cards were issued to reputable local organizations after investigation. But so unceasing are these demands on the business men of Milwaukee, and so increasing are the schemes of this nature, that the committee is considering the adoption of a rule against the issuing of cards for the soliciting of advertisements by any organization whatever. It is evident that these cards are used, even by reputable local organizations in many instances, as a sort of a club by which to force business men to patronize the scheme, and neither this organization, nor its Charities Committee can afford to be placed in that position.

This does not necessarily mean that no investigations of these propositions will hereafter be made. Rather is it the idea of the committee that these investigations will be made in every instance, and that the Bureau will continue to act in an advisory capacity concerning them.

Need of Credit Bureau Shown

The Credit Bureau of the Retail Merchants Division was formally opened on April 4, 1911, after about five months of preparation.

The first day the Bureau was open, a total of 90 inquiries regarding the credit rating of different individuals were received and answered, and during the first week the total number of inquiries was 458. Since that time no exact count of the number of inquiries answered has been kept, owing to lack of time on the part of those connected with the Bureau, but it can safely be said that the number of inquiries has increased, and is daily increasing, and we believe the Bureau is filling a definite need in the retail business world of Milwaukee.

Since the Bureau opened four different firms have voluntarily applied for, and been given the privilege of the services of the Bureau. In addition five or six other firms have telephoned in for information as to how they might secure the services of the Bureau.

The Bureau is on a purely subscription basis for the first year, each firm contributing according to the benefits it hopes to derive. This course

was made necessary because in the nature of things it was impossible to know the cost of installing and maintaining the Bureau for the first year, and so no definite basis could be arrived at. At the beginning of our second year, however, the cost will then be definitely known, and each firm will be charged a certain amount per inquiry sufficient to maintain the institution. There are now 64 firms contributing to, and receiving the services of the Bureau. It is hoped that this number may be increased within a short time. On the day of its opening there were between 47,000 and 48,000 cards on file in the Bureau, with from 1 to 10 credit ratings on each card. This number has been added to by from 40 to 50 each day, which represents approximately the amount of original investigations made by the Bureau in cases where no credit ratings were on hand. Thus the fund of information is steadily growing, and the advantage to the retail business world is easily apparent, and these advantages will steadily increase as the Bureau continues in operation.

FACTORIES AND PARKS

By General Otto H. Falk

The statement has repeatedly been made by representatives of the city administration that if the Menomonic Valley had been bought years ago for park purposes it would not render offensive odors now. Another statement was recently made to the effect that the Kinnickinnic valley should have been purchased many years ago and converted into an ideal beauty spot.

These statements have gone unchallenged and the public is led to believe that the early builders of the city had been a pack of blunderers who had no eye to the future. It remains a fact that the Menomonic valley has been Milwaukee's natural workshop. Its location and topography have adapted it for manufacturing and transportation purposes. Here industrial activities have thrived and given employment to thousands of men. The same may be said of the Kinnickinnic valley.

Necessity and common sense have determined the uses of the valley for what nature and expediency designed them. These valleys together with the river have made Milwaukee what it is today—namely, a great manufacturing center.

A manufacturing city must have locations for its factories which are accessible by water and rail transportation. Without these Milwaukee would have remained a country village. The Menomonic valley has been a great asset to industrial Milwaukee and to the wage earner.

Another thing should be remembered. The man who works in a factory cannot keep himself as clean as the bank clerk. This applies to cities as well. The Menomonic valley is bound to emit smoke, soot and snells. While I believe in reducing these evils to a minimum it should not be forgotten that manufacturing must be

done somewhere if you want to keep the workmen employed and maintain a thrifty city.

City Clerk Thompson recently in a newspaper interview is credited as saying that people formerly residing near the Menomonic valley now seek homes on the east side in order "to flee from their own filth."

It has always seemed to me that remarks of this kind are unwise and ought not to be made as they lead to erroneous impressions and wrong conclusions. They prompt the suggestion that manufacturing is a bad business and that labor is a filthy operation. All honest labor must be deemed clean. You cannot have boulevards in factory districts any more than you can locate tanneries and founderies on Prospect Avenue or Highland Boulevard.

The two great valleys, the Menomonic and Kinnickinnic, have been the great natural transportation gateways to Milwaukee. They have made it possible for railroads to enter the city. Certain industries have clustered about their tracks where shipping facilities for raw materials, fuel and the finished product are afforded.

I favor parks as enthusiastically as any citizen can, but I do not believe that it is necessary to condemn factory districts in order to favor park projects. There are places for parks as well as for factories. But, if Milwaukee had no factories it would have little use for its parks.

Let us regard our factory districts as blessings rather than as misances. We ought to have more Menomonic and Kinnickinnic valleys and more factories and more railroads. We need more blazing furnaces and smoking chimneys. That would mean more work, more wages, more thrift and more prosperity.

A Commercial Trip to Europe

Members of the Merchants and Manufacturers' Association have been invited to join the Boston Chamber of Commerce on a tour of Europe. The purposes of the trip are:

1. To study industrial conditions in the cities visited.

2. To observe European methods of municipal administration.

3. To inspect shipping and freight-handling facilities including docks, terminals, etc.

4. To extend a personal invitation to European commercial organizations and municipi-

pal officials to attend the fifth International Congress of Chambers of Commerce in Boston in 1912.

5. To establish and encourage more personal and friendly relations between European and American business men.

The cost of the trip is about \$800. The

itinerary indicates that an exceptional opportunity is offered to secure at first hand accurate information regarding industrial, commercial and municipal conditions abroad. It also makes it possible for those who are interested in foreign trade to establish personal relations with some of the leading business men of Europe.

TRACING

In business, if we lessen the correspondence we are to take care of, we feel that we are economizing; and further, if we lessen the correspondence of those we deal with, outside of their orders for what we have to sell, we feel as if both sides of the correspondence field have been brought nearer to practical economy.

In the transportation of freight about the United States, there has grown a great evil, so nearly absolutely useless that one wonders why the tracing of freight shipments is so generally practiced.

There are several reasons why a shipment does not reach the purchaser as quickly as the purchaser would desire. The first reason, very often, is the purchase is made after the article is urgently needed, and another reason might be a delay in the mails, causing the order to be slow in arriving at its point of supply. It is possible that a question of the credit of the buyer may be involved, causing delay in the filling of the order. There may be congestion in the office where the purchase is made, and the order delayed there; there may be congestion in the factory or ware-rooms; there may be a shortage of supply of some portions of the order; the order itself may be misplaced.

But assuming that all of the above has not occurred, the order has not been delayed in any way and is not wanted in a hurry. There is yet reason to consider the intricacies the shipment goes through to get to its destination. It is one thing to put some money and a bit of paper into a small receptacle strung on a wire with a spring behind it, as is seen in many stores, where they transmit the cash from sales counter to cashier, pull a trigger and see it go direct to its destination; and it is another thing to deliver a small shipment to the railroad station of a large city,

to be mixed up with a great variety of other shipments, then sorted out, placed in the proper cars, they in their turn to be taken to the classification yards, and the cars themselves assorted out, before they are ready to start on their journey. It means there is much to be done after the railroad has accepted for the shipment but before the shipment is actually on its way to its destination.

A customer either wires or writes, calling attention to the fact that his order placed a few days before has not arrived and please trace or wire trace. Sometimes these requests are made at the same time the order is given.

As soon as the firm receiving the order receives the request to trace or wire trace, they have some one in their employ make an extra copy of the bill of lading or shipping ticket, that is, after the shipment has been made this is sent to the local or commercial office of the transportation line the shipment moves over. Sometimes this is followed by one or more repeats of the same requests to trace the same shipment.

In the meantime, what is the shipment doing? It is traveling on its journey quite all unconscious of the great hullabaloo behind it to hurry it to its destination. It is deaf and it trundles on its way no faster and no slower, because it is being traced. Why?

Because transportation lines are well organized, have an immense amount of freight to handle, and apply the best systems thought out to giving despatch service on every shipment they handle. No one shipment can be taken out of its orderly place and given special transportation to speed it on its way because some one is aching to get it. The idea of that happening is absurd. If one stops to think about it, then, why trace? Because you are in a hurry, it don't hurry

the shipment, but makes a lot of worry, work and useless correspondence for the purchaser, seller and transportation lines involved.

When a shipment is missing and will not check up with the way-bill, the transportation lines do some looking for it, because if they have receipts for the shipment and cannot deliver it they must pay for it.

It is reasonable when a shipment has not arrived in a reasonable length of time, and has been unreported for a long enough time to be evident that it is astray or lost, that it should be industriously traced, and the transportation line involved urged to use its best efforts to deliver the shipment before a claim is filed for the loss.

When one desires to know what time is consumed between starting and finishing point, a tracer will bring that information in the course of time.

What happens when you send a railroad office a request to trace a shipment? It is one of many, maybe hundreds, that are arriving at the

same office daily, and as they come in they are placed at the bottom of a stack of others; the tracing clerk takes the top one, looks up the way-bill reference and makes inquiry at point of origin and destination as to time of starting and delivery; all of this takes much time and causes a lot of research work on the part of the employees of the transportation line involved. In the course of time the person requesting tracing receives a letter stating the shipment arrived at its destination on a certain date. This information is from two weeks to two months getting around, and only tells one the date the shipment arrived, if it did arrive, but the shipment moved no faster, for it would be impossible for it to move faster, in spite of all of the worry, work and anxiety brought out by the request to trace. In this connection there is very little thought given to the immense amount of expense placed on the transportation lines by the useless tracing, which someone must pay for. WHY TRACE?

National Car Demurrage Rules Explained

Explanations to Demurrage Rules

Rule 1—Cars Subject to Rules

Cars loaded with company material for use of and consigned to the railroad in whose possession the cars are held are not subject to demurrage.

Empty cars placed for loading with company material are subject to demurrage, unless the loading is done by the railroad company for which the material is intended and on its track.

(a) Empty cars placed for loading live stock by shippers are not exempt and should be reported.

(b) Live poultry is not considered as live stock, and cars so loaded are subject to demurrage.

(c) Empty private cars stored on tracks switched by carriers, taken for loading without order or requisition from shipper, and without formal assignment by carrier's agent, shall be recorded as placed for loading when actual loading is begun.

The American Railway Association has adopted a set of explanations to the "National Demurrage Rules," that being the designation used for the uniform demurrage code which was adopted by the National Association of Railway Commissioners and afterwards on December 18, 1909, recommended by the Interstate Commerce Commission for use throughout the country.

The Interstate Commerce Commission, recognizing the great benefits to be derived from uniformity in explanations to car-service rules, is desirous of lending its influence to the movement and tentatively indorses the explanations adopted by the American Railway Association and recommends that they be made effective wherever the National Car Demurrage Rules have been adopted. This action is, of course, subject to the right and duty of the Commission to inquire into the legality or reasonableness of any explanation or explanations which may be made the subject of complaint.

NOTE—Private cars belonging to an industry which does its own switching, placed upon an interchange track for forwarding and refused by the carrier's inspector, shall be released from demurrage if withdrawn by the industry from the interchange track within 24 hours after rejection.

Private cars are not in railroad service—

(a) When loaded and unloaded on the tracks of the owner and not moved over the tracks of a carrier.

(b) When placed by the carrier for loading on the tracks of the owner and refused by the inspector.

Rule 2—Free Time Allowed

(a) When the same car is both unloaded and reloaded, each transaction will be treated as independent of the other.

(b) 1. Applies to cars held on carrier line for disposition. A change of consignee after arrival of car at destination is not a reconsignment under these rules, unless a switching movement covered by a tariff is involved. It also includes cars held in transit for reconsignment. See also rule 3 (b).

It also applies to cars held on the carrier line within a switching district consigned to a point on a switching line within such district which can not be received on account of disability of the consignee. The carrier line must in all cases give notice in writing to the consignee of all cars so held. Time will be computed in accordance with rule 3 (b).

Rule 3—Computing Time

NOTE—The exemption of holidays does not include half holidays.

(b) When orders for cars held for disposition or reconsignment are mailed, such orders will release cars at 7 a.m. of the date orders are received at the station where the freight is held, provided the orders are mailed prior to the date received, but orders mailed and received on the same date release cars the following 7 a.m.

Rule 4—Notification

When cars are for delivery to public-team tracks, and placement is delayed for more than 24 hours after notice of arrival is given, a notice of placement must also be given to the consignee, and the free time for unloading computed according to the notice of placement.

Rule 7—Demurrage Charge

Charges accruing under these rules must be collected in the same manner and with the same regularity and promptness as other transportation charges.

Rule 8—Claims

The exemption on account of high water or snowdrifts applies only when the point at which car is placed for loading or unloading is inaccessible to the general public by reason of these conditions.

Progress in the Legislature

Latest Tentative Income Tax Law Attacked from all Sides

May 12th this legislature entered upon the fifth month of the session.

The four months which have passed have witnessed the enactment into law of only one of the great measures entrusted to special committees by the session of 1909 and endorsed in the party platforms in the campaign resulting in the election of this legislature.

This measure, the employers' liability act, formerly known as Bill 12S, but now Chapter 50 of the laws of 1911, will be given an immediate test in the Supreme Court by the Merchants and Manufacturers' Association and the Wisconsin Manufacturers' Association in a friendly suit in order that the validity of the law and of its various parts may be passed upon by the Supreme Court before the act becomes effective, Sept. 1.

Another of the platform measures, the Income Tax Bill, is still in the hands of the committee, although a second tentative measure was hung up to be shot at in general public hearings during the week of May 8th. The general opinion of the second tentative bill was that it was even worse than the first bill introduced, which was partially abandoned after the first hearing. The committee professes to expect to introduce a bill which will command sufficient support to pass both houses of the legislature, but generally it appears to be the opinion that there is not sufficient time remaining in which to whip the measure into shape to meet the approval of the legislature and of the governor.

The Metcalf Woman's Labor Bill, No. 22A, has again made its appearance in the shape of

two substitutes, the second of which, reported May 11th, has features of whose constitutionality there is grave doubt. The child labor bill was reported in by substitute and re-referred by its friends to the committee again after a severe grilling on the floor of the Assembly and only made its appearance again at the close of last week. By the new draft municipal, county and juvenile court judges may issue permits and the age limit for girls affected by this bill is reduced to 16. The hours are the same, eight a day or forty-eight a week.

This week will witness a trial of strength between the friends of the Bodenstab, or original Milwaukee home rule measure, and the Stern bill, which has passed the Assembly, in the Senate. Conservative opinion leans towards the Bodenstab measure as the least dangerous measure of the two.

There appears some probability of a disagreement between the two houses on the Good Roads proposition, the Donald bill having passed the Senate, and the Assembly committee reporting out the Jones bill as a substitute.

The Donald bill called for a commission of five, to include the dean of the Engineering College and the state geologist. The Jones bill cuts the commission to three, eliminating participation by the university except for assistance in investigations, and recognizes the county and town as the units in road building. The initiative is with the town and each town must levy one-half mill as a minimum, which may be increased to

three mills. The county is required to duplicate the sum raised by the town. All money for highways is to be expended under the direction of the county highways commission. The sentiment in the Assembly is such that it is expected to pass the Jones substitute, when the differences of the two houses will necessarily be fought out in a conference committee.

Efforts have been started to shut off the introduction of new bills which have been coming forward in both houses at an unparalleled rate for so late a date in the session. It is believed there is easily work enough already in sight to carry the legislature through until at least the middle of June, while propositions for a recess until next winter have been brought forward by a number of prominent members in either house. However, it appears to be the determination of the administration leaders to fight the thing through to a final adjournment at this time.

An important step looking toward the expediting of legislative business is now under consideration. It contemplates a short session for the introduction of bills, then a recess, to be followed by the regular business session, a plan which has frequently been proposed in the past. It is now being considered seriously, however, and a joint committee will probably be appointed to sit during the recess before the next legislature to determine, if possible, means of shortening Wisconsin's legislative sessions, a consummation for which the business interests of the state will devoutly wish.

The Menomonie Valley Dynamite Explosion

The explosion which occurred on the night of March 16th, 1911, at the coal docks of the Milwaukee-Western Fuel Company in the Menomonie Valley, destroying a huge coal hoist, was deliberately planned and executed. This fact has been established beyond the peradventure of a doubt. It has also been learned that the calamity was due neither to spontaneous combustion nor to the explosion of gas, but to the use of dynamite explosives which were deliberately and ingeniously placed so as to cause the greatest possible damage.

While events involving the loss of property may linger in the public mind for a few days only and then be forgotten the full meaning of the calamity in question should not only become a matter of common knowledge, but of serious

concern as well. The loss sustained by the owners of the coal crane, which reaches the sum of \$125,000.00, is a minor one compared with the losses the community will sustain unless public sentiment will assert itself on the question involved in a vigorous and unmistakable manner.

In an inquiry made the remarkable facts develop that the explosion in question is one of a series of eighty similar explosions perpetrated in different sections of the country where steel constructed bridges, cranes or buildings were partially or totally destroyed.

And here it also develops that in each instance where iron construction had been dynamited the said construction had been carried on under open shop rules.

The contracting company, having met with similar experiences elsewhere, guarded the crane during the construction period. But, after the completion of the contract and acceptance by the owners on March 1st, the guards were taken off. The explosion occurred seventeen days later.

It is also significant to note that iron and steel construction work carried on under closed shop rules has not been tampered with while similar work done under an open shop policy has always met with destruction or attempted destruction. The conclusion to be drawn is obvious.

As already stated the general public is less concerned in the destruction of the property in question as it is with the causes which led to such destruction. It may be well to consider in this connection the vital issue to be dealt with here, namely, the problem of an open and closed shop policy and determine which shall be recognized by the industrial interests of the city. The dynamiting of the coal crane is merely a reminder that the solution of the larger and deeper question must finally rest in a wholesome public sentiment.

The question of an open or closed shop policy is not a new one. Its merits have been tested and the experience gained has decided most emphatically in favor of the open shop. The closed shop is not only an un-American institution, but it seeks to limit production and interfere with the freedom of labor. Industrial centers have been made and unmade in taking an uncertain attitude on this important question.

It is a well known fact that the closed shop policy has deprived San Francisco of more than one-half of its industries; that the industries of Buffalo where the closed shop has been recognized has declined while the industries of Detroit where the open shop policy has been maintained have grown enormously. Numerous instances might be cited showing that the closed shop policy has tended to limit production and increases the cost of the same and to place the manufacturer at a disadvantage in competing with those maintaining an open shop policy.

The Milwaukee Chapter of the American Institute of Banking has extended its cordial thanks to the Merchants and Manufacturers' Association for the use of the Association's assembly hall during the past year. The membership of the chapter is made up of the bank clerks of the city who are pursuing studies in the science of banking.

Milwaukee is an industrial center. It derives its chief support through its manufacturing interests. Its products are constantly brought into close competition with similar products of other centers. It must be able to manufacture as economically and efficiently as do other industrial centers. It must therefore also hold to conditions that will produce these results. The open shop policy is one of the important conditions to industrial growth which must be maintained.

In view of the circumstances which surround the dynamiting of the coal hoist, the animus which prompted the outrageous deed together with the duty which the city owes to itself in securing continued growth and material welfare, the following resolutions are submitted:

Resolved, That it is the sense of this meeting that the perpetrators of the outrageous dynamiting of the coal crane in thus destroying valuable property in a spirit of revenge, deserves the severest condemnation of all law abiding people and that crimes of this character deserve the most severe punishment, and be it further

Resolved, That inasmuch as justice teaches that the closed shop is an un-American institution and that experience teaches that no city can adopt the same without depreciating its productive power and causing permanent injury to its industrial interests. Be it further

Resolved, That we urge upon the Milwaukee-Western Fuel Company to reconstruct its coal cranes upon an open shop policy and thus set a standard for the industrial activities of the city which will be conducive to its further growth and prosperity. And to the end that the aims and purposes of these resolutions may be effectually and fully realized we herewith pledge our active and vigorous support.

Otto H. Falk
Eltinge Elmore
Edward J. Furlong
J. W. P. Lombard
J. H. Kopmeier

FACTORY, a large property for sale or rent. Factory has two stories, brick, with 25,500 square feet floor space. Corliss engine, power elevator, rent about \$225 monthly. Other property nearby. Lynus and Woodward Streets. Address F. P. Kemp Smith, 382 18th Avenue.

The New Industrial Insurance Law

The validity of the industrial insurance is to be tested in the courts. The Board of Directors of the Merchants and Manufacturers' Association and the legislative committee of the Wisconsin Manufacturers' Association have come to the conclusion that friendly suit is to be instituted at once.

This is not to be done in opposition to the act but rather for the purpose of fixing the exact status of the law in order that the employers of the state may determine whether or not to come under the act. There are several provisions in the new law which render the question of actual liability in case of accidents, an uncertain one. One of these relates to the clause that if certain sections are declared unconstitutional the balance of the law is to remain intact.

This feature increases the uncertainties as to the liabilities the employer may incur and has led to the general belief that absolute clearness must be obtained before he can declare his acceptance of the same. This applies to the workman as well who also enjoys the option to accept or reject the law.

Gen. Otto H. Falk, President of the Merchants and Manufacturers' Association, in discussing the subject made the following statement regarding the same:

"It is true that an action will be brought to test the constitutionality of the so-called Workman's Compensation Act. This test action is not to be construed as hostility to the principle involved, but only as an absolute necessity. Sooner or later the act is sure to be tested and if tested in the shape of an action for damages will not reach the Supreme Court for two or three years.

"In the meantime, compensation would be paid by employers operating under the act to many persons not entitled to compensation under the common law and if at last the act were declared unconstitutional, actions would be brought for added damages by all those entitled to compensation under the common law and in fact compensated according to the lower scale of this act. If this happened the effects would be very bad and the mere uncertainty as to the outcome would handicap business enterprise until the final determination was had.

"The legislative committee of the Merchants and Manufacturers' Association has labored

faithfully with the committee appointed by the legislature to get an act that would be fair and workable; one under which the delicate experiment could be tried in such a manner that if it should fail it would be known once and for all, that the failure was due to an inherent weakness in the idea itself and not to any unworkable detail in the law.

"In this acceptable shape, the bill passed the Senate, but to our bitter disappointment, an amendment was tacked on by the Assembly at the eleventh hour and accepted by the Senate, attempting to separate the bill into parts so that if one part were declared unconstitutional, the other parts might still remain as law. Should anything like this happen and the act be left on the statute books in fragmentary shape, it would be so unfair as to result in almost certain disaster.

"The application of the principle as a whole is new to American law and fraught with many extremely doubtful constitutional questions. It is for the best interest of all parties that these questions be determined as soon as possible. We shall ask the state to institute an action and if the state declines to do so, we shall ask the Supreme Court for permission to institute an original action there on the relation of the state and shall respectfully urge that the matter be heard and decided before September 1st, when the compensation features of the act are to go into operation."

Mr. James A. Fetterly, who served for the past year in the capacity of Secretary of the Retail Merchants Division, as well as the manager of the Credit Bureau and the Bureau of Investigation, has been appointed Assistant Secretary of the Association to succeed Mr. Gove.

The appointment is considered in the nature of a promotion. The Board of Directors in selecting Mr. Fetterly recognized the splendid services he had rendered in his former position and held that he was entitled to the promotion.

Mr. Fetterly had extended experience as a newspaper reporter when he assumed his association duties a year ago. He readily adapted himself to the commercial phases of the position and developed the Credit Bureau into a valuable and important institution.

MEN *of* M



FRED W. ROGERS

For more than seven years Fred W. Rogers has been a member of Board of Directors of the Merchants and Manufacturers' Association antedating his service as a director he was for many years active in committee labors of the organization. Throughout this period he given consistent support to every movement toward the improvement local civic conditions. His mature judgment has made him a valuable member of local charitable boards of which the Associated Charities benefitted particularly through his work. He is a Director of the Milwaukee Real Estate Board and prominent in many other fields.



KOSSUTH KENT KENNAN

A man who has mapped out for himself a unique and at the same time a highly useful career is Kossuth Kent Kennan, who, while recorded as a lawyer, is in reality one of the great tax experts of the country. Mr. Kennan for many years made a specialty of tax litigation thus demonstrating his familiarity with the tax laws of the several states. But, he also familiarized himself with the taxation systems of the various countries of the world and recently completed and published a volume on "Income Taxation" which is the most comprehensive and thorough work on that subject. He is well known among the tax economists of the country and takes a high rank among them.



ALBERT FRIEDMAN

There are so-called "self-made" men who are always boasting of their title, but who reflect no particular credit on it. There are others whose friends do the boasting and whose every-day life speaks loudly in their praise. To this latter class belongs the subject of this sketch. Beginning as clerk in a small clothing store when a boy, Albert Friedman is the head of one of the three largest retail merchandising establishments in Milwaukee. Despite his many private affairs, Mr. Friedman always takes time to actively interest himself in affairs of a public nature especially if they tend for the betterment of the city as a whole. He is a member of the Board of Directors of the Merchants and Manufacturers' Association and one of the leading spirits of its Retail Merchants' Division.

MILWAUKEE

One of Milwaukee's prominent citizens whose name seldom appears before the public is A. O. Smith. As a business man Mr. Smith has established for himself a reputation which is largely responsible for the remarkable growth in this city of the automobile industry. As head of the largest plant in the country devoted exclusively to the manufacture of automobile parts, his time has been largely confined to the management of this huge enterprise. However, he is an enthusiastic sportsman and as a life member of the Milwaukee Aero Club he has given material support to the development of aeronautics.



A. O. SMITH

As chairman of the Committee on New Industries of the Merchants and Manufacturers' Ass'n Sheldon J. Glass has brought the same business acumen and suavity to bear as have aided him in attaining such success in the gas business. It is largely by reason of his broad understanding of human nature that the Milwaukee Gas Light Co. today occupies such a favorable position in the community. Despite his many private duties, Mr. Glass always has time to interest himself in duties of a public nature and is always generous of both time and thought in such causes. This characteristic was recently recognized by the action of the Milwaukee Press Club in electing Mr. Glass an honorary member. The Knights of Bohemia, he being one of the only two Milwaukee men ever so honored.



S. J. GLASS

A college athlete renowned in his day and still an advocate of muscular Christianity, H. H. Jacobs, the head of the college settlement work which plays such a strong part in the life of Milwaukee's South Side, is a man whose energy, vigor and brain power would make him conspicuous in any community. Since assuming his chosen duties in one of the most congested districts of Milwaukee he has wielded an ever-increasing influence for the betterment, both morally and in a worldly way, of those with whom he has come in contact. The value of his work has been recognized by men of every creed while he himself is regarded as one of the leading factors in the charitable and benevolent work of a great city.



H. H. JACOBS

Secretary Gove Promoted

George R. Gove who acted as the assistant secretary of the Merchants and Manufacturers' Association for the past two years has been appointed Private Secretary to Hon. Walter L. Fisher, Secretary of the Interior, Washington, D. C.

This promotion places Mr. Gove into an important position affording opportunities for an extended career of usefulness which are rarely offered to young men.

Mr. Fisher, who succeeds Mr. Ballinger as the head of the department is a man of unusual force and ability who will carry forward the work of his office in an energetic manner.

Mr. Gove is a native of Wisconsin, having been born in Milwaukee. He attended school in Milwaukee for some years and completed his education at the University of Wisconsin. He

served a year as an instructor at St. John's Military Academy, Delafield, and was later principal of a preparatory school at Palo Alto, California. He then came to Milwaukee where he worked as a newspaper reporter. Before becoming the assistant secretary of the Merchants and Manufacturers' Association he served several months as Secretary to Mayor Becker.

The Board of Directors as well as the many members of the Association who have come into contact with Mr. Gove during the past few years wish him well in his field of activity. His equipment in point of education, executive training and general knowledge of men and affairs is ample, and his friends confidently believe that he will fill the new post of duty with credit to the department and to himself.

Publications Received

The following books, pamphlets, reports and circulars were received at the office of the Merchants and Manufacturers' Association during the month and are accessible to the members:

Daily Consular & Trade Reports, Washington, D. C.

Monthly Summary of Commerce and Finance of the United States, Washington, D. C.

The Commercial Union, Chicago, Ill.

Decision and Order of the Railroad Commission of Wisconsin, Madison, Wis.

First Annual Report of Tax Commissioner City of Milwaukee, Milwaukee, Wis.

Commercial America, Philadelphia Commercial Museum, Philadelphia, Pa.

The Detroit, Detroit Board of Commerce, Detroit, Mich.

Western New England, Springfield Board of Trade, Springfield, Mass.

Official Bulletin Health Department, Milwaukee, Wis.

La Follette's Weekly Magazine, Madison, Wis.

Dun's Review, New York.

The Traffic Bulletin, Chicago, Ill.

Baltimore, Baltimore, Md.

Plumbers' Trade Journal, New York

The Live Wire, Buffalo, N. Y.

Bulletin, American Association of Commerce and Trade, Berlin, Germany.

American Civic Association, The Smoke Nuisance, Washington, D. C.

"How," Marshall Cushing's Magazine for Manufacturers, New York.

Twin City Commercial Bulletin, St. Paul, Minneapolis.

Bulletin of Revenues and Expenses of Steam Roads in the United States, Washington, D. C.

Canal Record, Ancon, Canal Zone, Isthmus of Panama.

The Crusader of the Wisconsin Anti-Tuberculosis Association, Milwaukee, Wis.

Year Book of Merchants Assn. of New York, New York.

The Survey, New York.

The Bulletin, National Assn. of Credit Men, New York.

Notice to Mariners, Washington, D. C.

Report of Interstate Commerce Commission, Washington, D. C.

Bulletin, University of Wisconsin, Madison, Wis.

New Boston, Boston, Mass.

MEETINGS OF THE MONTH

- April 14—12:15 P.M.—Committee on Jobbers.
 15— 2:00 P.M.—Committee on Legislation.
 3:30 P.M.—Reception Committee, Sheffield Choir.
 4:00 P.M.—General Committee, Sheffield Choir.
 5:00 P.M.—Taxpayers League.
 17— 4:00 P.M.—Committee on Transportation.
 18— 8:00 P.M.—Lyric Glee Club.
 20— 3:00 P.M.—Retail Druggists Association.
 4:00 P.M.—Committee on Municipal Sanitation.
 21— 4:00 P.M.—Committee on Municipal Sanitation.
 22— 2:00 P.M.—Committee on Legislation.
 24— 7:00 P.M.—M. and M. Octette.
 25— 4:00 P.M.—Committee on Industrial Exposition.
 26—11:00 A.M.—Committee on Industrial Exposition.
 27—11:00 A.M.—Committee on Industrial Exposition.
 29— 2:00 P.M.—Committee on Legislation.
 8:00 P.M.—Milwaukee Committee on Unemployment.

- May 1—11:00 A.M.—Committee on Industrial Exposition.
 2—11:00 A.M.—Committee on Industrial Exposition.
 12:00 M. —Committee on Transportation.
 4—11:00 A.M.—Committee on Industrial Exposition.
 6— 2:00 P.M.—Committee on Legislation.
 8—11:00 A.M.—Committee on Industrial Exposition.
 2:00 P.M.—Wholesale Liquor Dealers Association.
 9—11:00 A.M.—Committee on Industrial Exposition.
 4:00 P.M.—Board of Directors.
 12—11:00 A.M.—Committee on Industrial Exposition.
 8:00 P.M.—M. and M. Octette.
 13— 2:00 P.M.—Committee on Legislation.
 15—12:00 M. —Committee on Jobbers.
 16—11:00 A.M.—Committee on Industrial Exposition.
 12:00 M. —Committee on Transportation.
 4:00 P.M.—Auditing Committee.
 4:00 P.M.—Board of Directors.

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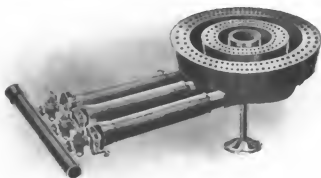
WHERE HEAT IS REQUIRED A GAS MULTIPLE BURNER



SINGLE SECTION MULTIPLE BURNER,
3-in. diameter; capacity, 25 ft. per hour.



DOUBLE SECTION MULTIPLE BURNER,
8-in. diameter; capacity, 75 ft. per hour.



TRIPLE SECTION MULTIPLE BURNER,
14-in. diameter; capacity, 150 ft. per hour.

A MULTIPLE BURNER is simply a high-power gas burner built with sections, one or all of which can be used at once.

Wherever concentrated heat is required in manufacturing, it will pay to look into the possibility of using this multiple burner.

Employed in various appliances, built to apply and distribute the heat in the most efficient manner for the individual operation, the multiple burner may be used for the following and many other purposes:

- MELTING METALS
- TINNING OR GALVANIZING FURNACES
- BUTCHERS' CALDRONS FOR BOILING
- RENDERING KETTLES
- BAKERS' FRYERS
- CONFECTIONERS' SUGAR BOILERS
- STILLS
- CORE DRYING OVENS
- ENAMELING AND JAPANING
- STERILIZING MILK
- LAUNDRY OR HOTEL BOILING STOVES
- SPECIAL WATER HEATERS



**Milwaukee Gas
Light Company**

*A satisfied customer is our best advertisement.
Notify us promptly of any defect in your service.*



WE WILL GLADLY REFER YOU TO MANY FIRMS

WE WILL gladly refer you to any number of firms that have employed multiple burners for a number of years.

The Butchers' Caldron illustrated herewith is just one of the many appliances, which need so little changing over, that the expense is negligible. The high power burner was simply placed under the caldron in lieu of the fire box.

We can adapt this burner to practically every operation where concentrated heat is required.

Does not the list opposite, suggest to you a use, which will assist in turning out better goods in quicker time?

Many highly efficient appliances have been built by collaboration of our industrial expert with the manufacturer, thoroughly conversant with the needs of his own business.



THIS BUTCHERS' CALDRON, ADAPTED TO THE USE OF GAS BY THE APPLICATION OF A MULTIPLE BURNER, IS BUT ONE OF THE HUNDREDS OF APPLIANCES SUSCEPTIBLE OF SIMILAR TREATMENT.

If you feel that the introduction of some new heat-giving appliance might better your product, or lower factory costs, why not have our expert consult with you? Together you may devise the apparatus that will just fill your needs.

This service will cost you nothing. Just telephone Main 3674; ask for Commercial Department.



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Investigation of all classes of commercial enterprise for prospective investors; for Bankers and others in underwriting Bond issues or making loans; in lawsuits; and all matters requiring an accounting.

Investigations for Receivers and the Courts in Receiverships.

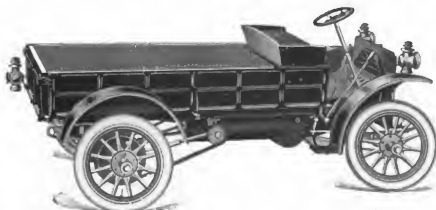
We especially draw attention to our Business System Department which makes examinations of all branches or departments of business houses and reports as to needed revision; devises and installs modern methods and practice, including Cost Systems by piece, hour, and premium accounting, etc.

We can supply unlimited references as to reliability and accomplishments in these lines.

BUICK LIGHT DELIVERY TRUCK

Simplicity

Economy



Reliability

Durability

A WORD OF ADVICE TO MEN OF BUSINESS:

The struggle for business supremacy goes on relentlessly. Only the fittest survive. The industrial world offers no place to the weak—to the faltering. He who hesitates to pass over the threshold of the door of progress soon finds himself in utter darkness. The mantle of success never falls upon him. Why not then, men of business, grasp your opportunities. The motor vehicle has proven itself a wonderful commercial instrument in the field. The Buick Light Delivery Truck stands out alone, king of all light delivery motor wagons on the market. It has emblazoned its name high in the industry. Wonderful, indeed, has been the success of this truck. Through sheer merit alone has it won its way with far-seeing business men of Milwaukee and Wisconsin. Strength and simplicity, economy and reliability, these qualities are inseparably linked with the Buick Light Delivery Truck. Men of business, take up the question of the truck if you have not already. The Buick Motor Company in its splendid new Milwaukee home invites you to call and look over its display of trucks.

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HOME! OF GOOD HEATING SYSTEMS

*The baseball season is here;
so is the building season.*

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GILT EDGE Furnaces and Boilers

They give MORE heat with LESS fuel

Because They are Built on Correct Principles, Combining the Greatest DURABILITY and POWER with ECONOMY and CONVENIENCE

WE GUARANTEE RESULTS

Consult our heating experts in regard to your heating. They are competent to advise you and will gladly do so.

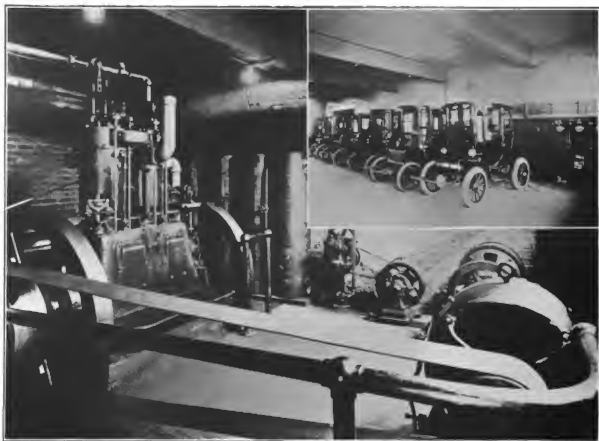
R. J. Schwab & Sons Co.

Phone South 2664

Office and Showroom, 283 Clinton St.

Milwaukee, Wis.





Gas Power in a Garage

At the Belleview Garage, 526 Belleview Place, Richard F. Mokros, proprietor, has a 25 H. P. International Harvester Co. two cylinder, vertical gas engine, which is connected by belting to a Browning generator, -18 K. W., 120 volts, 150 amperes, 725 revolutions per minute.

Electricity is generated for charging electric cars, also for running a 2½ H. P. motor and air compressor. This air compressor is used for starting the engine and for filling tires.

Electricity is generated also for a one H. P. vacuum cleaner, for cleaning cushions and other parts of autos.

Mr. Mokros states that they get as much as 27 H. P. on the switch-board, and that the brake test has given as much as 33 H. P. The average load, continuous for seven hours is 170 amperes at 120 volts, equivalent to 27 H. P.

Says Mr. Mokros: "After looking carefully into the question I decided that, besides being the most economical power, a gas engine for my purpose was preferable from every standpoint."

Mr. Mokros also has a Ruud automatic instantaneous gas water heater, No. 4F, which furnishes hot water for washing automobiles.

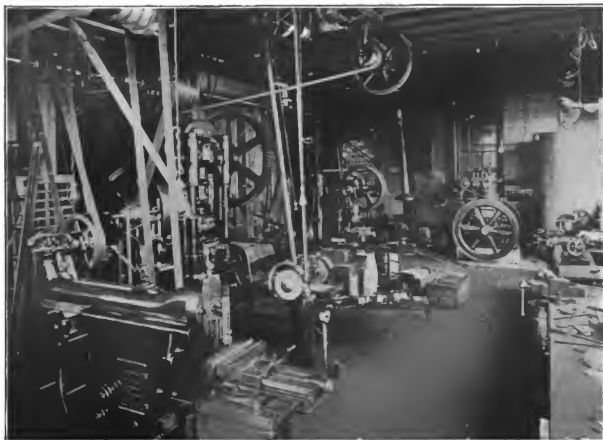
*Our Gas Engine Department is at the disposal of any manufacturer.
Our experts will act as your consulting engineers, if you wish.*



**Milwaukee Gas
Light Company**



*A satisfied customer is our best advertisement.
Notify us promptly of any defect in your service.*



"Gas Engine Power Cheapest"

Luitink & Sons, 775 Eighteenth Street, makers of sliding-door hangers, have recently installed a 20 H. P. Nash gas engine, belted to shafting which runs all their factory machinery, and operates the generator which furnishes all the lighting.

"Gas engine power is the cheapest power we can get," said Mr. Luitink. "We had other methods under consideration and after a careful investigation, decided upon the Nash engine."

Among the machinery supplied from this shafting are three punch presses—one small, one medium size and one huge press

which weighs 9 tons. This latter press is one of the biggest in the city, and can cut a piece of steel $\frac{1}{2}$ inch thick and 6 inches in diameter.

There is also a hack-saw, a tumbler for cleaning stampings, a large drill press, a shaper, a grinder, and a lathe with internal grinder attachment.

All of these machines are on the first floor. Belting to the upper floors supplies shafting which feeds the wood working machines, including a cross and rip saw. On this floor is also a 4-bit boring machine.

The average load is 12 to 14 H. P.

We will be pleased to give you full information on the cost of gas for power in your plant. Telephone Main 3674 (Commercial Dept.)



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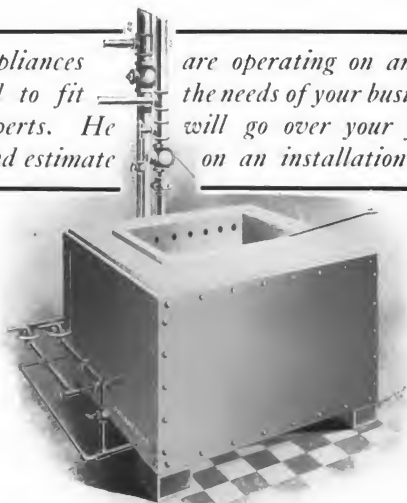
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J. A. Fetterly, Manager

THESE appliances
be adapted to fit
of one of our experts. He
you cost data and estimate

are operating on an attractive cost
the needs of your business. It will cost
will go over your field with you
on an installation. Just phone



For Low-Fusion Metals This Non-Oxidizing Melter

In every machine shop or factory where babbitt or other low fusion metals are used or manufactured, the simplicity and economy of this gas metal-melter will be appreciated.

By the introduction of the waste gases over the surfaces of the molten metal, it is protected from contact with the oxygen of the atmosphere, thus doing away with loss by oxidation, commonly called "burning."

You need not "skim" the metal previous to pouring or dipping. The saving thus effected has, in actual practice paid for the fuel required.

These metal melters are in daily use at the works of the Allis-Chalmers Co., T. M. E. R. & L. Co., and the Filer-Stowell Co., where you are at liberty to inspect them.



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Main 3674*



*them might easily
secure the service.
needs and give
Commercial Dept.*

“Two Gas Brass Melters Replace Six Other Furnaces”

The American Brass Foundry Co., 243 Lake St., have two Gas Brass Melters.

“Ours is a jobbing foundry for brass casting,” said H. H. Scherff, manager. “For our purpose we think these brass melters a good thing. They are very convenient, they save lots of labor, and we get a quick melt. They

are clean, and we save lots of metal, because there is practically no oxidation.

“These two burners take the place of six furnaces burning with solid fuel. One of our furnaces never gets cool, except on a Saturday night, when we shut it down.”



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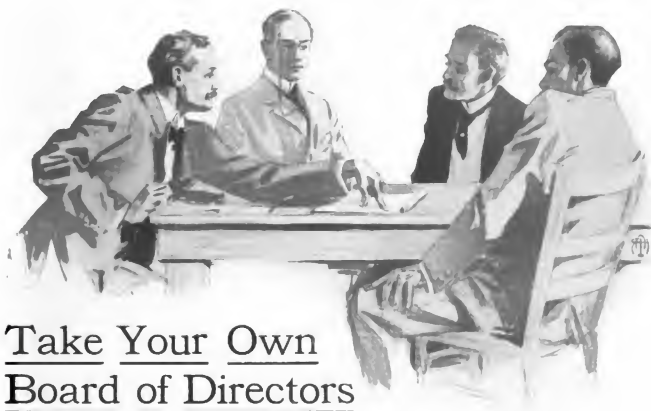
Auditing all classes of commercial business, Municipalities and other Public Bodies, Banking Institutions, etc., and reporting fully as to business done and profits earned with special attention to relative statistics and data; as to the financial condition at a given date; and advising as to the efficiency of the business methods and accounting system in use, especially in regard to economy of operation.

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We can supply unlimited references as to reliability and accomplishments in these lines.



Take Your Own Board of Directors

Pretty 'Level-Headed Men, Aren't They?

Suppose you said to them: "The Hall-Taylor Co., of Milwaukee, have had a good deal of experience with these Sales and Advertising problems. 'Direct Results' is the term they use. They offer to make us some practical suggestions at their own expense—study our business, apply their selling experience, and put it all up to us with the sketches and estimates, for us to act on as we see fit. What do you think about seeing what they have to offer, as long as there's no obligation in it?"

Is there a man on your board who wouldn't tell you that you pretty nearly owed it to your business to take us up on that much of our proposition at least?

But there's no need for you to hold a director's meeting.

If you are—or might be—interested, it's only a matter of a letter or a phone call for us to get together.

At our office or at yours—or by mail, if necessary—you can hear what we have to propose—and the size-up will commit you to nothing.

Call your Stenographer now.

The Hall-Taylor Company 

HATHAWAY BUILDING.

TELEPHONE MAIN 2537.

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**Light-weight, Fire-proof,
Adjustable, Inexpensive**

These features combined in

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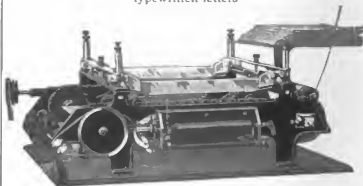
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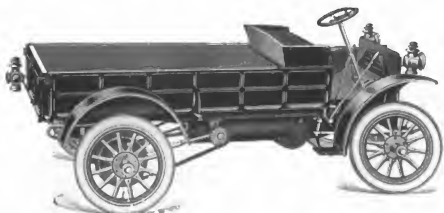
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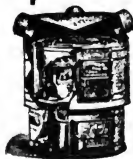
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July, 1911

Old Series No. 47

New Series No. 13

PUBLISHED MONTHLY BY THE
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ORGANIZED 1906

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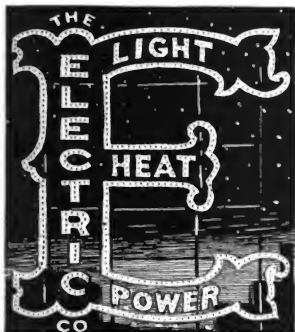
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SEPTEMBER, 1911

Civics and Commerce

PUBLISHED BY AUTHORITY OF THE BOARD OF DIRECTORS

OLD SERIES NO. 49
NEW SERIES NO. 15



WHAT THE EXPOSITION DID FOR MILWAUKEE



Where the Exposition was Held

The Industrial Exposition

After months of discussion and preparation and other months of hard work, the Milwaukee Manufacturers Industrial Exposition of Milwaukee-made Goods opened promptly on time at 8 p.m., Saturday, September 2.

The Exposition is now a part of the history of Industrial Milwaukee and a chapter that may well be pointed to with pride and delight by those who helped in achieving success.

Conceived by the Merchants and Manufacturers' Association as a fitting manner of celebrating its 50th anniversary, the Exposition far exceeded all expectation, not only in the variety of exhibits, but in the discovery of the intense commercial pride which actuated those who so valiantly gave of their time, thought and money in order that the Exposition might be one worthy of the city's high rank as an industrial center, and of its sponsors.

In this connection, it is only regretted that the limited space in this magazine precludes the possibility of giving extended mention to the different exhibits. Each one was worthy of a complete detailed description, but if each one was allowed the space it deserves it would require a volume much larger than this magazine. Suffice it to say that the Merchants and Manufacturers' Association heartily appreciates the co-operation afforded and deeply feels its obligation to the different firms exhibiting, to the hearty and loyal support accorded by the newspapers of the city and state, to the Industrial Exposition Committee and to all those loyal and earnest supporters

who put their shoulder to the wheel and unselfishly pushed the good work forward.

Now that the Exposition is a thing of the past, it may be well to review briefly in perspective its possible effects on Milwaukee as an educational factor and also as a trade stimulant.

The laws of trade apply not only to the individual, but to a city or state as well. The individual merchant must meet his competitors in their efforts to stimulate business activity, or be left hopelessly behind. The same rule applies to municipalities. It is not sufficient to lay back on our oars and let the boat drift. serene in the belief that past efforts and old advertising methods will give the necessary momentum to carry us to the Port of Success. Continued and combined effort, and new publicity methods must be constantly used to offset the activities of rivals, or the boat is sure to go aground on the mud-bank of stagnation.

As a feature of a general publicity campaign to keep Milwaukee and her goods to the fore, it is believed the Industrial Exposition well served its purpose. While some exhibitors have possibly seen no immediate financial returns, they are content in the knowledge that what helps Milwaukee helps all business in Milwaukee and they have the supreme satisfaction of knowing they did their share in the task that was set them.

For itself the Merchants and Manufacturers' Association takes only the knowledge of a task successfully achieved and an anniversary fittingly

observed. It merely happened to be the instrument through which the idea was given life. It is content if the final result has served to show the people of the city, the state and the nation what a magnificent industrial development has here been manifested. It meant work for all connected with the show, but the glorious outcome was more than sufficient reward.

One of the best attractions at the Exposition was the Educational exhibit in Engelmann Hall. This exhibit, arranged as an object lesson of the work done at the public schools, included classes in elementary sewing, and manual training, drawing, manual training for the seventh and eighth grades and cooking classes from the same grades. In addition there were exhibits from the Boys' Trade School showing classes in carpentry, pattern making, plumbing and machinists and tool making. The Girls' Trade School also had classes in dressmaking and millinery.

Over 100 pupils were included in the different classes and each class was under the direct charge of a teacher. The exhibit was a most praiseworthy one and did much as an eye-opener to the work being done in the public and trade schools.

Another interesting feature of the Exposition were the evening lectures in Plaukinton Hall on the art of brewing and the brewing industry.

Different branches of the industry were explained each evening and in every instance the speaker was a recognized authority on the subject under discussion. This added materially to the interest and was an added educational feature that served to bring directly to the attention of the visitors one of the leading industries of Milwaukee.

Following is a list of the exhibitors at the Exposition. Each and every one of the firms represented is entitled to the thanks not only of this Association, but of the entire community, for the civic and commercial pride which prompted its co-operation. It is with such as these that the glorious future of Milwaukee rests:

Name	Hall	Booth
Andrae, Julius & Sons Co.	Main	25
American Oxhydic Co.	Main	16-17
Adler, David & Sons Co.	Kilbourn	247
American Malted Food Co.	Juneau	223
American Granite Co.	Main	43
Allis-Chalmers Co.	Main	70-77-78
Abresch, Chas. Co.	Main	20
Ambrosia Chocolate Co.	Main	213-220
Biersach & Niedermeyer Co.	Main	13
Bunde & Upmeyer.	Main	31-32
Bardick & Allen.	S. Lounging Room.	A-B
Chacona, James	Juneau	219
Crown Commercial Car Co.	S. Corridor	

Cutler-Hammer Mfg. Co.	Main	39
Columbia Knitting Co.	Kilbourn	241
Cundall, Wm. R. Co.	Main	2
Campbell Laundry Co.	Kilbourn	232
Cream City Bedding Co.	Main	48
Cudahy Packing Co.	Juneau	211
Christensen Engineering Co.	Main	21
Crystal Soap Co.	Main	1/2 79
Crown Commercial Car Co.	S. W. Corridor.	
Cusack, Thos. Co.	Juneau	209
Day-Bergwall Co.	Juneau	215
Davis Mfg. Co.	Main	7
Everwear Hosiery Co.	Main	4
Ellsworth & Thayer Mfg. Co.	Kilbourn	231
Evening Wisconsin Co.	Main	100
Evinrude Motor Co.	Main	58
Eastern Boat Building Co.	E. Corridor	
Eder, Frank Fur Co.	Kilbourn	254
Fuller-Warren Co.	Main	41
Franzen, Wm. & Son.	Main	81
Feix & Goethel.	Main	14
Falk, The Co.	Main	74-75
Geuder, Paeschke & Frey Co.	Main	24
Gallun, A. F. & Sons.	Kilbourn	255
Grassler & Gezelschap.	Main	3
Garage Equipment Mfg Co.	Main	49
Gram-Reichstag Piano Co.	Main	50-57
Gridley Dairy Co.	Juneau	208
Gavin Art Glass Works.	E. Corridor	
Hansen, O. C. Mfg. Co.	Kilbourn	246
Hoffmann, B. Mfg. Co.	Main	35
Holeproof Hosiery Co.	Main	1
Harley-Davidson Motor Co.	Main	11
Hilgen Mfg. Co.	Main	40
Hoffmann & Billings Mfg. Co.	Main	45
Hebenstreit & Bartelt.	Main	29
Henschel, C. B. Mfg. Co.	E. Lounging Room.	E
Hartung, F. W. & Co.	Kilbourn	233
Johnson Service Co.	S. E. Corridor	
Joys Bros. Co.	S. Lounging Room.	D
Johns-Manville, H. W. Co.	Main	12
Johnston, Robt. A. Co.	Juneau	214
Johnson, B. J. Soap Co.	Juneau	226
Kalt-Zimmers Mng. Co.	Kilbourn	234
Klau-Van Pietersom Co.	S. Lounging Room.	C
Kiefer-Haessler Hdw. Co.	Juneau	222
Kindling, L. Mach. Co.	E. Corridor	X
Kearney & Trecker Co.	Main	37
Kiel Furniture Co.	Main	42
Kern, J. B. A. & Sons.	Juneau	216-7
Kreiter Piano Co.	Main	52-53
Kindt, Paul	Juneau	224
Lindemann & Hoverson, A. J. Co.	Main	59
Lorenz Bros. Macaroni Co.	Juneau	225
Lewis, Fay & Bros. Co.	Main	51
Mechanical Appliance Co.	Main	10
Milwaukee Brewers' Ass'n.	Main	Stage
Milwaukee Coke & Gas Co.	Corridor	137
Milwaukee Metal Bed Co.	Main	86-87-88
Marnitz, Wm. Co.	Kilbourn	251
Mayer, F. Boot & Shoe Co.	Kilbourn	237-238
Mansfield, Geo. C. Co.	Lobby Annex	G
Meisenheimer Printing Co.	Main	26
Mueller, L. J. Furnace Co.	Main	6
Milwaukee Concrete Mixer & Machine Co.	Main	38
Milwaukee Gas Light Co.	N. Lounging Room.	
Mason Manufacturing Co.	Main	1/2 79
Meiselbach, A. D. Bicycle Co.	Main	5
Milwaukee Corrugating Co.	Main	72-73
Meyer-Rotier Printing Co.	Main	55
Morgan, Win J.	Main	70
Milwaukee Paper Box Co.	Main	46
Milwaukee Ornamental Carving Co.	Main	61

Milwaukee Wool Carding Mills	E. Corridor	133	Richardson Phenix Co.	Main	71
Middleton Mfg. Co.	Kilbourn	243	Schwab Stamp & Seal Co.	E. Corridor	136
Milwaukee Reliance Boiler Wks.	Main	47	Schoenecker Boot & Shoe Co.	Kilbourn	250
Maxwell, Forbes-Stillman Co.	Main	69	School of Engineering	Walker	54
Minn Billiard Co.	Juneau	207-8	Standard Separator Co.	Main	1
Milwaukee Book & Record Binder Co.	E. Corridor	130	Schuelke, Wm. Organ Co.	Main	1
National Enam. & Stamp Co.	Main	8	Schwab, L. J. & Sons Co.	Main	44
National Distilling Co.	Juneau	212	Salomon, Chas. Co.	Main	60
Niedecken, H. Co.	Kilbourn	235-236	T. M. E. R. & L. Co.	Main	102
National Brake & Electric Co.	Main	67-68	Twentieth Cent. Mach Co.	Main	80
Northwestern Furniture Co.	Main	27-28-33-34	Trostel, Alb. & Sons Co.	Kilbourn	229-230
National Blower Works	Main	15	Thiele, Henry Co.	E. Corridor	138
Pawling & Harnischfeger	Main	22-23	The American Monolith Co.	Juneau	206
Patek Bros.	Main	82	United States Glue Co.	E. Corridor	B 5
Plankinton Packing Co.	Juneau	221	University Extension	Walker	
Pfister & Vogel Leather Co.	Kilbourn	244-245	Vilter Mfg. Co.	Main	83-84-85
Pierron Pottery Co.	Main	19	Wiltzius, M. H. Statuary Co.	Main	62-63
Pressed Steel Tank Co.	Main	18	Weyenberg Shoe Mfg. Co.	Kilbourn	249
Pieper, O. R.	Juneau	227	Western Fixture Co.	Main	66
Rich Shoe Co.	Kilbourn	248	Wisconsin Furniture Co.	Main	30-36
Red Star Compressed Yeast Co.	Juneau	210	Westphal File Co.	Main	9
Reckmeyer, Wm. Co.	Kilbourn	239	Wisconsin Motor Mfg. Co.	Main	50
Rundle Mfg. Co.	Main	64-65	Wallace, Smith & Co.	Kilbourn	252-253
			Wisconsin Telephone Co.	Main Corridor	123
			Western Grip & Trunk Co.	Kilbourn	240
			Young, Benjamin	Kilbourn	242
			Zummach, Wm. F.	E. Corridor	134

"NAME IT; MILWAUKEE MAKES IT"

Boosts and Knocks for the Exposition

The following expressions of opinion from exhibitors at the Industrial Exposition—men who expended generously of their time and money—give the best idea as to the value of such exhibitions. It is sincerely regretted that we are unable to give these opinions in full and from each exhibitor, but space prevents and it is believed that the following extracts will show the general trend of opinion:

"Relative to the Exposition of Milwaukee-made Products, we wish to state that we are more than pleased with the results received thus far in exhibiting some of our samples in the Auditorium the past week. We are only sorry that we did not take a larger space and make a better showing, but present experience has taught us a lesson which we will not forget. We know we are going to receive some good results, as we have had a number of city dealers whom we could never interest in our shoes, call at our booth and who have requested our salesmen to call upon them with their complete line of samples, as they wish to compare our goods with outside manufacturers' products which they are now buying. We came in, as you know, to help further the general welfare and show the community that Milwaukee shoe manufacturers know how to make good goods, but it was a matter of only a few days when we found that the exhibit was one of the best paying invest-

ments ever made by us for many years, and if the Association should ever attempt to conduct another show of this kind, we want to be in from the very start. We wish to congratulate the management of the Exposition, as we know it was quite an undertaking and we think all exhibitors will agree that good order was maintained."

V. Schoenecker Boot & Shoe Co.

"Your favor of September 8th received and in reply we wish to say that the Milwaukee Industrial Exposition of 1911 was certainly well managed and has done our company very much good, having sold from our exhibit sixteen tables. All that is needed in connection with the Exposition is an up-to-date progressive newspaper. This is what Milwaukee needs badly.

Minn Billiard Co.

"Regarding the present Exposition beg to say we feel we have actually experienced results and know the money was well spent. We have received several inquiries from local merchants who have not handled our goods heretofore. Improvements might be made as to classifying the different branches of articles manufactured and we suggest that certain localities be reserved for certain branches of business."

Columbia Knitting and Mfg. Co.

"Replying to yours of September 8th, beg to advise that at this time we cannot enlighten you on the value to us of our exhibition at the Exposition. We only went into this to help out and boost Milwaukee and did not expect any immediate returns, as contractors are not buying concrete mixers at this time of the year. We are surprised that some of the other manufacturers did not take enough interest in Milwaukee to exhibit their machines. We believe the Exposition is a good thing and should be held yearly and we shall give you our support providing you make it a permanent affair."

Milwaukee Concrete Mixer Mach. Co.

"We went into the Industrial Exposition as a matter of civic pride and for the publicity we could obtain. So far as we can see, we believe the affair will bring satisfactory returns to us. We believe the next Exposition could have the trades better classified and we urge that if one is held you set aside a section or an entire room for the fine arts in which such industries as printing, lithographing, advertising, book binding, paper box making, perhaps decorators and a few other industries could be included. We have given you our ideas at random, thinking that possibly they may be of some help in determining your future course."

Meyer-Rotier Printing Co.

"Replying to your letter of September 8, will say that it is a very difficult matter to make any kind of an estimate as to the commercial value to us of our exhibit at the Exposition, but we feel sure the show has been of material benefit to us and while we really did go into it as a matter of civic pride, we feel very well satisfied considering the large attendance that the placing of our products before the people of Milwaukee in this manner will indirectly benefit us to a considerable extent. While it is one of those things that it is hard to prove to anybody on paper about the only thing that I can say is that if the proposition were presented to us again, we would no doubt decide to display our goods."

Plankinton Packing Co.

"Replying to yours of September 8th with reference to the commercial value of the Exposition to us, we will say that we doubt very much if we could obtain by any other method for five times the cost the same amount of valuable publicity that we are receiving from our exhibit."

Kearney & Trecker Co.

"Replying to your Mr. Bruce's favor of the 8th in regard to Milwaukee-made Products Exposition, will say that we are very well satisfied with the results from our exhibit at the show. We have made some actual sales and have secured a very considerable number of inquiries and it will certainly be our fault if we do not work a good proportion of them into sales. As to suggestions for future expositions, we are inclined to doubt whether it is advisable in shows lasting the time the present one did, to start it so that it runs over two Sundays. Our experience with Sunday crowds is that they are not very profitable from a standpoint of inquiries and it makes it hard on attendants where they have no day off during the show. It would seem that it would be better to start in the middle of the week so that it would cover only one Sunday and then not have the exhibit open on Sunday. This would give attendants a chance to rest up and we believe would be as profitable to all concerned."

Mechanical Appliance Co.

"In reply to your letter of the 8th, will say we are very much pleased as to results of our exhibits at the show. We came in as a matter of civic pride and believe before the show is over, we will be well rewarded. We have secured some nice orders and some of our new customers are way out on the coast. As far as offering any suggestions in the way of a better show, we will frankly say that we believe the show is hard to beat. We wish to compliment the committee and men in charge, as we believe they have done themselves proud and the Exposition is a credit to Milwaukee."

Milwaukee Paper Box Co.

"I wish to state that the Exposition at the Auditorium and the benefits we derived from it so far have exceeded by far our expectations. It has served as the one medium of getting acquainted with our customers, many of whom stepped up to our booth and said, "Here is the laundry I have been dealing with for many years, but I have never seen the man that is running it." In that way the show has made us acquainted with more of our customers in less than a week than we have heretofore met in fifteen years. The only thing we regret is the fact that we could not have high pressure steam so as to enable us to run the plant and show people how a modern laundry is run."

Campbell Laundry Co.

"As to our individual exhibit would say that while it has attracted considerable attention, visitors always gathering there for the reason that we showed something out of the ordinary, still as to the actual benefits we cannot as yet say what they might be. We are, however, satisfied from at least one point and that is, that the exhibit attracted considerable attention, and really that is about all we could expect for the present. We hope that actual sales may result.

We do not believe that it would be policy to make the Manufacturers' Exposition an annual affair, but think that the matter of giving such every few years should be carefully considered, and the writer is of the opinion that we would be glad to lend our support in a manner similar to that in connection with the present Exposition."

Yours very truly,

The Vilter Mfg. Co.

"Your favor of September 8th received, contents noted and in reply we are sorry to say that we do not believe we will receive any benefit directly or indirectly from exhibiting in the Exposition for the reason that we manufacture seamless steel containers that are used by a limited number of concerns. We believe the exhibitors who manufacture articles that are sold generally to the public will reap a benefit from exhibiting in the Exposition, and we would say that it is a fine exposition. Everything has gone along nicely and the treatment of exhibitors has been everything they could desire. From the attendance at the Exposition every day, we believe it will need a larger building should it be given next year."

Pressed Steel Tank Co.

"We were somewhat reluctant about exhibiting at the Exposition of Milwaukee-made Products, but wish to state that we are more than pleased with the success of the Exposition. Our exhibit has certainly been of great commercial benefit to us and as an advertising proposition we think it is unexcelled. One suggestion we wish to make is, at any future expositions we believe it would be advisable to have a popular priced restaurant in the building where exhibitors and their attendants, as well as visitors, can procure lunch. The writer has heard many complaints on this score from visitors in particular."

L. J. Mueller Furnace Co.

"We feel that the Exposition has been of some value to us, although we cannot trace any direct benefits. We are classifying the benefits as part of our advertising under the head of general publicity. As for a candid opinion as to how to make a better and stronger exposition, we think this impossible on account of the building in which it must be held. We believe the building is entirely too small for the purpose. The division of the exhibits into separate rooms is a bad feature in our estimation, as it is impossible to give as attractive a display as was possible in the old building burned some six years ago."

Everwear Hosiery Co.

"The actual business transacted has thus far not been very great, but it has aroused an interest in our manufactures and resulted in a great many prospects which we hope to turn into orders later on. With reference to suggestions, we offer the following: First, for another exposition next year under the direction of the Wisconsin Manufacturers' Association, showing the industries of the state. Second, it would tend to present a more symmetrical appearance if exhibits were limited to uniform height."

H. W. Johns-Manville Co.

"In response to your inquiry of the 8th inst. would say that our line is of a size and character which precludes any thoroughly representative exhibit in a hall of this kind and the benefits of an exhibit such as it is possible to make are naturally of an indirect character and considerable time would be required to properly gauge them. Such an exhibit as we can make is quite expensive to install and operate, and while we are willing to go to this expense as a matter of civic pride we should have to weigh the cost and possible benefits very carefully before expressing an opinion as to the advisability of making the show an annual affair. It is our opinion, and we think it is borne out by a record of all industrial shows that the more working exhibits shown the more interesting the shows have proven to be."

Pawling & Harnischfeger.

"NAME IT; MILWAUKEE MAKES IT"

The Official Slogan and Its Author



S. A. Minturn, 577 Seventy-second Avenue, West Allis, won the grand prize of \$25.00 in the Milwaukee Slogan Contest instituted by the industrial exposition publicity committee. His slogan, "Name it—Milwaukee Makes It," was adjudged the best of all that had been received at the final session of the committee on Friday night, September 1, and became the official slogan of the show.

The popularity of the contest outdid its promoters' expectations. During the week it was in progress about 5,000 slogans were submitted, some contestants sending in as many as twenty-five entries. That the interest was not confined to the city alone was indicated by the fact that many suggestions came from cities in all parts of the state and non-residents of Milwaukee were well represented among the prize winners.

The judges' committee, consisting of Charles L. Benjamin, chairman, A. M. Candee, Henry Brockbank, Vinton M. Pace and Fenton P. Kelsey, met each noon during the week of the contest preceding the opening of the show and selected five best slogans from those received in the preceding twenty-four hours. The authors of these were sent prizes of \$1.00. On Friday night the committee met at the home of Mr. Benjamin and selected the winner of the grand prize from among the twenty-five winners in the daily contests.

The contest was of immeasurable value in gaining publicity for the Industrial Exposition, the list of prize winners being published daily in the newspapers in connection with the news of the Exposition.

Below is a complete list of the prize winners and the slogans submitted by them from among

which the committee selected the winner of the grand prize:

- 1 Milwaukee Means Business—Wm. P. Bergs, 544 38th St.
- 2 Milwaukee, the Pulse of the West—Mrs. E. H. Barrist, 677 Dover St.
- 3 You'll Find it in Milwaukee—L. J. Hois, 116 Ogden Ave.
- 4 Watch Milwaukee Win—M. H. Sawyer, Y. M. C. A.
- 5 Make Milwaukee Mighty—C. N. Duffy, 535 Prospect Ave.
- 6 Milwaukee Keeps the World A-moving—Autos, Wheels, Cranes, Steam Shovels—Johanna H. Hellwege, 708 Booth St.
- 7 The Port of Prosperity—Curt Pabst, Die Germania.
- 8 Matchless Milwaukee—Mrs. J. J. Ward, 915 State St.
- 9 Do it for Milwaukee—Mrs. Alice M. Page, 3915 Walnut St.
- 10 Business, Wealth, Homes and Health—Milwaukee—Mrs. W. H. Phillips, 705 40th St.
- 11 Growing Every Minute—H. J. Lussier, Wausau, Wis.
- 12 Behold Milwaukee—Curt Pabst, Die Germania.
- 13 Don't Give Up—Try Milwaukee—Mame Colignon, Sturgeon Bay, Wis.
- 14 Push Milwaukee's Products—A. S. Paine, 668 Jefferson St.
- 15 Name it, Milwaukee Makes It—S. A. Minturn, 577 72nd Ave.
- 16 Altogether for Milwaukee—Arthur Hoppe, 541 26th St.
- 17 If You Can't Get it Elsewhere, Try Milwaukee—E. J. Murtha, 85 Insurance Bldg.
- 18 For Standards Look to Milwaukee—L. J. Hois, 116 Ogden Ave.
- 19 Let Milwaukee Do It—O. R. Smith, 3736 Galena St.
- 20 Made in Milwaukee, the Best Guarantee—B. F. Thelan, 696 First St.
- 21 Milwaukee Makes, the World Partakes—L. A. Traver, 710 Marshall St.
- 22 A "Buy" Word Everywhere—Milwaukee—E. J. Murtha, 85 Insurance Bldg.
- 23 Anchor in Milwaukee—Mrs. G. V. Hubbard, 398 Bartlett Ave.
- 24 Milwaukee Made—Sufficient Guarantee—R. W. Evans, 629 Jefferson St.
- 25 Forward, Guide Right, Milwaukee—R. W. Gerretson, 114 Wisconsin St.

"NAME IT; MILWAUKEE MAKES IT"

In acknowledging the following graceful compliment from one of Milwaukee's "Live Wire" organizations, the Merchants and Manufacturers' Association desires to express its appreciation of the sentiment conveyed. We believe both associations have in view but one object: The Good of Milwaukee. We sincerely hope that Milwaukee's youngest civic organization may come to be one of its strongest.

August 31, 1911.

Mr. William George Bruce,
Care Merchants and Manufacturers' Ass'n.,
City.

My Dear Mr. Bruce:

I desire through you to extend to the Merchants and Manufacturers' Association on behalf of the City Club our most cordial congratulations on the occasion of their Fiftieth Anniversary and equally our most cordial wishes for the next fifty years. The City Club is among the youngest of Milwaukee organizations, and the Merchants and Manufacturers' Association is among the oldest, but it shall ever be my hope that we may work together for a better Milwaukee from every point of view.

Very truly yours,
Frederic C. Morehouse,
Pres. City Club.

FG.

The following from a former president of the Merchants and Manufacturers' Association is self explanatory. It is plain to be seen why, when led by men like him, this association has endured and grown through the years. Mr. Andrews was president from 1887 to 1889.

Cleveland, O., Aug. 25, 1911.

Wm. Geo. Bruce, Sec'y,
Merchants and Manufacturers' Ass'n.,
Milwaukee, Wis.

My Dear Secretary:

Your esteemed favor enclosing ticket for the Industrial Exposition, and for the exercises in commemoration of the 50th anniversary of the Association, just received. **Many thanks.** Permit me also, to extend my **sincerest thanks** for the **greatly appreciated** sentiments expressed in your favor, relative to my services in the past, in the interest of this incomparable commercial organization. May I be excused if at this time I indulge in a thought or two concerning this 50th

anniversary of the Association. I find among the eighteen men, whose names are on the roll & having filled the position of chief officer of the Association, only eight of them survive at this date, including the present incumbent, President Otto Falk. Also, that all those **who precede me**, have passed beyond the vale. I often secretly rejoice over the commanding position our of Merchants' Association occupies today in the commercial world, when I consider its beginning with only a few, energetic, sturdy pioneer merchants at its first meeting. Its influence today is **paramount** in many places, far beyond, its legitimate boundaries, and is, and should be, a source of great pride to the metropolis of the Commonwealth of Wisconsin. The **early members** of the **Association worked** long and hard, to secure the benefits that would accrue to an organization of this kind, evidently having in mind the following apt statement. Styles, Religions, Governments, Continents, are constantly changing, but the **secret of success** always **remains** the same. Neither time, nor times, can, or ever did alter it. **Would you** know the **secret of success** as they did. **Work, work, work, work.** Let the present members of this Association emulate their fore fathers, and **work** for the future commercial interests of this Queen City of the Lakes. Let them give their **best** to this work, and the **best** shall come back to them a **thousand fold**. The organizers of this Association worked with a single purpose in view, with a unanimity of action, and a decision of purpose, that was **bount** to accomplish results; having for their motto "All for One, and One for All." The present organization is heir to **their** effective efforts, I may not be able to come to the gathering, but if I am it will be late Saturday, September 2nd.

Kindly send me my badge, as I wish to keep it as a souvenir of this unique celebration, among the commercial bodies of the country.

With kindest regards my dear secretary,

Believe me yours always, and of yore,

C. E. Andrews

The following delegates have been appointed to attend the Second National Export Convention at New York City, September 25-26: Gen. Otto H. Falk, Joseph E. Uihlein, August H. Vogel, Wm. S. Fitzgerald and C. B. Stern.

Good News

The following letter is self-explanatory and the news regarding the improved health of the writer will be a source of gratification to his many friends in Milwaukee. The extract from the clipping referred to from the Paris edition of the New York Herald serves to show that though absent from Milwaukee, the civic pride and patriotism of the writer is distinctly in evidence:

Bad Nauheim, Aug. 28, 1911.

Mr. Wm. George Bruce,
Milwaukee.

Dear Mr. Bruce:

I send you by this mail a marked copy of the Paris edition of the New York Herald containing a communication concerning Milwaukee which I thought would interest you. The spirit of the article was partly induced through a conversation had with a newly made friend at their hotel in our exchange of courtesies. When I informed him that I am from Milwaukee he quickly answered, "Oh, yes, I know that is the place where so much beer is made." Of course before our conversation ended my friend became aware of the fact that Milwaukee possessed several other important factors worthy of note than the quantity and quality of our beer.

Within two days after this conversation I noticed in the Paris Herald an article from Milwaukee concerning the visit

of Pauline Wayne, President Taft's cow, at our International Dairy Show to take place next October. That offered me the opportunity as an old and active member of the Pioneer Booming Club, "The Advancement Association of Milwaukee," to let our foreign friends know that Milwaukee within the last 20 years has become one of the great industrial cities of the world and is destined to become one of the greatest during the next twenty years on account of the enterprise of its citizens as well as the superiority of its productions.

I am gaining in strength, although still quite nervous, as you will recognize by this writing. With kind regards,

Very sincerely yours,
A. W. RICH.

A portion of the clipping referred to is as follows:

"Permit me, therefore, to add that Milwaukee is not any more dependent for the proud position that it holds among the leading cities of the United States upon the excellence of its amber fluid known as Schlitz, which originally it was claimed made our city famous, as the beer industry now holds only the fourth position in the value of its productions instead of the first, as it did up to about ten years ago. Now our world-renowned Corliss engines and other machinery holds the first position, our leather products the second, agricultural implements the third, and then beer falls in line as the fourth industry, which for quality is in strong competition with the best brews on this side of the ocean."



Building now being erected at Broadway and Mason Sts. for Blumenfeld, Locher & Brown Co., The Progressive Millinery House of Milwaukee

Following the entertainment given inmates of the different orphan asylums of the city at the Industrial Exposition the management of the Milwaukee Orphans' Asylum sent the following letter to this association:

General Otto H. Falk,

Dear Sir:

The very great pleasure and treat that you gave the children of our Asylum is deeply appreciated not only by every child, but by every member of the Board of Directors. We wish it were possible to thank each firm who exhibited—they were all most kind and generous. If there is any way we may reach them will you kindly advise me?

Very sincerely,
Sarah B. Williams,
Cor. Sec'y.

MEN *of* M



R. R. KAHN

It is with the younger business and professional men that the life of Milwaukee rests. In that class, Robert R. Kahn is conspicuous. Yet it is natural that the South Side is first in his thoughts and affection. He knows no sectional prejudice, the good of Milwaukee as a whole is his watchword. Mr. Kahn brings to those affairs of a public nature which he is connected, as well as to his private business affairs, the unbounded enthusiasm which makes for success, albeit in his case it is bridled with some of the sound common sense and good judgment which characterizes the modern man of business. In addition to being one of the moving spirits of the Milwaukee Ad. Club, Mr. Kahn is prominently identified with the South Division Civic Association and is also a member of the Executive Committee of the Retail Division of the Merchants and Manufacturers' Association.



H. W. LEWIS

As President of the Citizens' Business League, Harry W. Lewis has made a fair to make an enviable record for himself and for his organization. Early in his administration, Mr. Lewis took upon his shoulders the task of bettering the roads from Milwaukee to Chicago, believing that such achievement will be of material benefit to the business and social interests of Milwaukee. Mr. Lewis brought to his task the same enthusiasm, sound judgment and capacity for hard work that has aided him materially in advancing the success of his private business and the city's road movement could not have a more effective exponent than he. Mr. Lewis is a member of the Executive Committee of our Retail Merchants' Division and in other ways has definitely allied himself with the progressive business methods for Milwaukee.



DR. G. A. BADING

Both by reason of his long professional training and his service as Health Commissioner of Milwaukee, Dr. Gerhard A. Bading has been widely recognized as an expert on the subject of public health and especially regarding problems of municipal sanitation. He is an advanced thinker along those lines and his advice and suggestions have come to be sought by those dealing with such problems. Dr. Bading never lacks the courage to state his convictions freely and positively, and his course as Health Commissioner was guided by the policy to "hew to the line the chips fall where they may." Efficiency and economy were his watchwords and it is safe to say the affairs of the Health Department were never administered to better effect than during his tenure of office. As a member of the medical profession, Dr. Bading's standing is excellent while personally he has the respect and admiration of all who know him. He is a member of the Committee on Municipal Sanitation of the Merchants and Manufacturers' Association.

MILWAUKEE

His love for his fellow men is unbounded and his desire to aid humanity is only bounded by a sound discretion. His benevolence knows no race or religious prejudices, and the enterprise seeking his support must only convince his judgment that it is for the betterment of mankind. Not alone does the benefit to the individual appeal to his generosity, but any public project that has for its object the advancement of the interests of Milwaukee finds in Mr. Lindsay a most generous and loyal supporter. His judgment and advice are eagerly sought by sociological workers, while the modest and unassuming personality of the man endear him to those who know him. Milwaukee could ill spare William Lindsay.



WM. LINDSAY

Content to serve as a private in the great army that is enlisted to the service of Milwaukee and her best interests, Alfred C. Clas has yet, by the sheer force of a sound business judgment and his perfect willingness to bear his full share of the burden of work, come to occupy a place well in the forefront of the battle. Mr. Clas' willingness to do more than his share of any work undertaken for the good of Milwaukee has been demonstrated time and again. He was one of the most active in achieving success for the Home-Coming celebration in 1909, had his shoulder to the wheel during the dark days when the Auditorium project was trembling in the balance and was again on hand with untiring energy as a member of the Industrial Exposition Committee. In these and many other ways Mr. Clas will leave his mark on the progress and material development of Milwaukee.



A. C. CLAS

An insurgent that "insurges" to some purpose is the subject of this sketch. Although a scholar in thought, word and deed and presumably well-versed in the administration of the public schools of a large city, to be unaware of the existence of such mundane matters as politics, Carroll G. Pearse recently surprised his friends and dumbfounded his opponents by conducting a whirlwind campaign for election as President of the National Educational Association at San Francisco. He won hands down" and by right of being conqueror he is no longer an "Insurgent." He is now a "Progressive" because he likes that word better. It stands for something. It means construction rather than mere obstruction, and that is the policy of the man whose administration of the public educational affairs of Milwaukee has made a reputation not only for the system of which he is the head, but for the man as well. An "Insurgent" is an unsuccessful "Progressive." A "Progressive" is a successful "Insurgent."



C. G. PEARSE

The Plymouth-Chilton Trip

One of the most enjoyable and successful trips ever held under the auspices of our Jobbers Committee was the Chilton-Plymouth trip held Wednesday, September 6.

Not an incident marred the excursion and at its close the 112 members of the party were unanimous in pronouncing it a decided success. Undertaken in response to an invitation from the city officials of Plymouth, Wisconsin, to attend the Sheboygan County Fair as their guests, the trip was one of combined business and pleasure.

After the Jobbers Committee had decided to accept the invitation it was determined to extend the trip so as to include the cities of Kiel, Chilton, New Holstein and Elkhart Lake as well as Plymouth. A special train on the Milwaukee road was engaged and letters were sent out to the members advising them of the trip and asking that reservations be made. The response was prompt, and as a result when the train left the Union Station at 8:00 o'clock Wednesday morning there were 112 persons aboard. It is safe to say that a great many more would have accompanied the trip had the weather been more auspicious.

The first stop was at Kiel where the city officials and a large number of residents were present with a band to greet the excursionists. A stop of 25 minutes was made at Kiel and short visits were made by members of the party to customers and friends, after which a hasty lunch, which had been provided by the citizens, was enjoyed and the party again boarded the special for Chilton, where it arrived at 11:15 a.m.

A delegation of Chilton citizens was on hand to welcome the party, after which a procession was formed behind the Harvester Band and a march was made over the principal streets of Chilton through the entire business district. Chilton friends and customers were visited and the party again embarked on the special for New Holstein.

At the latter point a short stop of ten minutes was made, just long enough for the excursionists to meet and greet friends and customers. Arrangements had been made for a lunch at the Hotel Schwartz at Elkhart Lake, which was the next stop, where the train arrived at 12:15 p.m. The party again formed behind the Harvester Band, marched from the depot to the hotel and partook generously of the lunch prepared by mine host Blumenfeld.

Following lunch and a short rest, the party again climbed aboard the special which they started for Plymouth, the last and longest stop of the day. Immediately after the train had pulled into the station at Plymouth about 2:00 p. m. Mayor Starrett—who had boarded the train at Plymouth, on the way north and had been the guest of the party up to its arrival in his home town—mounted a baggage truck and in a short and hearty speech of welcome made each member of the visiting delegation feel at home. He explained the program which had been prepared for the visitors which included an afternoon visit to the county fair grounds and lunch at 5:30 in the evening and other entertainments.

Following Mayor Starrett's welcome, the party formed in line behind the band and to its inspiring strains of music marched through the business section of Plymouth to the fair grounds where officials of the County Agricultural Society were on hand to welcome them. For the succeeding two hours, the visitors thoroughly enjoyed the horse races, side shows, agricultural and machinery exhibits displayed at the fair. At 5:00 p.m. the party again assembled to follow the band to the down town district where arrangements had been made for a lunch and other refreshments at Laudenbach's Hall. From 5:30 to 7:00 p.m. the party was busy doing full justice to the refreshments that had been provided, listening to music by the band and in other ways enjoying themselves to the utmost. Shortly before 7:00 p.m. the line was again formed and a quick march to the depot was made where the train was in waiting and which started shortly afterward for the run home.

Prior to leaving Plymouth, Chairman Blumenfeld mounted the table and, after silence had been temporarily restored, in a few short, hearty words of thanks, expressed the delight of his fellow travelers over the entertainment that had been furnished and the many courtesies extended by the citizens of Plymouth.

"The pleasure has been all ours," said Mayor Starrett in reply. "We here in Plymouth believe we have one of the best little towns in Wisconsin and it has been a sincere pleasure on our part to show you, our big brothers of Milwaukee, the importance of Plymouth from an agricultural standpoint. We are the leading cheese shipping center of the United States; our two banks have

total deposits of \$1,500,000; our people are prosperous, happy and contented; our educational facilities are unexcelled; and in every way we feel proud to have the opportunity of showing you our advantages." The speaker then recited some statistics relative to the industrial and agricultural importance of Plymouth and in conclusion expressed the sincere thanks of his city and its residents for the visit made them by the Milwaukee party.

The "heavy gun" of the visiting delegation, from an elocutionary standpoint, was then brought forward, and Secretary Bruce of the Merchants and Manufacturers' Association made one of his most happy and fitting replies to the address of Mayor Starrett. "You have called us of Milwaukee 'Your Big Brothers,'" said Mr. Bruce, "the illustration is an apt and fitting one, for while we in Milwaukee may have a larger population; may have a greater industrial output and other possible advantages, the fact remains that we of Milwaukee, you of Plymouth and the people of the other cities visited by us today are all children of the one parent, all owe alike our reverence and devotion to our great mother state, Wisconsin. We, your guests today, are fully alive to the agricultural importance of Plymouth. We appreciate the fact that it is the great cheese center of the United States, but we want to bring to your attention the fact that not alone must you rely on your agricultural possibilities and advantages, but you must maintain and develop your industrial opportunities. We in Milwaukee have come to appreciate the advantages of being an industrial center and, while the fact remains that agriculture must for many years remain the main source of wealth in this country, the time will come when its industrial output will more than surpass its agricultural assets." Secretary Bruce then voiced the sentiments of gratitude felt by every member of the party for the excellent entertainment that had been afforded and in conclusion, heartily thanked Mayor Starrett and through him, the citizens of Plymouth for their hearty welcome.

The run from Plymouth to Milwaukee was made in about two hours. Following the arrival of the train at the Union Station, the party again marched behind the Harvester Band to the Auditorium where for the balance of the evening, the exhibits there on view were inspected. It was here that Secretary Bruce again made the hit of the day by giving a public exhibition of his skill (?) as a cigarwaker. The exhibition was

loudly applauded and when the Secretary finally held up to view what he maintained was a real cigar, the applause was deafening. In response, the Secretary gracefully handed the product of his skill to a by-stander who hastily concealed it about his person after being warned by those in his vicinity against attempting to light it while in the building. This incident marked the close of the day's entertainment and the conclusion of what all pronounced to have been a delightful and successful trip.

The Jobbers Committee has decided to make these trips to surrounding county fairs an annual institution and hereafter one fair will be visited each year. Among those on the list that will be visited in the future are the fairs at Elkhorn, Jefferson and Beaver Dam. Others will follow.

Realizing the Dream of Fifty Years Ago

THRIFT, with industry, makes a city substantial. Milwaukee occupies an enviable position because its citizens had these qualifications. Its success was based on the same.

Men who shared the dreamers of Milwaukee, men like Alexander Marshall, John Plankinton, Cassin Pflieger and Edward P. Allen, added to these sterling qualities wisdom and foresight, and men like the Palouts and Schillers carried on the industrial work with conservatism but progressive business ability.

They built upon a solid rock of citizenship, and their plans brought fruit because all Milwaukee works, and its working people know the value of economy and patient effort.

With this foundation, men like John I. Briggs gave years to other great undertakings, one of the most monumental the building of transportation lines which bring people and trade within our city's grasp.

Drawing from its great storehouse, the legacy of its pioneers, Milwaukee lives in a growing, promising present, and its future is one of unlimited possibilities.

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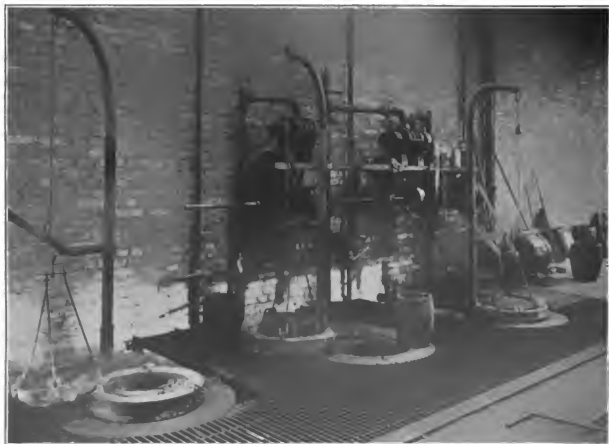
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*A satisfied customer is our best advertisement.
Notify us promptly of any defect in your service.*

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To complete the heat-producing outfit necessary for a brass foundry, we now offer a **CORE-OVEN**, which operates at *low costs, with perfect results.* This oven also is being satisfactorily used by the **American Brass Foundry Company.**

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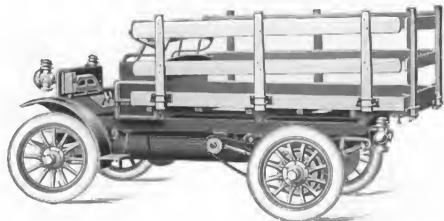


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OF MILWAUKEE

vol 2 819

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*Devoted to the Commercial, Industrial
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December, 1911

Old Series No. 52

New Series No. 18

PUBLISHED MONTHLY BY THE
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MILWAUKEE, WISCONSIN

ORGANIZED 1906

INCORPORATED 1910

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W. S. Sherman Co.
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T. L. Smith Co.
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Sterling Wheelbarrow Co.
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Wm. Toepfer & Sons
Vera Chemical Co.
Wadhams Oil Co.
White Wagon Wks., Sheboygan Falls

Wallace Smith & Co.
Western Malleable & Grey Iron Mfg. Co.
Wilbur Stock Food Co.
The M. H. Wiltzius Co.
Wisconsin Machinery & Mfg. Co.
Benjamin Young
Western Portland Cement Co.
George Ziegler Co.
Eclipse Feed Water H. & P. Co., Appleton
Appleton Wire Wks., Appleton
F. Block Co., Sheboygan
Contractors Supply & Equipment Co., Chicago
Excelsior Wrapper Co., Sheboygan
Falls Machine Co., Sheboygan Falls
J. M. Kohler & Sons Co., Sheboygan
Malleable Iron Range Co., Beaver Dam
Mallmann Addograph Co., Chicago
Manitowoc Aluminum Novelty Co., Manitowoc
Oshkosh Grass Matting Co., Oshkosh
G. D. Rowell & Son, Appleton
Side Delivery Buncher Co., Toledo, Ohio
A. Stretch Bros. Co., Oshkosh
Termaat & Monahan Co., Oshkosh
Union Match Co., Duluth
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Counsel

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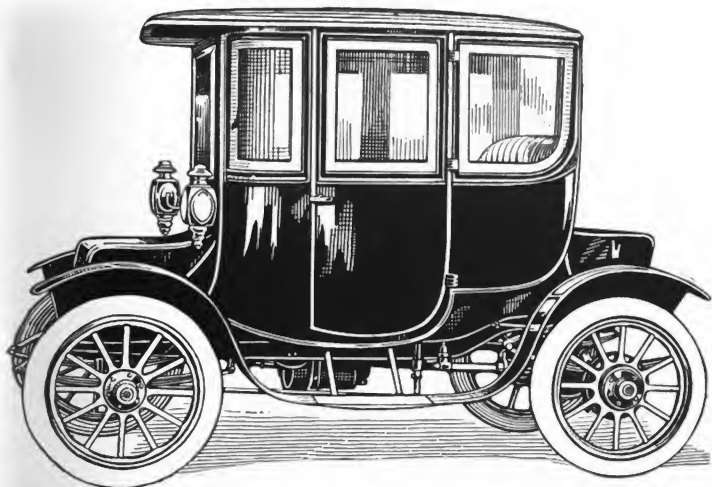
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The Merchants *and* Manufacturers Association of Milwaukee

Organized March 5th, 1861

OFFICES AND CLUB ROOM: GERMANIA BUILDING

OBJECT:—This Association is organized to foster, protect and advance the commercial, industrial and civic interests of the city and county of Milwaukee, bring its advantageous location and natural environment to their highest stage of development, utility and attractiveness, and prompt progressive thought and action in all that will make for an enlightened, contented and prosperous community.

FEBRUARY, 1912

Civics and Commerce

OLD SERIES NO. 54
NEW SERIES NO. 20

PUBLISHED BY AUTHORITY OF THE BOARD OF DIRECTORS



You Can't Scare the Horseless Vehicle

President's Annual Report

By Gen. Otto Falk

In keeping with a well established custom it becomes the duty of the President to make a report at the annual meeting upon the Association activities of the preceding fiscal year. Until within recent years this custom provided that the two executive officers, the President and the Secretary, present reports which should cover all the labors engaged in. With the growth of Association activities a larger number of members are drawn into specific labors, and it has been deemed desirable to hear from the Committee Chairmen who direct these labors and who can speak authoritatively upon.

Thus, the reports of the executive officers must concern themselves with the general policies that have guided the organization and the leading activities engaged in. I shall, therefore, confine myself to a brief discussion of the general Association efforts of the year, leaving the reports upon specific labors to the Committee Chairmen.

The past year has engaged the efforts of the Association in many directions, but the questions of trade promotion, transportation, legislation and civic affairs have demanded its special attention.

Trade Promotion and Transportation

The annual merchants trip was in the main confined to the state of Wisconsin, although some Minnesota and Michigan towns were visited. The number of cities visited was larger than were ever visited in any one previous year. The organization and management of the trade promotion journeys is now more efficient than ever and the efforts along publicity lines have been considerably strengthened. While the individual business men subservise their own interests during these trips the efforts to advertise Milwaukee as an important trade center are not neglected.

The shipping interests of the city have during the year come in for a considerable share of attention. The Committee on Transportation has been untiring in its efforts and has caused the elimination of many weaknesses and at the same time secured definite improvements in the shipping interests of the city.

Legislative Labors

The legislative efforts of the Association were taxed to their utmost last year. The crop of

legislative measures is increasing with every session of the legislature. But, the measures which are designed to retard rather than to promote the industrial and commercial development of the state are increasing with even greater rapidity.

The policy of the Association has been to promote all beneficial legislation and to oppose legislation that is harmful. The labors performed by the Committee on Legislation has shed much light upon the merits or demerits of proposed legislation and aided in innumerable instances towards reaching a correct conclusion.

Some of the new laws passed were tested in the Supreme Court as to their constitutionality. In the Industrial Insurance Act a test was made, not in a spirit of opposition, but in order to enable the employer of labor to know the exact status of the law. The Association had favored the enactment of legislation which gave the employe a proper compensation for any incapacity suffered in the course of and as the result of his employment. The decision of the Supreme Court clarified the atmosphere and enabled the manufacturer to determine whether or not to come under the new law in the adjustment of personal injury claims.

The new income tax law was contested because it was believed that it imposed burdens upon the industrial interests of the state not now borne by similar interests in the adjoining states. The manufacturer of this state must compete with the manufacturer of other states and should not be subjected to any burdens which are likely to place him at a disadvantage in the field of competition.

Reaching the Half Century Mark

The past year completed the fiftieth anniversary of the Association. The event was deemed of sufficient importance to deserve emphasis in some special and impressive manner. It was finally concluded by the Board of Directors that an Industrial Exposition of Milwaukee-made Products would express more appropriately than could be expressed in any other manner the significance of a long period of promotional effort. This conclusion proved to be wise in that the Exposition not only noted the fiftieth anniversary of the Association, but also

emphasized in an auspicious manner the half century mark in Milwaukee's development as a great industrial center.

The results of the Exposition proved eminently satisfactory. The exhibits were both attractive and instructive, the attendance exceeded 80,000 in number and the financial returns were most gratifying.

During the year many contingencies arose which made it necessary to manifest an interest in civic affairs. Committees representing the Association dealt with the municipal authorities in relieving the distress caused by unemployment last winter and spring, in regulating the rendering business in the Menomonic Valley, in providing the proposed building code with an equitable elevator law, in devising means to utilize the offal and ashes created by manufacturing plants, in delaying the proposed shutting off of the water supply of the manufacturing concerns adjacent to the city, and in reaching other adjustments of an equally important character.

In national affairs the Association manifested an interest by sending delegates to the more important national conventions and conferences and by giving expression upon leading questions of the day wherever such expression was sought.

In Memoriam

In commenting upon the achievements of the organization for the year I cannot refrain from touching upon the losses which we have sustained in the death of a number of business and professional men, some of whom were active Association members. Among those who passed away were the following:

Ephriam Mariner, Gottlob Bossert, Ellicott R. Stillman, Herman Zöhr laut, Andrew Schwaab, William C. Nicolai, Philipp Jung, Sr., John Q.

Burnham, James L. Gates, Dr. U. O. B. Wingate, Herman Voss, Leman Bartlett, George Sylvester, Volney D. Becker, F. C. Westfahl, Prof. Warren S. Johnson, Kerello Shawan, J. George Trentlage, Oscar C. Hansen, Otto A. Thiele, James Siddell, Edward Rissman, David W. Howie, Sr., Lee L. Tabor, Wm. A. Schroeder, William Franzen, Charles J. Faber, Bernardo Fernandez, Judge Joseph V. Quarles, August Uihlein, Albert Wallber.

It is with deep feeling of sadness and regret that I have enumerated this list of names. The mention of many of these conjures to our minds men of splendid attainment, noble in heart and mind, who have contributed, in no small way, to the material, educational and social advancement of the city.

Support of Business Community

Speaking prospectively I can only express the hope that the same spirit of progress which has in the past characterized the Association activities may also prompt its labors in the future. An organization such as ours has many duties to perform. These are designed to promote the industrial, commercial and civic welfare of the community. The average businessman recognizes the fact that these promotional labors must be pursued through collective effort. In order to make them thoroughly effective they must have the support of an entire business community.

In conclusion I want to thank the Board of Directors, the several committees, and the executive officers who have been associated with me during the year, for the loyal manner in which they have pursued their official labors. Likewise do I want to thank the great membership of the Association for the support they have extended and the manner in which they have responded to the special calls made upon them for services in behalf of laudable ends to be attained.

The annual meeting of the Merchants and Manufacturers' Association was held Monday evening, February 5, at the Association rooms, 701-709 Germania Building.

The annual election resulted in the re-election of Gen. Otto H. Falk, president; Frank P. Blumenfeld, vice-president; Wm. Geo. Bruce, secretary, and E. A. Reddeman, treasurer. The three directors whose terms had expired and who were elected to succeed themselves are Eltinge Elmore, Fred W. Rogers and Nathan Glicksman.

The re-election of Gen. Falk for a third term, sets a new precedent in the history of the Association, as this is the first time a president has ever been elected for three successive terms. The compliment was a well deserved one, however, and the fact that his nomination and election was unanimous, indicates that the recognition of the value of his services to the Association was general.

Reports made at the meeting by the different officials and committees may be found in this issue.

Association Activities

By Secy. Wm. Geo. Bruce

Owing to the fact that the leading activities of the Association are reported to you by the President and the several committee chairmen the report of the Secretary can only deal with certain odds and ends not otherwise dealt with.

Aside from certain definite functions assumed by the Association there has grown up in its labors a volume of activities which must be classified under routine and which cannot conveniently be embodied in any one of the several reports already submitted to you. With the continued widening of the Association efforts and its recognized importance as a fixed institution the demands upon its executive officers have been growing constantly. Thousands of inquiries are in the course of the year directed to the office, some seeking information, some advice, some counsel and others direction. Questions relating to trade and commerce, to civic or public affairs, and to a variety of interests are proposed and answered.

The office has become a sort of general clearing house for a multiplicity of questions and problems affecting the material and civic welfare of the committee. While many of these find their way to the several committees and the Board of Directors for final solution the larger number are of a character which require prompt response or disposition.

Thus, there have been times during the year when the office has been deluged with questions relating to the new laws enacted by the last legislature, such as the income tax, workmen's compensation, hours for female labor, etc., etc.; new ordinances adopted by the city council, such as the elevator ordinance, building code, removal of factory chimneys, etc., etc.; questions relating to transportation, new factory sites and rental of old factory buildings, and a variety of subjects.

Basis for Library

In order to meet demands of the membership in this direction, in a prompt and efficient manner the office has been equipped with a list of books and documents which may well serve as a beginning at least for the establishment of a permanent commercial library. Book cases and indexes have been acquired and the volume of documents which have been accumulated during a period of many years are now rendered accessible whenever required.

In several instances where a general demand for certain documents has been anticipated the Association has supplied that demand in advance. Thus, every manufacturer was supplied with copies of the Workman's Compensation Act and the entire membership was furnished with copies of the new Income Tax law. During the session of the legislature the various industrial, commercial and professional interests were kept advised as to measures affecting them.

The office aims to give statistical and other information on all matters of a commercial and industrial character and render a maximum of usefulness to the community.

Public and National Affairs

It is becoming more and more clear that commercial bodies must concern themselves more or less with public affairs. The fact that government and commerce are closely related and that one wields an important influence over the other, is now more largely recognized than ever before. Thus, while commercial bodies on the one hand concern themselves with affairs of government likely to affect business interests it is also true that men in public office constantly invite the counsel and judgment of merchants and manufacturers on problems affecting them.

Several of the important departments of government at Washington are prompting commercial associations to give expression upon pending departures and measures. One of the departments is sending out representatives to consult business men and business organizations throughout the country for the purpose of ascertaining in what manner certain agencies of government may become more useful to the industrial and commercial interests of the country. The leading government heads never fail to appear before national bodies and even local commercial organizations for the purpose of discussing economic problems and thus aiding in their solution.

Thus, the Merchants and Manufacturers' Association is constantly called upon to give expression upon questions of national import and to convey these expressions to the Wisconsin representatives of the national congress. In line with a policy to bring some of the important national questions to our membership the Association has from time to time engaged men who could speak authoritatively upon them.

Thus, questions like the One-cent Letter Postage, the National Rivers and Harbors and the Currency and Banking Questions and others, have been discussed.

The Association, through its committees and Board of Directors, has during the past year given expression upon a number of national questions, and also sent delegates to conventions dealing with such questions.

The Association has also concerned itself with problems affecting the welfare of the state. Aside from its legislative activities it has assisted the Industrial Commission of Wisconsin in working out rules and regulations for the administration of the laws on Safety and Sanitation, the Apprentice Question, the regulation of Elevator and the construction of buildings.

Locally the Association concerned itself with the questions of unemployment, pure water, the elevator ordinance, the life saving station, the bridge closing ordinance, the removal of factory cinders, and various others.

A Period of Growth

A review covering recent years will reveal the fact that the Association multiplied its work several times. Five years ago the Association employed the services of two persons. Today it employs twelve persons under a well organized plan covering the various activities that may be expected of a modern commercial body. Formerly the Association had an assembly hall and two office rooms. Today it has an assembly hall and six office rooms.

While during the interim of five years the expense of salaries, rental, printing and office maintenance has increased considerably, the As-

sociation is upon a sound financial basis. The actual cash balance in the treasury at the annual meeting five years ago was about \$1,700, today it is over \$20,000. This fund was accumulated in part by increase in the dues and through the results of the Industrial Exposition held last year.

The members of the Board of Directors feel that in order that the Association may enjoy greater financial stability and thereby also give it greater permanency, this fund should remain intact. The amount is invested in first class securities bearing good dividends.

The policy of the Board further provides that the current expenditures of the Association should be kept reasonably within its annual receipts and that the fund of \$20,000 which has been set aside should be touched only in case of an unusual emergency.

Value of Commercial Bodies

Every progressive American city maintains an active commercial association, not only for the purpose of promoting the economic and civic welfare of the community, but also for the purpose of crystallizing the hopes and aspirations of that community.

The City of Milwaukee has become sufficiently important as an industrial and commercial center to maintain a well equipped, well organized, aggressive and progressive commercial body. The utility of such a body is no longer questioned. Its value is recognized.

The Merchants and Manufacturers' Association has behind it a history of useful activity and has made a distinctive place for itself in the activities of the community. It has championed in no uncertain tone the interests of an entire city

CAUTION—TO MEMBERS!

We find that unauthorized persons are again soliciting funds for various benevolent and charity purposes. While some of these are purely fraudulent, others are well intended, but unauthorized. The latter class usually comprises women who collect funds in the name of some reputable charity organization without having authority to do so. These funds do not always find their way into the proper hands.

We must caution our members never to contribute money to any person not known to them. Ask such persons to present a Card of Endorsement from the Merchants and Manufacturers' Association. Be firm about this. We investigate each case and issue endorsement cards whenever the charity merits it. We want each and every member of this Association to use the Investigation Bureau when asked for contributions for charity, solicitations for advertising in programs, contributions to Fairs, Bazaars and other solicitations of like nature. This Bureau can save you money if you use it.

Merchants and Manufacturers' Association Bureau of Investigation,

A. W. Walter, Manager.

and earnestly sought its material advancement and progress. It has maintained a watchful care over the industrial and commercial interests and rendered helpful service wherever and whenever collective effort was likely to be effective. It has from time to time focused public attention to desirable aims and ends and has never tired to foster the prestige and vitality of Milwaukee as a great American city.

The strength and utility of a commercial body such as ours, is measured only by the life

and sustenance it obtains through its membership. While strong and wise leadership is essential, it nevertheless follows that such leadership must have the earnest and loyal support of the business community.

If the Association has made a good record in the past it must make a better one in the future. It must fulfill its mission and purposes in the highest possible degree and to that end invites your continued co-operation and encouragement.

Treasurer's Report

Receipts

Membership Dues	\$21,287.10
Other Income	461.60
Transferred from Exposition Fund....	1,033.17
	<hr/>
	\$22,781.87
Annual Association Expense.....	21,339.02
	<hr/>
Balance.....	\$ 1,442.85

Industrial Exposition

Total Receipts	\$31,441.50
Total Disbursements	20,481.02
	<hr/>
	\$10,955.48

Total Cash on Hand

Invested in Bonds.....	\$10,000.00
Certificate of Deposit.....	10,000.00
Balance in Bank.....	1,442.85
	<hr/>
	\$21,442.85

MR. JOHN A. FOX who appeared before the Merchants and Manufacturers' Association a few months ago in behalf of the National Rivers and Harbors Congress has been appointed Commissioner at Large for the Panama-California Exposition to be held at San Diego in 1915.



New 16-story Home of the First National Bank
to be erected on the southwest corner of
Mason and East Water Sts.

The Money Question

The so-called "Currency Problem," as well as the "Aldrich Plan" and the work of the National Monetary Commission was explained to about 400 members of the Association at a smoker held in Engelmann Hall, Auditorium, the evening of Tuesday, January 30, by the Hon. Robert W. Bonyngé of Denver, and Prof. W. A. Scott of the University of Wisconsin. The meeting was held under the auspices of the Committee on Currency and Banking of this Association, of which Prof. Scott is a member.

Mr. Bonyngé was a member of the National Monetary Commission and he demonstrated to the satisfaction of all present his mastery of the subject under discussion. Prof. Scott followed Mr. Bonyngé and his explanation of the causes which led to the adoption of the present financial system in this country was as clear and lucid as his predecessor's explanation of the proposed remedy was logical and convincing.

Mr. Bonyngé's address was divided under three heads. He first briefly sketched the causes which led to the appointment of the National Monetary Commission, described the manner in which that body undertook to carry on its work and then devoted the greater part of the evening to explaining its report in which a remedy for the present unsatisfactory condition is offered for the consideration of Congress and the people.

Defects of Present System

The speaker grouped the seventeen defects which, he said, were found to exist in the present system, under three heads. First, the scattering of the banking reserves of the country among the \$25,000 different banks thus weakening the reserves in case of emergency; second, the absence of any legal method by which the banks of the country can co-operate for mutual protection; third, the lack of elasticity of our bond-secured bank-note currency. He painted out in graphic manner how the present reserve system, instead of being a safety measure, is really a

"panic breeder," citing many instances in recent years in support of his theory. As showing the need for some legal method by which our banks may co-operate in times of stress, Mr. Bonyngé recalled how, in 1907 when we had more than one billion in gold in our reserve fund, we "were forced to go, hat in hand, to 'The Old Lady of Threadneedle Street' and supplicate a loan although the Bank of England at that time had only about \$165,000,000 of gold in its vaults."

"It is a disgrace to an enterprising people," said he, "that we should be placed in such a humiliating position. We must provide some method by which we can utilize our own all-sufficient financial resources and not be dependent upon other nations."

On the third defect, the non-elasticity of our bond-secured bank-note system, the speaker said:

"Our present currency, while perfectly safe, wholly lacks this essential quality. It fluctuates in amount according to the financial needs of the government or the price of the bonds upon which it is based. Its thoroughly unscientific character can be readily understood by a simple illustration. If our country were to enjoy a long period of prosperity and increasing revenues, it is conceivable that our national debt would be totally liquidated. During that process our currency would be constantly decreasing at a time when we needed more currency to do the business of the nation, and when the debt was all paid off we would find the total of our currency reduced by nearly \$750,000,000. On the other hand, if this country should unfortunately become engaged in a great foreign war and be forced to issue a large amount of bonds, the price of the bonds would naturally decrease, affording more profit to the banks to issue currency against them, and we would thus have an enormous increase in the volume of our currency at a time when in all probability we would not need it. The statistics show that during certain periods since the adop-

tion of the national bank act our currency has thus fluctuated in amount in response to the government's financial needs and directly contrary to the business requirements."

Mr. Bonyng reviewed the extended study and research of the currency systems of other countries by the National Monetary Commission for an effective remedy for our own condition; in this connection he spoke of the early conclusion of the Commission to the effect that a central bank plan, such as is in force in France, England and Germany, would not be suitable to our own needs, and this gradually led up to a discussion of the plan as finally submitted to Congress.

Plan for Revision

He prefaced his explanation of the plan by saying that it is based on the same scheme as led to the formation of the United States. Each local unit in the proposed financial system, is made up of the local banks and corresponds to the municipality in our scheme of government. These local units in turn, make up and are amenable to District Associations which correspond to the different states of the Union (except that there are 15 instead of 48); these District Associations then combine to make up the proposed National Reserve Association which would correspond to our National Government for the purposes of the illustration.

The speaker explained the manner in which the officers of these local districts and the national association are to be selected. In this connection he showed conclusively the fallacy of the charge that has been made to the effect that if the proposed plan is authorized by Congress, Wall St. will soon be found to be in control of the entire organization. By careful demonstration he showed beyond question that of the 46 directors in the National Reserve Association the most that any single interest can possibly hope to get is 3 representatives.

Important Question

In conclusion he said:

"There is no more important question before the American people today than the revision of

our currency and banking laws. It is not a political question. It is essentially a business and economic question. It does not affect the banks and bankers alone. It is of far more importance to all the people of the country, the merchants, the manufacturers, the professional men, the farmers and laborers, than to the bankers. The strong banks do not suffer in panic times. They frequently make money during such times. It is the business of the country that suffers and finally pays the costs of the panic. The merchants and others who are solvent, but who are unable to obtain accommodation at the banks during panic times and are thus unnecessarily forced into bankruptcy are the real sufferers.

"I firmly believe that with such an organization created as I have attempted to outline to you, all the principal defects in our banking system would be cured. Banking panics in the United States would become a thing of the past. Upon the approach of panic conditions, and even during periods of depression such as we are now experiencing, each of our 25,000 independent banks would feel perfectly safe in extending to a solvent customer such help as he might require at such rate as the conditions made it necessary to charge, because the individual bank would know that in case of an emergency it could take the paper of its solvent customer to the branch of the National Reserve Association in its locality and there re-discount it, receiving in exchange either lawful money or the notes of the Association which would pass current everywhere.

"It will take the united effort of the business men of the country to bring about this much needed reform. It is to be hoped, therefore, that all patriotic citizens will give the National Citizens League aid and assistance in the great work it has undertaken to perform. It is thus, and thus only, that the work so auspiciously begun shall result in legislation that will give to this country a banking system in keeping with its dignity and importance as the richest and most progressive of the commercial nations of the world."

Route Chosen by the Jobbers Committee
for the
Twelfth Annual Trip, June 3rd to 9th, 1912

The Total Mileage is about 1,000 Miles and all but
One of the Cities are Wisconsin Towns.
Full Details in the Next Issue.



"But the Greatest of These——"

As proof of the fact that the average person is ready and willing to aid in the relief of suffering when convinced of the genuineness of the appeal, the following report from the Associated Charities of contributions received in answer to the appeal recently sent out by this Association in behalf of that organization is convincing.

The report shows a total collection in excess of \$1,500 in actual money as a direct result of the call. In addition, a good many of coal and other necessities were also made that are not included in the report.

The donors, together with the sums contributed are:

Gugler Lithographic Co.....	\$	10.00	B. Hoffman Mfg. Co.....	10.00
Milwaukee Malting Co.....		10.00	Luick Ice Cream Co.....	10.00
Wm. Kaumheimer		5.00	A. F. Sauer Co.....	5.00
The Robert Rom Co.....		10.00	Courtenay & White.....	15.00
American Show Print Co.....		10.00	The Christensen Engr. Co.....	10.00
Geo. H. Smith Casting Co.....		25.00	Cutler-Hammer Co.....	50.00
E. Eldred Magie Co.....		5.00	Pawling & Harnischleger Co.....	15.00
The Kempsmith Mfg. Co.....		5.00	Figge-Doyle Co.....	10.00
Milwaukee Laec Paper Co.....		10.00	F. N. Bodden.....	5.00
Wollaeger Mfg. Co.....		25.00	Theo. Habliegger	3.00
Max W. Babb.....		5.00	W. M. Bell Co.....	5.00
Sheldon, J. Glass.....		25.00	J. W. Skinner.....	25.00
Chas. F. Pfister.....		50.00	Dr. Chas. H. Lemon.....	5.00
John Schroeder Lumber Co.....		25.00	Simon Heller	5.00
Pabst Brewing Co.....	250.00		Kremer-Urban Co.....	5.00
V. Schoenecker Boot & Shoe Co.....		10.00	H. Niedecken Co.....	25.00
F. Mayer Boot & Shoe Co.....		50.00	Herman Stern	10.00
W. B. Hill.....		5.00	Crystal Soap Co.....	5.00
H. Hammersmith.....		5.00	Milwaukee Real Estate Ass'n.....	52.00
Hoeffler Mfg. Co.....		25.00	Goodyear Rubber Co.....	10.00
Henry Schmitt		5.00	Chas. Polachek & Bro.....	5.00
Milwaukee Corrugating Co.....		25.00	O'Neill Oil & Paint Co.....	25.00
W. D. Johnson.....		3.00	The Fuller-Warren Co.....	20.00
Keelyn Electric Co.....		5.00	Power & Mining Machinery Co.....	25.00
Bloch-Daneman Co.....		10.00	Independent Milwaukee Brewery Company.....	10.00
Biersach & Niedermeyer Co.....		5.00	Mrs. Rebecca Reed.....	3.00
S. R. Ball.....		5.00	M. Friedlander Knitting Co.....	5.00
Milwaukee Tire & Supply Co.....		10.00	Wadhams Oil Co.....	10.00
Wisconsin Bridge & Iron Co.....		50.00	Milwaukee Mechanics Ins. Co.....	25.00
Milwaukee Bridge Co.....		10.00	Milwaukee Ass'n of Ry. & Steamboat Clerks.....	25.00
Wm. Bergenthal Co.....		10.00	Interior Wood Work Co.....	2.00
T. E. Woodbury.....		25.00	Lynch & Duval.....	2.00
C. W. Norris.....	100.00		Downey Heating Co.....	5.00
Lindsay Bros.....		50.00	H. Stern, Jr. & Bros. Co.....	10.00
Independent Oil & Grease Co.....		3.00	John Hoffman & Sons Co.....	50.00
Conway Veneered Door & Mantle Co.....		10.00	Hibbard & Richardson.....	5.00
Mitchell Auto Co.....		10.00	Louis Auer & Sons.....	5.00
Hilbert, Baerwald & Dawe.....		5.00	E. R. Godfrey.....	10.00
			Meyer-Rotier Printing Co.....	10.00
			Phoenix Knitting Co.....	50.00
			Grant Marble Co.....	10.00
			Nathan Gliksman.....	25.00
			Willmans Bros. Co.....	15.00
			Wm. H. Schuchardt.....	5.00
			Wisconsin Furniture Co.....	5.00
			Ideal Laundry Co.....	15.00
			Chas. A. Welch Estate.....	10.00
			Milwaukee Stock Yards Co.....	20.00
			Total.....	\$1,593.00

In addition to the above a subscription list was circulated among the tenants of the Germania Building, as a result of which \$17.73 was turned over to the Association for transmission to the Associated Charities.

TRANSPORTATION

Transportation Committee Report

Some considerable work, certain specific suggestions and a few definite improvements can be reported as a result of the year's labors of your Transportation Committee.

With one or two exceptions, the Committee has met regularly every other Tuesday during the year. In addition several special meetings have been held to discuss subjects of more or less importance. This has entailed some personal sacrifice on the part of members of the Committee as the meetings have averaged from 2 to 2½ hours in length during the busiest hours of the day. Most members have, however, given unsparingly and unselfishly of their time and thought to the solution of the various problems with which the committee has had to deal.

Express Rate Case

While we were confident last year that long before this time a decision would have been announced by the Railway Rate Commission on our Express Rate case, we regret to say none has been forthcoming. The delay, as explained by our attorneys, is largely due to the delay of the attorneys for the defense in filing their briefs. The last word we had from our attorneys on the subject was to the effect that a decision may be hoped for soon.

We still are confident that the decision, when eventually announced, will materially reduce express rates on intra-state business in Wisconsin and in this belief we are heartily seconded by our lawyers.

One point that should be mentioned in this connection is the act of the Express Companies of the city in extending their zone of delivery so as to cover the same field as is covered by the U. S. mail service. In other words, express matter is now delivered in Milwaukee wherever mail is delivered.

While this was urged in our complaint to the Commission, your Transportation Committee took the matter up with the local agents personally last summer with the result that the delivery service was extended immediately instead of awaiting the probable order of the Commission.

Your Committee desires to formally advise the membership of the completion and operation of the new Belt Line constructed by the Northwestern Line about Milwaukee. It is believed this will materially aid in bettering the freight service over that line in and out of Milwaukee and at the same time decrease the possibility of any serious congestion in the local terminals of that Road, an ever-present source of danger and delay in former years.

Another Belt Line Needed

In this connection, your Committee recommends that all possible influence be exerted with the Milwaukee Road officials to induce them to also construct a Belt Line about this city. When it is considered that the Milwaukee Road handles on an average of 5,000 cars per day in its Milwaukee terminals, over 3,000 of which are through cars, the reason for the terminal congestion here which is periodically apparent, is obvious. With a Belt Line these cars would be kept out of the city and the local terminals would thus be relieved of at least 60% of their burden to the incalculable improvement of the local service and the pronounced advantage of local shippers.

The importance of this subject, not only to the members of this Association, but to the entire city of Milwaukee, cannot be over-emphasized. It has been considered in all its various details by your Transportation Committee and efforts have been made, and should be continued to secure favorable consideration of the plan by the Milwaukee Road officials, but so far without definite assurance of success. We ask that you seriously consider this subject, and it is needless to say the Transportation Committee will be glad to receive any specific suggestions that we tend to bring about a realization of this much-to-be desired project.

On the subject of improvements in railway service, your committee also desires to report on the installation of the North Coast Limited train by the Northwestern lines, giving improved passenger service to the Twin Cities and the Pacific Coast. This is regarded as a distinct im-

DEPARTMENT

provement and will operate to the advantage of Milwaukee and adjacent territory.

Another subject that has so far baffled your Committee pertains to passenger train service to and from—particularly from—Beloit, Wisconsin. We received complaint to the effect that our city is losing much of the shopping trade from Beloit because the train on the Milwaukee Road, which leaves there at 6:10 a.m., is invariably late in arriving at Milwaukee, for which reason much of the trade that would naturally come here goes to Chicago.

Investigation showed that the train in question usually keeps on schedule until arrival at Corliss, from which point it picks up milk into Milwaukee, and that work prevents its keeping on schedule for the remainder of the run. We presented the facts to the officials of the Road and they arranged to have a section hand placed on the train at Corliss to aid in handling the milk cans, thereby reducing the delay at stations. After this plan had been given a fair trial for a month, the schedule of arrival of the train in question showed practically no improvement and the question was again taken up with the Road and is still the subject of consideration.

The officials claim the traffic from the points in question does not warrant putting on another train to handle the milk from Corliss into Milwaukee and it must be conceded there is some justice in the contention. The subject is one of those intricate problems that are continually being brought to our attention and illustrate the difficulties that have to be ironed out before definite settlement can be reached. We are hopeful that we may succeed in solving the one in question to the end that Milwaukee may get her fair share of the trade of Beloit that now goes to Chicago.

Some Improvements Accomplished

As a relief from the foregoing, it is gratifying to your Committee to be able to report some definite improvements that have been made.

Some time ago complaints were made to us regarding express service from Milwaukee to Alma, Maiden Rock and other points located on the C., B. & Q. Road north of La Crosse. The Adams Express Co. operates on the C., B. & Q. Road and the only outlet of that Company out of Milwaukee is via Goodrich Transit Co. to Chi-

cago; consequently, shipments to the points named lost from 24 to 36 hours in going to Chicago and from there via C., B. & Q. Road to the point of destination.

The subject was at once taken up with the Wells Fargo Express Co. with the suggestion that a joint tariff agreement be arranged with the Adams Co. by which shipments destined for the Mississippi River points named be shipped via Wells Fargo to La Crosse, and there transferred without the additional 25c transfer charge at La Crosse. After some correspondence, the matter was arranged on that basis and our shippers are thus placed on a more even footing with competitors in Chicago and the Twin Cities.

Your Committee also succeeded in correcting an apparent discrimination in favor of Chicago in Express shipments to Manistee, Mich. Investigation showed that shipments to Manistee were sent either all rail via Chicago, or by Goodrich Line via the same point. This operated to the disadvantage of Milwaukee as of course the rate was higher for shipments via that route. A further investigation showed the United States Express Co. to be the only one operating on boats running directly from Milwaukee and it was ascertained that no rate by boat from Milwaukee to Manistee had ever been prepared. Inasmuch as the direct service to Manistee is discontinued by the Pere Marquette Line during the winter months, no correction was made last fall, but we have the promise of the Company to publish a new tariff immediately upon the resumption of the service next spring. The subject is still on our docket and the Company will be reminded of its promise again at that time.

Change in Routing Effected

Another instance of effective work done by your Committee only recently was a change in the routing of merchandise shipments destined to Washburn, Bayfield, etc. After complaint had been made to us of poor service to that territory, it was ascertained that these shipments were being loaded into the Minneapolis car by the Northwestern Road and then re-loaded at Minneapolis for point of destination. The suggestion was made to local officials of the Northwestern to load these shipments into Ashland cars and, after investigation had proved the wis-

dom of the suggestion, it was unhesitatingly accepted and from 24 to 48 hours was thus saved to Milwaukee shipments destined to these points.

Co-operation Urged

In this connection, the importance of co-operation on the part of our members should be mentioned. Your Transportation Committee, as we believe is true of the other standing committees, is willing at all times to do all in its power for the improvement of conditions relating to Milwaukee. But the committee must have the benefit of advice, suggestions and, in short, co-operation from the membership at large. If these discriminations and other evils had not been brought to our attention, it is possible they would have escaped correction, at least for some time. Whenever ideas for the betterment of traffic conditions—either passenger or freight—to or from Milwaukee occur to you, bring them to the attention of your Transportation Committee. That is what the members of that committee receive the large salaries that are paid them as such committee members for—to help you solve your individual troubles.

Parlor Car Seat Sales

Your Committee also believes it has removed a fruitful source of complaint by prevailing upon the Milwaukee Road to have parlor car seats placed on sale at its ticket offices. Formerly it was not the practice to have seat tickets on sale at the ticket office, making it necessary to secure seats from the porter after trains had left the depot, and frequently this was not possible. It is now possible for the traveler to purchase a ticket for a seat in the parlor car at the time he buys his ticket.

Your Committee has been active in other ways during the year, along different lines of which space forbids any extended mention. At different times during the year the Committee has met for conferences with various officials of both the Milwaukee Road and the Northwestern Lines, as well as with the local head of T. M. E. R. & L. Co. Our suggestions for betterment of service and requests for aid of one sort and another have invariably been received with courtesy and consideration, and while we have by no means accomplished all that has been attempted, we have no complaint to make regarding the treatment accorded us.

An instance of this was seen some few weeks ago, when Mr. P. C. Eldredge, Ass't Gen. Supt. of the Milwaukee Road, invited your Committee, the members of our Board of Directors and shippers who were interested to make an extended inspection of the Milwaukee Terminals of that road. This was in reply to complaints that had been made to the effect that the Milwaukee Road was employing insufficient motive power and switching crews in order to properly care for its business here.

Mr. Eldredge was kind enough to offer us an engine and coach to take us about the yard and the inspection was made Wednesday, Nov. 29. All of the different yards were visited and the only conclusion to draw as a result of the trip was lack of terminal facilities rather than a lack of motive power or crews.

New Switching Tariff

In closing we believe it is needless to make more than passing reference to the action of your Committee in relation to the new switching tariff recently published by the Milwaukee Road effective in the Milwaukee switching district. In response to our request, the Wisconsin Railway Commission immediately suspended the proposed increase pending investigation. We also appealed to the Interstate Commerce Commission to suspend it as far as it affected interstate business, which has been done. In addition, several meetings with interested shippers were arranged and upon our request E. S. Keeley, vice-president of the Milwaukee Road, came to Milwaukee twice for a conference, the Committee's thought being to try and arrange a fair compromise, but this was prevented by the objection of some members who objected to any increase whatever and insisted that the entire question be submitted to the Railroad Commission for final disposition.

The subject is now receiving consideration by the Wisconsin Railroad Commission.

Several other activities of the Committee of more or less importance have not been touched upon in this report, but sufficient has been said to advise the membership of the character of work done. In closing we only ask your hearty co-operation in the future activities of your Transportation Committee, for the betterment and up-building of Milwaukee and her manifold interests. Gentlemen, I thank you.

C. N. Turner,
Chairman, Transportation Committee.

New Switching Tariff

The Wisconsin Railway Rate Commission now has under advisement the proposed new switching tariff affecting the Milwaukee switching district, published by the Milwaukee Road, November 18th and immediately suspended by the Commission pending investigation.

Following the failure on the part of interested shippers to agree on terms for a possible compromise with the officials of the road, a public hearing was held at the City Hall, Feb. 1. Notices of the hearing were sent by the Association to all shippers located on the Milwaukee Road tracks, with a request that they be present with facts and figures in support of their opposition to the new rate.

The subject was gone into very thoroughly by both sides. The road presented figures in support of its claim that a raise in the switching rate here is essential, and cited the fact that the rate has not been disturbed for several years, despite the increase in the cost of performing the service due to the increase in wages, increased cost of supplies, and gradual increase in the average length of haul. Several specific instances of alleged inequalities in the present tariff were cited, among them being the service given when a car is switched from the Chestnut St. yard to the Bay View terminals for \$5.

On the other hand, it was contended for the shippers that many of the plants located on the Milwaukee Road tracks were located under the existing tariff and that any increase such as is contemplated will work an absolute hardship. The fact that Milwaukee is the point of origin for

20% of the gross tonnage handled by the entire Milwaukee Road system was emphasized and it was argued that even though, as the road claims, the actual cost of performing the switching service is above the revenue derived under the present tariff, the loss is far more than made up by the haul that follows. It was also urged that if the proposed tariff is made effective, the other lines here will not absorb it as is now done and that the increased expense will constitute a drain on the industries of the city which they can ill afford to sustain.

At the last conference held in the rooms of the Association when the shippers and officials failed to reach any agreement as to a compromise, Vice-President E. S. Keeley offered to recommend to his board the issuance of a new tariff for the service in question on a basis of 1c per hundred, minimum 50,000 pounds, instead of the 1½c rate proposed. He was also sure of being able to arrange for the absorption of the new rate by the other local lines.

No prospective date was fixed by the Commission when a decision will be announced, but a thorough independent investigation will be conducted by that body prior to reaching any definite conclusion. In the meantime, the old rate will remain effective as regards intra-state shipments. The period of suspension as regards inter-state business has been extended until March 1 and the Transportation Committee has written the Interstate Commerce Commission asking its suspension until such time as the decision of the State Commission is announced.

ADVERTISING RATES AND SPACE CIVICS AND COMMERCE

UPON APPLICATION

Address all Communications, including changes in copy, to Merchants and Manufacturers Association,

Care of

F. G. BARNUM, Advertising Mgr.

707 GERMANIA BUILDING.

Retail Merchants' Division

By Eltinge Elmore

The work accomplished during the past year by the Retail Merchants' Division of this Association has had nothing in it of a sensational character, but it is safe to say that progress has been made as a result of the action taken at various times by the Division. Unjust ordinances, which would have proved to be burdensome and annoying to the Merchants of the city, have been defeated, many plans have been discussed, which have had for their purpose, the bettering of commercial conditions in the city, and which will unquestionably result in making Milwaukee more desirable as a place in which to locate, and to commend itself to "The stranger within our gates."

In the meetings, which have been held during the past season, there has been a very commendable spirit of interest and enthusiasm shown by the members of the Ways and Means Committee, and a faithful attendance at all of the meetings, which has shown more plainly than anything else could, that every member is willing to do his share in the work of building up our city, and creating a more friendly and cordial spirit among the Retail Merchants.

There has never yet been an occasion when there was a refusal to serve gladly and cheerfully on committee work, but each member has been faithful in carrying out the work assigned to him, and attended the meetings ready to give of his best in the way of time and counsel.

Some of the matters that have come before our Division are the following: In June, 1911, an attempt was made to pass an ordinance forbidding the use of trailers on the street car system in the city. As these trailers were in use on suburban trains it was felt that this ordinance would be hurtful to the best interests of the city, and a committee was appointed to represent the Division in opposing the passing of this ordinance, and as a result of their efforts the ordinance failed to pass.

Again in connection with the Electrical Installation Inspection Ordinance, a committee met the representatives of the city administra-

tion, and with representatives from other industries, succeeded in showing that said ordinance would work great hardship, as well as undue expense to all users of Electricity, and this ordinance was not passed.

As a result of a protest made to the Mayor and Common Council regarding the disreputable condition of some of our main thoroughfares, immediate action on the part of the Administration was taken, and repair gangs were set at work to put the streets in a presentable shape.

As a result of the crusade against the so-called transient merchant, this nuisance has become conspicuous by his absence, and we are glad to report that during the past six months or more there has not been a single complaint from anyone that any transient merchant had temporarily established himself in this city to the harm of the regularly established Merchants.

The campaign started in 1910 among the Retail Merchants to better the street lighting conditions, has resulted in a more uniform style of lamp, and as you are all aware, the decorative street lighting is continually growing in extent and we hope that soon Milwaukee will have more of the appearance of a modern metropolis than it has during previous years.

The greatest amount of work accomplished by the Division has been in its credit bureau. The detail involved in making this bureau a practical working proposition has been very great. Among the more important questions that had to be settled were:

Shall the subscribers send in only their bad or questionable accounts, or shall they report good ones also?

Shall the Bureau confine itself to the information received from the subscribers, or shall they make original investigations?

Shall the amount of a person's paying ability appear on the cards or not?

What information shall the Code Card cover?

To what extent shall the source of the information given by the Bureau be kept secret?

The Committee of credit men, who were appointed by the President of the Division to devise a practical working plan for the Bureau, submitted four reports before one was adopted that met every serious objection raised by the merchants.

The work of filling out the blanks which were furnished to the subscribers for their reports was a difficult and tedious affair, and necessitated the employment of a large number of persons, by the subscribers, and very careful supervision on the part of the Secretary of the Division in the work of assembling the reports.

The original reports received from subscribers, were transferred to the permanent file cards, to be referred to upon request.

On April 1st the Bureau was equipped with ratings on about forty-five thousand (45,000) people, and had two outgoing and one incoming trunk telephones open for service, and there were about fifty (50) members. The demand for credit information was shown from the first day that the Bureau opened. No exact record was kept at first of the actual calls made, but suffice it to say that all three telephones were kept busy practically all the time, and that by the middle of September it was found necessary to install another outgoing telephone in order to take care of the work, so that at times there are five telephones in use.

The records in the files have increased with great rapidity, showing the ratings at present on 88,000 people, and it is safe to say before another year passes we will pass the 100,000 mark.

Our membership at the present time has almost reached one hundred (100) and an active campaign will be made during the coming year to secure new members. The Division feels that we ought to have at least three hundred (300) members covering all lines of business in the city, and these three hundred (300) subscribers would undoubtedly give us the names of 95% of all the customers in the city now buying on credit.

The value of the Credit Bureau to the merchants of the city is not as well known now as we hope that it will be before the year is out, for we shall very soon start a campaign of education, and show to the merchants of the city the merits and the necessity for the Credit Bureau.

The information furnished to the subscriber is live information, and up-to-date, so that the inquirer may safely base the paying ability of the person asking for credit, upon the report received from the Bureau, and the more that the buying public realize that an accurate account of their ability to pay is kept, and other facts in regard to their general standing in the community, the more jealous each individual will become of his reputation as a desirable credit customer, and endeavor to keep his rating at the highest possible point at all times, and we believe that it will have a tendency to make the slow more prompt, and to check the tendency on the part of many to over-purchase.

We believe that the Retail Merchants' Division, with its credit bureau, is one of the most valuable adjuncts that the Merchants and Manufacturers' Association has, and we bespeak for it your cordial support and help, and hope that those who have not investigated its merits will do so in the near future and become subscribers to it. The ones who are the best satisfied as to the value of this Bureau are the subscribers themselves.

We regret to report the resignation of our former Secretary, Mr. N. C. Jensen, who was compelled to leave on account of ill health. He came to us as a stranger, but by his courteous manner, his faithful attention to the duties of the position, the vigorous campaign which he made to secure new members, and his never failing readiness to respond to every call made upon him by the Committee, all these things made him a valuable Secretary, and one whom we could ill afford to lose. The Ways and Means Committee, after carefully considering the merits of a large number of applicants for the position of Secretary finally decided to secure the services of Mr. A. W. Walter, who assumed the duties of the position February 1. Mr. Walter comes to us well equipped in every way to supervise the work of the Division, and is enthusiastic regarding its future, and we feel confident that the coming year will show substantial gains in membership, and a record of work accomplished which will be satisfactory and gratifying to all members.



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A. W. Walter, who succeeds N. C. Jensen as Secretary of the Retail Merchants Division. Mr. Jensen was forced to resign on account of ill-health.

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Publications Received

The following books, pamphlets, reports and circulars were received at the office of the Merchants and Manufacturers' Association during the month and are accessible to the members:

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| <p>Congressional Records—Washington, D. C.</p> <p>Canal Record—Ancon, Canal Zone, Isthmus of Panama.</p> <p>Butter, Chees & Egg Journal—Milwaukee, Wis.</p> <p>Daily Consular & Trade Reports—Washington, D. C.</p> <p>The M. A. C. Monthly—Milwaukee, Wis.</p> <p>The World 1912 Almanac and Encyclopedia—New York.</p> <p>Bell Telephone News—Chicago, Ill.</p> <p>Dun's Review—New York.</p> <p>The Labor Digest—Minneapolis, Minn.</p> <p>Notice to Mariners—Washington, D. C.</p> <p>Western New England—Springfield, Mass.</p> <p>The Traffic World—Chicago, Ill.</p> <p>The Survey—New York.</p> <p>The Twin City Commercial Bulletin—St. Paul—Minneapolis, Minn.</p> <p>Cocoa Production and Trade—Washington, D. C.</p> | <p>The Practical Druggist—New York.</p> <p>The Cincinnati Commercial Association—Cincinnati, O.</p> <p>The Live Wire—Buffalo, N. Y.</p> <p>Shall the State Engage in the Insurance Business, by R. I. Steele.</p> <p>Bulletin of Revenues and Expenses of Steam Roads in the United States—Washington, D. C.</p> <p>The Commercial Association Bulletin—Cincinnati, O.</p> <p>Bulletin, American Association of Commerce & Trade—Berlin, Germany.</p> <p>Mortality Statistics, 1910—Washington, D. C.</p> <p>Public Service Magazine—Chicago, Ill.</p> <p>A Preliminary Abstract of Statistics of Common Carriers for the year ended June 30, 1911—Washington, D. C.</p> <p>Annual Report of the Philadelphia Museums (The Commercial Museum) for the Year 1910—Philadelphia, Pa.</p> <p>American Building Association News—Cincinnati, O.</p> <p>Bulletin of the National Association of Credit Men—New York.</p> |
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After serving the Wisconsin National Bank for several years in various capacities and more recently as assistant cashier, Mr. Cheney was tendered the position of cashier of the Second Ward Bank, which offer he accepted. He assumed charge of his new duties February 1st.

Mr. Cheney has served as chairman of our Auditing Committee for the past five years.

Meetings of the Month

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|--|------------|--|------------|
| 2—Octette | 7:00 p.m. | —Legislative Committee | 2:00 p.m. |
| 5—Conference between Transportation Committee, Manufacturers and Officials of the Milwaukee Road, relative to a proposed new switching tariff..... | 2:00 p.m. | 17—Auditing Committee | 4:00 p.m. |
| 5—Committee on Education..... | 4:00 p.m. | 18—Black River Falls Committee and Gov. McGovern | 9:00 a.m. |
| 8—Executive Committee, Retail Division..... | 12:00 m. | —Retail Druggists | 2:00 p.m. |
| 9—Retail Druggists | 2:00 p.m. | 19—Royal League | 8:00 p.m. |
| —Octette | 6:00 p.m. | 22—Sub-Committee of Retail Division..... | 12:15 p.m. |
| —Board of Directors, Wis. Mfrs. Ass'n..... | 11:00 a.m. | 23—Transportation Committee | 12:15 p.m. |
| 10—Board of Directors..... | 4:00 p.m. | —Legislative Committee | 2:00 p.m. |
| —Auditing Committee | 4:00 p.m. | —Executive Committee, Retail Division..... | 5:00 p.m. |
| 11—Credit Men's Ass'n..... | 8:00 p.m. | —Octette | 6:00 p.m. |
| —Conference on Switching Tariff..... | 2:00 p.m. | —Bank Clerks | 7:30 p.m. |
| —Bank Clerks | 8:00 p.m. | 24—Conference on Life Saving Station Site.. | 4:00 p.m. |
| —Young Men's Business Ass'n..... | 8:00 p.m. | 26—Board of Directors, Wis. Mfrs. Ass'n..... | 11:00 a.m. |
| 12—Sub-Committee on Traffic Manager..... | 12:15 p.m. | —Industrial Commission and Committee... | 2:00 p.m. |
| 13—Committee on Public Affairs..... | 2:00 p.m. | —Octette | 6:00 p.m. |
| 16—Auditing Committee | 4:00 p.m. | 27—Conference with Industrial Commission.. | 9:30 a.m. |
| —Bank Clerks | 7:00 p.m. | 30—Jobbers' Committee | 4:00 p.m. |
| | | —Credit Men | 4:00 p.m. |
| | | —Smoker—Currency Problem | 8:00 p.m. |

Officers and Directors

Gen. OTTO H. FALK, *President*—Vice-President
The Falk Company.
F. P. BLUMENFELD, *Vice-President*—President
Blumenfeld, Locher & Brown Co.

WM. GEO. BRODE, *Secretary*
E. A. REDDEMAN, *Treasurer*—Assistant Cashier
Germania National Bank
J. A. FETTERLY, *Assistant Secretary*

Directors

ELTINGE ELMORE—President Elmore - Benjamin
Coal Co.
FRED W. ROGERS—Real Estate
NATHAN GLICKSMAN—Glicksman, Gold & Corri-
gan, Attorneys
WILLIAM MACLAREN—Manager Gimbel Brothers
RICHARD J. MORAWETZ—Sec'y-Treasurer The
Morawetz Co.

ROBERT H. HACKNEY—President Pressed Steel
Tank Co.
ALBERT FRIEDMANN—President Edward Schuster
& Co.
CHAS. E. SAMMOND—Pres.-Treasurer Stowell
Mfg. & Fdy. Co.
W. C. MIDDLETON—President Middleton Mfg. Co.

Merchants and Manufacturers Octette

Carl Haase, director; Frederick Wergin and M.
A. Flack, first tenors; W. O. Briggs and A.
R. Zimmer, second tenors; R. M. Owen and

S. J. Newton, baritones; F. A. Gerritt and
R. S. Hopkinson, basses; Guy Mack, accom-
panist.

Standing Committees

Transportation

Chas. N. Turner, Chairman—Milwaukee Coke &
Gas Co.
Wm. B. Strong—Milwaukee Drug Co.
R. J. Morawetz—The Morawetz Company
George E. McKowen—Hummel & Downing
A. T. Van Scoy—International Harvester Co.
Aubrey J. Maguire—The Bartles-Maguire Oil Co.
E. M. Schwartzburg—National Enameling &
Stamping Co.
Fred L. Sivyer—Northwestern Malleable Iron Co.
Robert Uihlein—Jos. Schlitz Brewing Co.
J. H. Gayhart—The Miller-Genz Co.

W. J. Fairbairn—Milwaukee Metal Trades &
Founders Ass'n
Representing the Jobbers Trade:
Henry C. Scranck—H. C. Scranck Co.
Representing the Retail Merchants Division:
Nat Stone—Boston Store.
Representing Milwaukee Laundry Men:
S. Gesell—The Campbell Laundry Co.
Representing the Wood Working Industry:
L. F. Crosby—Matthews Bros. Mfg. Co.
Representing the Leather Industry:
Albert F. Gallun—A. F. Gallun & Sons
Representing the Brewing Industry:
Gustav Becherer—Milwaukee Brewing Co.
Representing the Chamber of Commerce:
E. J. Furlong—Paine, Webber & Co.
Representing the Milwaukee Board of Fire
Underwriters:
Gustav Wollaefer, Jr.—Concordia Fire Ins. Co.
Representing the Coal Trade:
J. W. Simpson—Milwaukee-Western Fuel Co.
Representing the Knitting Industry:
L. Heibronner—Holeproof Hosiery Co.
Representing Banks and Trust Companies:
Representatives at large:
A. T. Van Scoy—International Harvester Co.
A. N. Ritz—Diamond Ink Co.
Lawrence Fitch—Globe Seamless Steel Tubes Co
John H. Moss—Rockwell Mfg. Co.

Jobbers

F. P. Blumenfeld, Chairman—Blumenfeld, Locher
& Brown Co.
John L. Klingler—Ellsworth & Thayer Mfg. Co.
James McLeod—Roundy, Peckham & Dexter Co.
Adam J. Mayer—F. Mayer Boot & Shoe Co.
Oscar Loeffler—Goll & Frank Co.
John B. Bangs—Milwaukee Photo Materials Co.
H. L. Eisen—Landauer & Co.
Erwin Foerster—Wm. Frankfurth Hardware Co.
L. A. Lange—Yahr & Lange Drug Co.
Moritz Seligmann—Schuckmann & Seligmann
Lawrence McGreal—Talking Machines
Louis Kuhn—American Candy Co.
Jacob G. Kissinger—Rausser, Leavings & Kissinger
H. Max Oberndorfer—David Adler & Sons
Clothing Co.
Gustav Meyer—M. Heimann & Co.
W. C. Middleton—Middleton Mfg. Co.
Harry L. Morawetz—The Morawetz Co.

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* * *

The object in installing these arcs was; first, to afford general

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In short, it was desired to reproduce daylight conditions, as nearly as possible, throughout the entire factory, at minimum cost.

* * *

The comments of the men working under this kind of light are significant. One man at a big milling machine said: "The light doesn't hurt your eyes"



A 480-foot lane of gas-arc-lighted automatic machines, in the "south bay" of the National Brake & Electric Co.'s shops.

Co. Uses 178 Gas Arc Lamps

—meaning that he could work after dark without eye-strain. Another man said: "I don't hit my fingers any more with my hammer". He could see what he was about.

* * *

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April, 1912

Old Series No. 56

New Series No. 22

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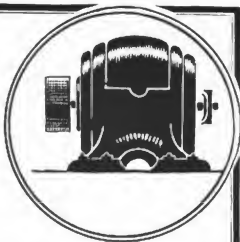
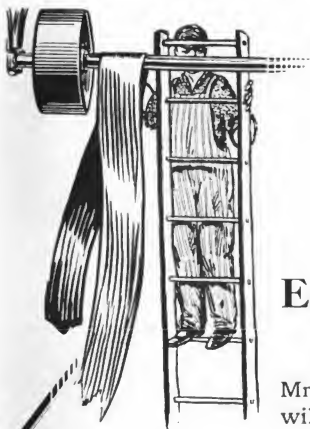
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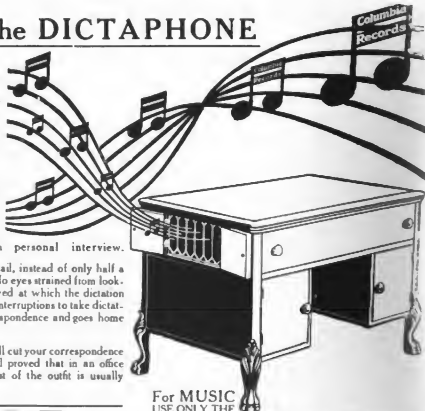
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APRIL, 1912

Civics and Commerce

PUBLISHED BY AUTHORITY OF THE BOARD OF DIRECTORS

OLD SERIES NO. 56
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Merchants Trips for Eleven Years Past

Chairman F. P. Blumenfeld of the Jobbers Committee, which has charge of the annual trade trips, recently compiled a list of the cities and villages visited by the Merchants and Manufacturers' Association during the past eleven years. An examination of the list reveals not only the fact that many cities have been visited, but also that they cover several important states. It will be noted that in 1901 the Association made no trip.

1900—Wisconsin: Sheboygan, Manitowoc, Green Bay, Marinette, Menominee, Escanaba, Marquette, Ishpeming, Negaunee, Ashland, Hurley, Ironwood, Rhinelander, Tomahawk, Merrill, Wausau, Marshfield, Stevens Point, Waupaca, Menasha, Neenah, Oshkosh, Fond du Lac.

1902—Wisconsin: Whitewater, Janesville, Beloit, Monroe, Edgerton, Stoughton, Madison, Mazomanie, Prairie du Sac, Sauk City, Richland Center, Muscoda, Boscobel, Prairie du Chien, La Crosse, Sparta, Viroqua, Tomah, Kilbourn City, Portage, Columbus, Watertown, Oconomowoc.

1903—Wisconsin: Jefferson, Ft. Atkinson, Lake Mills, Deerfield, Lodi, Baraboo, Reedsburg, Elroy, Black River Falls, Merrilan, Augusta, Eau Claire, Chippewa Falls, Menomonic, Hudson, New Richmond, Cumberland, Shell Lake, Superior, Ashland, Butternut, Park Falls, Phillips, Prentice, Medford, Colby, Marshfield, Stevens Point, Waupaca, Weyawega.

1904—Wisconsin: Hartford, Mayville, Wau-pun, Brandon, Ripon, Berlin, Omro, Winneconne, Horicon, Beaver Dam, Fox Lake, Randolph, Cambria, Pardeeville, Mauston, New Lisbon, Necedah, Grand Rapids, Centralia, Wausau, Merrill, Tomahawk, Rhinelander, Antigo, Wittenberg, Clinton, New London, Hortonville, Fond du Lac, Oshkosh.

1905—Upper Peninsula, Michigan: Houghton, Hancock, Calumet, Ishpeming, Negaunee, Marquette, Sault Ste. Marie, Gladstone, Escanaba.

1906—Wisconsin and Michigan: Cedarburg, Grafton, Plymouth, Elkhart Lake, Kiel, New Holstein, Chilton, De Pere, Green Bay, Oconto, Menominee, Mich., Marinette, Wausaukee, Wis., Crystal Falls, Mich., Iron Mountain, Sturgeon

Bay, Algoma, Kewaunee, Brillion, Manitowoc, Two Rivers, Sheboygan, Port Washington, Wis.

1907—Iowa and Wisconsin: Spencer, Emmetsburg, Algoma, Britt, Clear Lake, Mason City, Nora Springs, Charles City, New Hampton, Calmar, Cresco, Decorah, Ossian, Postville, McGregor, Guttenberg, Dubuque, Iowa, Cuba City, Platteville, Mineral Point, Darlington, Shullsburg, Monroe, Platteville, Montford, Fennimore, Lancaster, Dodgeville, Mount Horeb, Wis.

1908—Minnesota and South Dakota: Rushford, Lanesboro, Spring Valley, Austin, Albert Lea, Wells, Winnebago, Fairmont, Sherburn, Jackson, Lakefield, Fulda, Pipestone, Minn., Flandreau, Dell Rapids, Sioux Falls, Huron, De Smet, Brookings, Lake Benton, So. Dak., Tracy, Springfield, Sleepy Eye, New Ulm, Mankato, Waseca, Owatonna, Rochester, Winona, Minn.

1909—Michigan: Cadillac, Manton, Kalkaska, Mancelona, Boyne Falls, Boyne City, Petoskey, Pellston, Charlevoix, Central Lake, Bellaire, Traverse City, Thompsonville, Frankfort, Copemish, Manistee, Pentwater, Hart, Shelby, Montague, Whitehall, Muskegon, Grand Haven, Holland, Grand Rapids, Rockford, Cedar Springs, Howard City, Big Rapids, Reed City, Scottsville, Ludington.

1910—Iowa and South Dakota: Sanborn, Sheldon, Rock Valley, Ia., Canton, So. Dak. Hawarden, Sioux City, Ia., Elk Point, Vermillion, Yankton, Tyndall, Scotland, Tripp Parkston, Mitchell, Chamberlain, Kimball, Plankinton, Wessington Springs, Woonsocket, Wolsey, Bonilla, Tulare, Redfield, Ashton Mellette, Warner, Aberdeen, Bradley, Vienna Bryant, Lake Preston, Oldham, Madison, So Dak.

1911—Wisconsin and Minnesota: Racine, Kenosha, Freeport, Rockford, Beloit, Janesville, Evansville, Madison, Baraboo, Reedsburg, Wonebec, Elroy, Kendalls, Wilton, Norwalk, Sparta, Bangor, West Salem, La Crosse, Galesville, Marshland, Arcadia, Independence, Merrilan, Neillsville, Fairchild, Augusta, Fall Creek, Eau Claire, Chippewa Falls, Rice Lake, Spooner, Superior, Wis., Virginia, Hibbing, Duluth, Minn.

Booming the State

The idea which has been expressed from time to time that just as the material welfare of many cities is now being promoted, the growth and development of the State of Wisconsin as a distinct unit should be furthered, has taken concrete form in the labors performed by the Wisconsin Advancement Association which is bringing the resourcefulness of agricultural Wisconsin to the attention of the world.

It is performing a service which has been neglected too long and which deserves the attention of every enterprising and progressive citizen. Not only does this organization point out the productivity of the state and thus attract population and capital to its confines, but it also stimulates a pride in the commonwealth and its magnificent achievements.

The value of such efforts cannot be over estimated. The millions of acres of land which are now idle are capable of being developed into productive farm lands. Their utilization will add vastly to the wealth of the state and to the general prosperity of its people.

One of the outgrowths of the Wisconsin Advancement Association is the so-called Wisconsin Forward Association whose membership is recruited from the business men of the cities. The immediate purpose of this organization is to provide not only a show of Wisconsin products of the farm, but also those of the forests and mines.

The aim here is to demonstrate the opportunities afforded to thousands of homeseekers in all parts of the United States. The man with a sound body, a clear head and two willing hands may find here many opportunities for establishing a permanent home and laying the foundation for an existence and the comforts of life.

A committee, to study the feasibility of providing a Wisconsin Products Show, has been appointed. It consists of a body of men residing in various sections of the state as well as of Milwaukee business men.

The Transient Merchant Evil

The cities of Wisconsin are afflicted from time to time with the transient merchant who comes with a blare of trumpets, alluring advertisements and misrepresentations as to the quality of his goods. He secures for a few weeks a store that happens to be vacant, does a rushing business, quits the town with a good profit in his pocket and incidentally leaves behind some disappointed purchasers.

All this done at the expense of the local merchant who pays rental and taxes from year to year, employs his help regularly and adds to the city's commercial growth and development.

The state license in Wisconsin is \$75.00 per year. The city license in Milwaukee is \$20.00 per day. Transient merchants who have come to Milwaukee during the present year have been obliged to live up to the letter of the law. It has not prevented, however, this class of merchants from fleecing the public before quitting the city.

It would seem that prevention rather than cure should be applied. Why should not the character of these transients become a factor in

the granting of licenses? When a "fly-by-night" merchant presents himself for a license he ought to be asked to prove character as well as offer his money.

The Mayor, before granting a license, should ascertain the origin of the applicant and his record as a business man. No license should be granted unless proper credentials can be supplied and should promptly be cancelled as soon as proof of illegitimate methods is furnished.

The landlord should not lease his premises to persons who come from nowhere and go to nowhere. The property used by transients is not benefited thereby.

The newspapers, also, should remember that the dollar gained by advertising irresponsible itinerants is a dollar taken from the regular advertising patron. The local merchant does not want protection on narrow lines, but he has a right to be protected against the itinerant who is a menace rather than a benefit to the commercial interests of the city.

Conventions and Newspapers

As a convention city Milwaukee has demonstrated one advantage among the many which it might urge, namely, a public press that recognizes the educational value of conventions.

It has been said that in the larger cities conventions are lost in multiplicity of events and that the newspapers ignore them almost wholly. It must be said to the credit of the Milwaukee press that it has dealt generously and even handsomely with visiting conventions.

The meeting of the Wisconsin Teachers' Association held in this city last November received columns upon columns in the local newspapers. No city in the United States has ever

given any convention of an educational character more space than the Milwaukee papers gave this meeting. The addresses of note were published with a reasonable measure of completeness and the more important transactions of the association were fully reported.

Industrial and commercial conventions are also treated in proportion to their importance and the interest their deliberations may have for the general public.

Thus, it may be said that delegates to the numerous conventions held in this city invariably carry with them a good impression of the enterprise and alertness of the Milwaukee press.

An Example of Business Honesty

About ten years ago the teller of a local bank one evening at the close of the day's business found himself short in the sum of \$500. All efforts to locate the mistake failed. Some one had during the day received more money than he was entitled to, but weeks of inquiry failed to locate the recipient. At the end of the year the bank charged the shortage to profit and loss and the incident was practically forgotten.

A few days ago a manufacturer whose plant is located in the Menomonee Valley appeared at the bank and said:

"Was this bank short \$500 on a certain day ten years ago?"

The records were examined and an affirmative answer was given.

"Well, here is my check for \$750," said the manufacturer, "I have recently had an expert on our books who discovered that we received \$500

from your bank about ten years ago to which we were not entitled. I now return this money to you with interest at the rate of 5 per cent per annum. I never take advantage of another man's mistake, nor do I want anything I am not honestly entitled to. Say nothing about this to any one."

The bank officials, however, brought the incident to the attention of the board of directors of the institution, when a motion of thanks was promptly offered. This was reconsidered and the records of the proceedings of the bank officials contain a resolution which bears the following sentence:

"We herewith express to Mr. ——— our appreciation for the manifestation of his honesty and integrity, at the same time recognizing the act as a tribute to the honor of the local business world of which he is so important and creditable a part."

At a meeting of the Board of Directors of the Second Ward Savings Bank, held April 6th, 1912, the following gentlemen were added to the Board: Mr. Albert O. Trostel, vice-president and treasurer

Albert Trostel & Sons Company, Tanners; Mr. Albert H. Weinbrenner, president and general manager Albert H. Weinbrenner Company, Shoe Manufacturers.

Business Men to the Front

The real progress of a city rests as much upon the collective effort of its business men as it does upon the initiative and enterprise of the individual business man.

The achievement of desirable ends and purposes of a public nature is usually best attained through the combined effort of men. This requires leadership and the more prestige and prominence such leaders enjoy the more effective become their labors.

The tendency among the great commercial and financial leaders of the average city is to stand aloof from all movements of a public character. They urge a press of private business or of social engagements. Their services are thus lost to community.

Men who build up large industrial or commercial enterprises pride themselves—and justly so—upon having rendered a valuable service to

society. Such men are the real builders of a nation along material lines. They are primarily actuated by self interest, but the sum total of their labors inures to the welfare of society.

There is one duty, however, which men of this class usually underestimate, namely their duty to the civic and social efforts of the community. They owe it to themselves and their city to lend a hand to political and the social betterment movements. Why should not the biggest business men also lead in arousing a fine public spirit? Or, rather why should not the man who stands high in the commercial and social world throw the weight of his influence into laudable movements making for better things in civic life?

Milwaukee needs a few just such men to lead in some of the charity and betterment efforts of the city.

Competition versus Rivalry in Business

By Wm. George Bruce

One of the main purposes of organization for the promotion of trade and commerce should lie in the substitution of wholesome competition for ruinous rivalry and thus ensure stability as well as security and honor in business enterprise. Those seeking mutual advancement for the seller must also recognize the interests of the buyer. The consumer has rights which the producer and dealer must respect. The adjustment must be found in honest competition, not in dishonest rivalry. The objects therefore which should guide organization for the mutual advancement of those engaged in trade and commerce must include certain fundamental considerations.

Those identified with a calling or an interest should primarily seek to dignify the same. Every member should become inspired with the ambition to direct his activities upon standards that will stimulate pride and command the respect of his fellowman; to strive for higher aims and purposes. Every man may contribute something, by word or deed, to the general advancement of society. The work of the blacksmith is no less honorable than that of the banker if he will but take it so; the vocation of the mechanic as well as that of the merchant, be he salesman or savant,

tailor or tutor—all, in their own spheres, may attain an honorable usefulness.

The abuses which from time to time creep into our commercial life must be corrected. A checking influence is wholesome in every calling. In their contest for gain individuals are apt to lapse into errors and abuses which may be selfishly advantageous to the few, but extremely harmful to the many. These are best eliminated by pointing them out and thus making them unpopular. Discussion will tend to sift the desirable from the undesirable, the worthy from the unworthy.

The effort for mutual advancement is laudable. Here I do not mean the formulation of combinations designed to control prices or restrain trade. These are to be discountenanced. But methods and means may be standardized so as to insure a higher degree of efficiency and business integrity.

Cordial relations should be fostered. The cloven footed competitor is usually the man who is personally unknown to us. A closer acquaintance with him frequently reveals a genial human being. The social contact between competitor and competitor has the tendency to change hatred into friendship and transform bitter rivalry into fair competition.

America The World's Market

During the last two decades the growth of the commercial and industrial activities of the United States has been unequaled, the annual value of the products of its mills being more than \$20,000,000,000, as compared with less than \$10,000,000,000 twenty years ago.

In the twelve months ended June 30, 1911, the total value of its exports was \$2,013,500,000, of which amount only a little more than \$600,000,000 was credited to manufactures ready for consumption and \$300,000,000 to manufactures for further use in manufacturing, the remainder being for foodstuffs and crude materials.

From this it will be seen that the bulk of the export trade is not acquired on account of any extensive selling effort on the part of the United States, but foreign buyers purchase those things which they must have and cannot buy elsewhere, such as cotton, corn, wheat, etc. Comparison of the export figures of the United States for the last year with those of former years will show that this trade is increasing, but it is only recently that the United States has devoted much attention to export trade.

Must Study Foreign Tastes

In the past American manufacturers have been busy supplying the home market. It was only when a surplus existed that the foreign markets were entered. Conditions, however, have changed; the urban population is increasing more rapidly than the rural and the production of manufactured articles has surpassed that of agricultural products.

The home consumption of agricultural products is greater than ever before and the surplus of manufactured goods is also greater and is increasing at a tremendous rate. Consequently if the United States is to hold its balance of trade, manufactured exports must, to some extent, take the place of raw farm products, and if this country is to keep its mills running the large surplus of manufactured goods must be disposed of through foreign channels.

To invade and occupy foreign markets requires a thorough knowledge of the existing

conditions in those markets and a willingness to adjust American methods to them. The tastes and peculiarities of the people must be considered, and above all American manufacturers must produce articles adapted to the foreign market which is sought by them. To do this, organization and co-operation between the business men of the country, the trade organizations, and the government is necessary.

Activity Shown by Germany

Germany ranks as the best equipped nation of the world today with regard to organization in connection with trade development. It makes use of every national force to aid and foster its foreign commerce. Special rates are made for exports over transportation lines; its commercial agents, banks, and steamship lines are found in every corner of the globe; its systems of commercial education are without equal; its trade and commercial organizations are semi-official and all these efforts are as one unit in the service of building up Germany's foreign commerce.

In some foreign countries America's greatest trade rival as a nation will spend \$60,000 annually on a consulate where this country spend \$10,000 or less. In New York one foreign government is almost as adequately equipped to report to its home government on trade conditions in the United States as the bureau of manufactures of the department of commerce and labor is to report on trade conditions throughout the world.

At the present time ten of the commercial agents of the bureau of manufactures are abroad gathering data relative to machinery and machine tools, cotton textiles, chemical products, electrical machinery and supplies, leather articles and shoes, and trade conditions in general. Their reports are also published from time to time in monograph form.

The interest of American manufacturers in the investigation of these commercial agents is growing, and the bureau is in receipt of many inquiries and suggestions in connection with this work.

Comparative Efficiency

The various commercial organizations of the country strive to render efficient service for the communities in which they are active. They do not, however, always meet the expectations of those who support the same. Criticism follows and comparisons are made with organizations of other cities.

These comparisons frequently ignore the fact that association activities are largely guided by local conditions which make it necessary to emphasize certain phases of association labors. One fosters conventions, another emphasizes improvement in transportation facilities, still another seeks new factories and promotes trade activities, while still others enlarge upon efforts along civic lines.

The critic who sees elements of weakness in his local organization and makes comparison with organizations of other cities is not always just owing to the fact that he is not fully informed what other cities are really doing. In

every city of importance the commercial organizations therein are apt to send out glowing reports to their own communities and their own efforts along promotional lines, but the critic of one city does not know of the existence of the critics in the other cities.

Every commercial organization has its supporters and its fault finders and while they may vary as to real efficiency and usefulness, it is, nevertheless, true that the association which exerts the highest degree of utility and service will have its fault finders just the same.

The fault finder may have his value, but if fault finding were shaped into friendly and suggestive criticism a greater service could be rendered.

Commercial organizations, like individuals, require occasional prodding. Their shortcomings must be pointed out and they must be encouraged towards renewed effort and higher standards of service.

Interesting Nuggets

Lake Michigan has an area of 22,400 miles; greatest depth 1,800 feet; greatest length 345 miles; shore line 1,320 miles.

The revenue cutter Tuscarora makes its official headquarters in Milwaukee.

The total assessed valuation of Wisconsin is 12,941,412,842.

The value of a seat in the New York Stock Exchange ranges from \$68,000 to \$73,000.

The total railway mileage of Wisconsin is 1,475 miles. The grand total in the United States is 240,438 miles.

Wisconsin has sixty building and loan associations with a membership of 20,888, and assets amounting to \$6,180,606.

Wheat crop for 1910 in bushels: Wisconsin, 659,000; Michigan, 15,642,000; Minnesota, 94,60,000; Iowa, 11,131,000; Illinois, 31,500,000; Kansas, 169,100,000; Texas, 181,280,000.

Milwaukee takes seventh place as a pork packing city. The cities preceding are: Chicago, Kansas City, Omaha, St. Louis, St. Joseph and Indianapolis.

Milwaukee's death rate is 13.6. Thirty-two American cities have a higher death rate; four cities have a lower death rate.

Wisconsin contains a gross area, including water as well as land surface, of 56,040 square miles. The extreme length is 300 miles, the extreme breadth 290 miles.

The salary of the Governor of Wisconsin is \$5,000. The legislators receive \$500 biennially.

The foreign consuls and consular agents located in Wisconsin are the following: Belgium, R. van Crombrugge, Green Bay; Denmark, Peter Bering, Racine; Italy, Arminio Conte, Milwaukee; Norway, Olaf I. Rove, Milwaukee; Germany, Hon. Emil Wallber, Milwaukee.

The Merchants Association of New York

Greater New York by virtue of its magnificence as a great population center and its commercial and financial importance enjoys a prestige as does no other city in America. It is the great metropolis of the nation. Its prestige and strength make it the leader in many lines of human activity and it exerts, or can exert, a great influence towards the correct solution of some of the national problems, more particularly those affecting the economic welfare of the nation.

Such influence can best be concentrated and diffused through the medium of a commercial organization. That some of the New York people have recognized this fact is apparent. The writer knows of no city organization, fostering civic and economic growth, that is rendering a greater service to the country at large, than the Merchants' Association of New York. The manner in which it has taken up both timely and important subjects has excited the admiration of other similar organizations throughout the country.

The impressions which the country gets about New York's tendencies and activities are not always of the highest. The American people are apt to measure the great metropolis merely by its financial and commercial power. But, when in the great metropolis is found a body of clear headed, high minded and patriotic men striving unselfishly to secure that which is right

and just, the belief grows that there is some good in Gotham.

In the larger questions which are taken up by the association and upon which it seeks to focus the attention of the business public of the country, it should have the co-operation of every other commercial organization. These are the best agencies through which to reach the business man, awaken his civic conscience and prompt a closer co-operation between the commercial judgment and the statesmanship of the nation in the solution of economic problems.

It is sometimes said that the larger centers of population owe something by way of example and initiative to the smaller centers. If so Greater New York owes it to herself and to the nation to lead, or at least strike the keynote, in many of the questions affecting our commercial and industrial life. The Merchants' Association of the metropolis is well equipped to combine the necessary forces, focus the attention of the American merchant to desired ends and crystallize a sentiment that will spell achievement and success.

The men who guide the destinies of this organization have demonstrated their unselfish loyalty to principle, a keen appreciation of the problems which confront the commercial and industrial activities of the nation and the intellectual strength to contribute an important share to the solution of these problems.

Retail Merchants Division—The Credit Bureau

By A. W. Walter, Secretary

One of the most serious problems confronting the credit man at inventory time is this: "Why should my losses be so large? I am very careful in my extensions of credits, and I feel that I am a good judge of human nature, but still my losses from bad accounts are larger than I desire; some years they are larger and some smaller. On the average, they are far too large."

Out of such statements, made by a large part of the merchants and credit men of this city, has sprung a system to eliminate, to a certain extent, the violators that prey on local trading establishments. Merchants who are very conservative, business men who have been buffeted on the troubled sea of business and have become hardened in their business

dealings, men who are not quick to jump at conclusions, have been, to use a slang phrase, "stung" by these professional debt-beats, possibly through the desire to swell their sales accounts, or through the stress of competition.

This system was formulated by a committee of credit men of the highest efficiency who were sent to visit a number of large cities to study methods of watching bad customers and of rating all credit customers, picking out the best in each plan examined. Upon their return, these experts put their ideas thus gathered into a working plan and gave the merchants of the Retail Division the Credit Bureau as it now stands.

Like a small flower, it was nourished and watched and cared for until today it has the distinction of being the largest co-operative Credit Bureau in the world. This may seem to some a big achievement in so short a time, but to the merchants of Milwaukee, who know of no undertaking too large, it was only a matter of applying progressive business methods to the task confronting them.

The Bureau today far surpasses what was thought to be the limit that would be reached by the system. We have at the present time over 79,000 cards in our files, comprising about 80 per cent of the credit buying public of Milwaukee, and our members, who have the full benefit of this system, are the largest and most representative firms in their several lines of trade.

The Credit Bureau wants your support and more members; it wants to have in its files a record of individuals and firms that will be of the greatest benefit to our members; it wants your personal interest. With the combined work of all a strong wall will be built against undesirable customers and a great number of dollars will be saved annually to each merchant making use of the Credit Bureau of the Retail Division of the Merchants and Manufacturers' Association.

The Retail Division has engaged the services of

a capable attorney who will act as the legal advisor of all members of the Division, without charge. Mr. Geo. J. Graebner, a son of Wm. H. Graebner, president of the Wisconsin State Board of Control, has been secured for this work, and comes to the Division highly recommended as an efficient, skilled and painstaking attorney.

The Division is now prepared to give legal advice without extra charge to any of its members who may have questions arising in connection with their business affairs upon which they desire the assistance of a trained attorney.

The Division will also be prepared henceforth to furnish the services of a notary public to any of its members having need of such services, Mr. A. W. Walter, the Secretary of the Retail Division, having been commissioned a notary. His services as such will be at the disposal of members without charge.

Other special facilities offered by the Retail Division are a free city directory library, free examination of fire insurance policies and the furnishing of special information or financial reports without extra cost. Court reports, mortgages, etc., are also reported by the Division, which has adopted the phrase, "Make Milwaukee Mighty," and is endeavoring by every means within its power to advance and to serve the interests of its membership.

Express Rate Bill Reported

Members of the Merchants and Manufacturers' Association, which was one of the first commercial bodies of the country to take steps to force a reform in express rates and service, employing for that purpose the services of Mr. Walter Drew, an acknowledged expert in transportation law and transportation problems, will be interested in learning that the Adamson bill, fixing maximum express rates, has been favorably reported by the House Committee on Interstate Commerce in the present Congress. The rates fixed by the bill are as follows:

Between any two points in the United States more than 2,000 miles apart, 12 cents a pound.

Between any two points not more than 2,000 miles apart, 10 cents a pound.

Between any two points not more than 1,200 miles apart, 7 cents a pound.

Between any two points not more than 800 miles apart, 5 cents a pound.

Between any two points not more than 600 miles apart, 4 cents a pound.

Between any two points not more than 250 miles apart, 2 cents a pound, provided that express companies shall not be required to carry any parcel for less than 10 cents.

The rates named are for the transportation and delivery of packages weighing not more than 11 pounds and valued at not more than \$50, and are to apply whether the transportation is on the line of a single express company or on a through rate of shipment by two or more connecting express companies. It is further provided that express companies must work in connection with the rural mail routes, receiving and delivering packages to mail agents and patrons of these routes.

TRANSPORTATION

The Local Freight Situation

So serious did the local freight situation become in the month of March, and so numerous were complaints from members of the Association, that the Transportation Committee of the Merchants and Manufacturers' Association decided extraordinary action was necessary, and called a conference at the Association rooms of the officials of the C., M. & St. P. and C. & N. W. Railroads with the Committee to devise means to cure the abuses, remove ground for further complaint, expedite the delivery of incoming freight to Milwaukee merchants and manufacturers and secure dispatch in the shipment of outgoing freight.

While complaints were entered regarding both incoming and outgoing freights, the chief protest of the wholesalers and jobbers of Milwaukee was occasioned by the failure to forward outgoing shipments with anything like dispatch, causing great trouble and annoyance to those ordering goods from Milwaukee houses.

The first conference was held Monday, March 25, and was attended by the members of the Transportation Committee and by Traffic Manager E. S. Keeley; General Manager D. L. Bush; General Superintendent H. B. Earling; Assistant General Superintendent P. C. Eldredge; General Agent W. H. Dodsworth; Commercial Agent A. A. Wilson, and Freight Agent W. G. Miller of the C., M. & St. P. Railway. The conference lasted three hours.

It was apparent that an extraordinary condition had arisen, demanding extraordinary treatment. The railroad officials ascribe the accumulation of freight to the severity of the winter, and the ice field in Lake Michigan which had almost cut off trans-lake shipments and had doubled the amount of freight to be handled by the railways. While it was believed that with due foresight much of the trouble could have been avoided, it was felt that criticism should be eliminated and a strenuous effort made to relieve the congestion at the earliest possible moment.

The railroad officials showed their appreciation of the gravity of the situation by cutting all red tape and inaugurating extraordinary efforts to relieve the congestion. Additional switching facilities will be supplied. Larger crews have been employed at the freight yards and additional warehouse facilities will be provided. Special information clerks have been stationed at the freight houses, whose business it is to look solely after delayed freight, locate the same, and secure its early distribution. Also, when freight has been "spotted" in cars and is started for

the freight houses, shippers will be notified by telephone to call for the same, and due tab will be kept on teamsters, thus avoiding many hours of delay, a teamster can be ready to take the freight the moment it reaches the warehouses.

Reforms are Inaugurated

True to their promises, the officials of the Milwaukee Road used every possible resource to relieve local traffic conditions, with the result that in the first week in April they were able to state to the Transportation Committee that conditions had been restored to their normal status.

In furtherance of the reforms promised, the company has announced the appointment of Mr. Wm. Madden to take charge of the complaint bureau established in accordance with the agreement reached with the Transportation Committee of the Merchants and Manufacturers' Association. This official has been supplied with extra telephone service at the local freight house, and is prepared to deal with all patrons in cases where complaints arise.

It developed during the conference that insufficient telephone service was one of the grievances most seriously felt by Milwaukee shippers, there being eighteen outgoing as against seven incoming lines connected with the Chicago, Milwaukee & St. Paul Railroad Company's service switchboard, and the officials were prompt in the assurance that additional lines would be provided at once.

Mr. Bush, General Manager of the Milwaukee Road, detailed at some length plans now under way to increase the facilities of the road at Milwaukee for the handling of freight, and also to increase locomotive and car efficiency. He advised the Committee that the road is contemplating the building of two large storage yards, one in the southern portion of the city and the other in the extreme north or west, for the purpose of holding empty or loaded cars to be placed at the disposal of Milwaukee firms without delay, and also more than doubling the capacity of the present so-called A Line yard. The company proposes also to connect the outgoing divisions to that yard, so as to fully relieve all congestion at Milwaukee. The Road has 190 new engines contracted for which are to be delivered about November 1st, and 4,000 new cars will be in service about September 30.

Conference with Northwestern

The second conference held by the Committee took place on the following day, March 26, with

DEPARTMENT

officials of the C. & N. W. Railway, the company being represented by the following: General Manager W. D. Cantillon, Assistant General Freight Agent H. C. Cheyney, Assistant Superintendent Peter Campbell, Local Agent Chas. Thompson, Local Freight Agent D. P. Curtis, and Assistant Freight Agent George Boomer.

The members of the Transportation Committee present were: Charles N. Turner, chairman; Geo. E. McKowen, Richard J. Morawetz, A. T. Van Scoy, and Guy F. Gregg.

Here again the readiness of the responsible heads of the traffic department of the railroad company to do all in their power to relieve a congestion which was costing Milwaukee business houses thousands of dollars daily in actual money losses, to say nothing of annoyance and anxiety, was apparent. General Manager Cantillon was free in saying he would accept and carry out every feasible suggestion.

The Northwestern will employ a man to advise with teamsters, notify them promptly of the location of their freight, and see that they remove it promptly. A bureau of information will be instituted by the company, which will enable any shipper to obtain at once the exact location of any car in which he is interested. Additional telephone facilities are promised so that all inquiries may be answered promptly, and the General Manager announced that the local representatives of the Road had the authority to place additional switch engines, increase the warehouses, strengthen the crews at the freight houses, and to establish team tracks wherever this might be feasible.

To assist the officials, the Transportation Committee agreed that the Association, on the other hand, would issue a circular letter to shippers giving instructions how and where to make inquiries as to freight troubles, and outlining the manner in which the movement of incoming and outgoing freight may be facilitated. At the conclusion of the conference General Manager Cantillon instructed the local representatives of the Northwestern Road to work in close co-operation with the Transportation Committee of the Merchants and Manufacturers' Association until the situation had been wholly relieved.

Committee Takes a Hand

Continued complaints from shippers caused the members of the Transportation Committee to pay a personal visit to the freight houses of the C., M. & St. P. and Northwestern Roads shortly after April 1st, to inspect the conditions and determine what, if

any, suggestions might be made for improvements in the service. At the freight station of the Milwaukee Road the Committee found the company had the situation well in hand and that all evidence of congestion had disappeared. Freight was being handled expeditiously and in full accordance with a well devised system.

At the Northwestern freight station there was evidence of great congestion and at the request of the railroad officials the Committee immediately took up with a large number of the big shippers in the Association the imperative need for haste in removing goods consigned to them. As a result of its activities considerable freight was removed the next day and when the local freight officials of the Northwestern met with the Transportation Committee at the close of the week to agree upon details for a freight telephone directory to facilitate inquiries as to freight arrivals, they reported the response to the Committee's efforts has been prompt and general.

As a result of this last conference both railroads have announced their intention to make common use of such methods of handling business as may have commended themselves to either road. Representatives of the Wisconsin Telephone Company attended the conference and the form of a shippers' telephone directory was agreed upon which will enable every shipper to know just where and of whom he should make inquiry as to either outgoing or incoming freight.

The railroads announce their intention of notifying shippers promptly of the receipt of all freight consigned to them and of having some one in authority on the spot from whom teamsters and truck men can obtain promptly any information they may desire.

Improvement in the situation promises to be a work of time, but the members of the Transportation Committee are greatly encouraged by the spirit in which the railroad officials have accepted their efforts to alleviate the congestion and from the showing already made are hopeful that a system will soon be evolved which will do away in the future with the vexation and annoyance and great pecuniary loss occasioned by adherence to methods which were long ago outgrown.

When this result shall have been achieved, every member of the Merchants and Manufacturers' Association, as well as every business interest in Milwaukee, will have been greatly benefitted. Fully recognizing this, the Committee is determined to spare neither effort nor time to achieve the desired results.

Publications Received

The following books, pamphlets, reports and circulars were received at the office of the Merchants and Manufacturers' Association during the month and are accessible to the members:

- Daily Consular & Trade Reports.....Washington, D. C.
- The Cog City.....Charleston, W. Va.
- Congressional Records.....Washington, D. C.
- International Conciliation.....New York City
- The Commercial Association Bulletin.....Cincinnati, O.
- Decisions by Interstate Commerce Commission:
- National Pole Company vs. Chicago, St. Paul, Minneapolis & Omaha Railway Co., et al.
- In the Matter of the Application of Southern Pacific Company for Relief Under the Provisions of the Fourth Section with Respect to Traffic Moving Between Portland and San Francisco and Other San Francisco Bay Points.
- Humboldt Refining Company vs. Missouri, Kansas & Texas Railway Co., et al.
- Plano Milling Company vs. St. Louis, Southwestern Railway Company, et al.
- Brooklyn Coopage Company vs. Illinois Central Railroad Co., et al.
- In the Matter of the Investigation and Suspension of Advances in Rates by Carriers for the Transportation of Bituminous Coal.
- In the Matter of the Investigation and Suspension of Advances in Class Rates by Carriers.
- In the Matter of the Investigation and Suspension of Advances in Rates by Carriers for the Transportation of Freight in Single Packages and Small Lots.
- McLean Lumber Company vs. Louisville & Nashville Railroad Co., et al.
- Ralston Townsite Company, et al. vs. Missouri Pacific Railway Company.
- Michigan Hardwood Manufacturers' Association vs. Transcontinental Freight Bureau, et al.
- Sunflower Glass Company, et al. vs. Missouri Pacific Railway Company, et al.
- Swift & Company vs. Missouri, Pacific Railway Company, et al.
- Edison Portland Cement Company vs. Delaware, Lackawanna & Western Railroad Company, et al.
- Lamb, McGregor & Company vs. Chicago & North-Western Railway Co., et al.
- Virginia-Carolina Chemical Company vs. Atlantic Coast Line Railroad Co.
- New England Coal & Coke Company vs. Norfolk & Western Railway Co., et al.
- Fred R. Kleibacker vs. Louisville & Nashville Railroad Co., et al.
- Willman & Company vs. St. Louis, Iron Mountain & Southern Ry. Co., et al.
- Board of Railroad Commissioners of the State of Kansas vs. Atchison, Topeka & Santa Fe Railway Company, et al.
- Tampa, Florida, issued by Board of Trade....Tampa, Florida
- Tampa Truisms, issued by Board of Trade....Tampa, Florida
- Canal Record.....Ancon, Canal Zone, Isth. of Panama
- American Labor Legislation Review—Comfort, Health and Safety in Factories.....New York City
- The Traffic World.....Chicago, Ill.
- Twenty-fifth Annual Report of the Interstate Commerce CommissionWashington, D. C.
- Notice to Mariners.....Washington, D. C.
- The Commercial Club.....Kansas City, Mo.
- The Twin City Commercial Bulletin....St. Paul-Minneapolis
- Competition Versus Monopoly.....Washington, D. C.
- Sugar Tariff Reduction.....Washington, D. C.
- General Arbitration Treaties with Great Britain and France, Speech of Hon. Henry Cabot Lodge...Washington, D. C.
- Second Annual Report on the Statistics of Express Companies in the United States—Interstate Commerce CommissionWashington, D. C.
- National Advertising—The Modern Selling Force, by Curtis Publishing Co.....New York
- American Industries, National Association of Manufacturers
New York
- Commercial America, Philadelphia Commercial Museum....
Philadelphia, Pa.
- Common Council Journal, March 11, 1912...Milwaukee, Wis.
- The Twin City Commercial Bulletin....St. Paul-Minneapolis
- Foreign Tariff Notes, Department of Commerce and Labor..
Washington, D. C.
- Thirteenth Census of the United States: 1910, Bulletin, Manufactures: United States, Abstract of Statistics of Manufactures for States, Cities and Industries.....
Washington, D. C.
- National Monetary Commission.....Washington, D. C.
- Decisions by Interstate Commerce Commission:
- Washburn-Crosby Milling Company, Incorporated, vs. Southern Railway Company.
- Lord & Bushnell Company vs. Mississippi Central Railroad Company, et al.
- Milburn Wagon Company vs. Lake Shore & Michigan Southern Railway Company, et al.
- Houston Packing Company vs. Texas & New Orleans Railroad Company, et al.
- Wood-Mosaic Flooring & Lumber Company vs. Louisville & Nashville Railroad Company.

Southwestern Missouri Millers' Club vs. Missouri, Kansas & Texas Railway Company, et al.	Baltimore, The Merchants and Manufacturers' Ass'n..... Baltimore, Md.
Maricopa County Commercial Club vs. Southern Pacific Company, et al.	Camden Board of Trade Journal.....Camden, N. J.
William K. Noble vs. Baltimore & Ohio Railroad Company, et al.	Seventh Annual Report Board of Park Commissioners, 1911 Fort Wayne, Ind.
Alpha Portland Cement Company vs. Baltimore & Ohio Railroad Company, et al.	Doings in Grain at Milwaukee, issued by Milwaukee Chamber of Commerce.....Milwaukee, Wis.
J. K. Gill Company, et al. vs. Oregon Railroad & Navigation Company, et al.	Western New England, Springfield Board of Trade..... Springfield, Mass.
Bluefield Shippers' Association vs. Norfolk & Western Railway Company, et al.	Greater New York, Bulletin of The Merchants' Ass'n..... New York
Lindsay Brothers vs. Lake Shore & Michigan Southern Railway Company, et al.	Bulletins of University of Wisconsin.....Madison, Wis.
Milburn Wagon Company vs. Lake Shore & Michigan Southern Railway Company, et al.	Greater Lethbridge, Bulletin of Board of Trade Business Lethbridge, Alberta, Canada
Leggett & Platt Spring Bed & Manufacturing Company vs. Missouri, Pacific Railway Company, et al.	Annual Report of the Directors of American Telephone & Telegraph Company to Stockholders.....New York
International Agricultural Corporation vs. Louisville & Nashville Railroad Company, et al.	Statistics of Principal Crops, 1910.....Washington, D. C.
Traffic Bureau, Merchants' Exchange of St. Louis vs. Chicago, Burlington & Quincy Railroad Company.	Live Stock and Miscellaneous Agricultural Statistics, 1910 Washington, D. C.
Same vs. Missouri, Pacific Railway Company.	Notice to Mariners.....Washington, D. C.
Same vs. Chicago, Rock Island & Pacific Railway Company.	Supplementary List of Publications of the Library of Congress issued in 1911.....Washington, D. C.
Same vs. St. Louis & San Francisco Railroad Company.	Decisions by Interstate Commerce Commission:
Same vs. Missouri, Kansas & Texas Railway Company.	Memphis Freight Bureau, et al. vs. St. Louis Southwestern Railway Company, et al.
California Pole & Piling Company, et al. vs. Southern Pacific Co.	Alan Wood Iron & Steel Company vs. Pennsylvania Railroad Company, et al.
In the Matter of the Investigation and Suspension of Advances in Rates by Carriers for the Transportation of Iron and Steel Articles.	In the Matter of Transportation of Company Material
Chattanooga Feed Company vs. Alabama, Great Southern Railroad Co.	The Home Stores Company.....Milwaukee, Wis.
Vulcan Iron Works Company vs. Atchison, Topeka & Santa Fe Railway Company, et al.	The Healthologist.....Milwaukee, Wis.
Switzer Lumber Company vs. Alabama & Mississippi Railroad Company, et al.	Common Council, Journal of Proceedings...Milwaukee, Wis.
Merchants and Manufacturers' Association of Baltimore, et al. vs. Atlantic Coast Line Railroad Company, et al.	American Building Association News.....Cincinnati, O.
Dun's Review.....New York	The Horseless Age.....New York
Report of Board of Supervisors.....Milwaukee, Wis.	Board of Trade Journal...West Hudson County, New Jersey
Butter, Cheese & Egg Journal.....Milwaukee, Wis.	Bulletin of the Milwaukee Bureau of Economy and Efficiency, No. 17—Recreation Survey.....Milwaukee, Wis.
Bell Telephone News.....Chicago, Ill.	The Plot that Failed—Official Records which show that the Chicago Tribune Employed Burns Detectives, Who Manufactured Evidence Intended to Convict an Honest Man of the Crime of Perjury—by Frederick Upham Adams
Nesco News, National Enameling & Stamping Co..... Milwaukee, Wis.	The Story of Edward Hines, who is falsely accused of having Secured by Bribery the Election of William Lorimer to the Senate of the United States—by Frederick Upham Adams
Plain Tales of the Arkansas Valley of Colorado, by Pueblo Commercial Club.....Pueblo, Colo.	The American School Board Journal, Annual Building No. Milwaukee, Wis.
Blue Book, Wisconsin, 1911.....Madison, Wis.	Banking Reform.....Chicago, Ill.
Monthly Summary of Commerce and Finance of the U. S. Washington, D. C.	Public Affairs.....Duluth, Minn.
Caspar's Guide & Map of Milwaukee.....Milwaukee, Wis.	Bulletin, American Association of Commerce and Trade Berlin, Germany
The Newarker.....Newark, N. J.	Greater New York.....New York

Meetings of the Month

- March 5—Jobbers Committee, 12:15 p.m.
 —Bank Clerks, 7:30 p.m.
 6—Isthmus Plantation Association, 8:00 p.m.
 7—Bank Clerks, 7:30 p.m.
 8—Retail Merchants Division annual meeting 8:00 p.m.
 —M. & M. Octette, 6:00 p.m.
 12—Board of Directors, 4:00 p.m.
 14—Bank Clerks, 7:30 p.m.
 21—Committee on Charities, 4:00 p.m.
 —Retail Druggists, 2:00 p.m.
 —Bank Clerks, 8:00 p.m.
 22—Retail Merchants Division, 12:15 p.m.
 —Bank Clerks, 8:00 p.m.
 25—Tax Conference, 11:00 a.m. and 2:00 p.m.
 —Railroad Conference, 10:30 a.m.
 26—Railroad Conference, 10:30 a.m.
 —Tax Conferences, 9:30 a.m. and 2:00 p.m.
 —Jobbers Sub-committee, 4:00 p.m.
 29—Railroad Conference, 10:30 a.m.
 30—Milwaukee Aero Club, 11:00 a.m.

Bureau of Investigation

To eliminate the possibility of fraudulent solicitation of money for charitable purposes from members of the Merchants and Manufacturers' Association, the Bureau of Investigation has prepared blanks, as shown below, for the use of all members of the Association who desire to adopt them. These blanks, with the accompanying stub, are bound in books of 25 and may be had upon application to the Bureau of Investigation, A. W. Walter, Agent, without charge.

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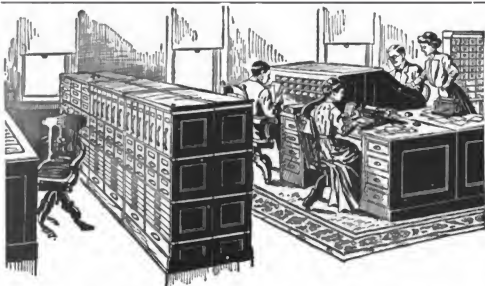
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MILWAUKEE, WISCONSIN

ORGANIZED 1906

INCORPORATED 1910

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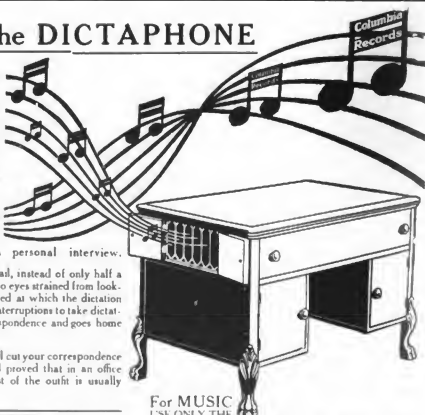
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Organized March 5th, 1861

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OBJECT:—This Association is organized to foster, protect and advance the commercial, industrial and civic interests of the city and county of Milwaukee, bring its advantageous location and natural environment to their highest stage of development, utility and attractiveness, and prompt progressive thought and action in all that will make for an enlightened, contented and prosperous community.

SEPTEMBER, 1912

Civics and Commerce

PUBLISHED BY AUTHORITY OF THE BOARD OF DIRECTORS

OLD SERIES NO. 61
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Visit of Pittsburgh Manufacturers

About 80 members of the Pittsburgh Chamber of Commerce visited Milwaukee, Friday, September 13, on a special train that is making a tour of the country as part of an advertising campaign for the manufacturers of Pittsburgh.

The party will visit 18 states and 36 of the larger cities of the country during the course of the tour. The start was made from Pittsburgh, September 10, and the party will be on the road 18 days. The train itself was made up of a locomotive and twelve cars, including six all-steel Pullman sleepers, one dining car, one composite car and four exhibit cars. The exhibit cars were 60-foot steel baggage cars, and the exhibits were all Pittsburgh-made products, and it was the boast of members of the party that the entire train equipment down to waste and lubricants was likewise the production of Pittsburgh plants.

The party arrived in Milwaukee aboard its special train at 6 a.m., Friday morning, from Chicago and remained in the city the entire day, leaving at 11 p.m. for Minneapolis. It was the desire of the visitors that no plans for their entertainment be made during the day, as they desired to meet and welcome Milwaukeeans aboard their train during business hours. Their wishes in this respect were observed, and notices were sent to all members of the Association asking that they visit the special train, arrangements for the parking of which near the Northwestern depot had been made by our Transportation

Committee, and inspect the exhibits on board. At 5 o'clock, however, arrangements were made by our Reception and Entertainment Committee to visit the train with a sufficient number of automobiles to enable all members of the party, including the wives of those who were present, to enjoy a short automobile tour visiting the principal points of interest in the city. The ride ended at about 7 o'clock at the Auditorium, where the visitors were immediately taken in charge by another committee appointed for the purpose, and escorted to one of the smaller halls where luncheon and refreshments had been provided. Following the luncheon, the visitors were taken for a thorough inspection of the building, after which, through the courtesy of the Household Show Association, they were taken to the main hall and shown the various products there on exhibition. The remainder of the evening was spent in this manner, and at about 10 o'clock the visitors were escorted back to the Northwestern depot and were seen safely aboard their special train.

The various exhibits shown on the train were a remarkable example of the diversity of Pittsburgh products, and the progressive and aggressive nature of the manufacturers of that city. The exhibit was well worth seeing, and was in every way a credit to the Smokey City and its principal commercial organization.

Twelfth Annual Trip

Eighty-seven tired though enthusiastic and satisfied trade boosters returned to Milwaukee Sunday morning, June 9, at 7:30, after a week's tour of mid-Wisconsin cities on the Twelfth Annual Trade Excursion of the Merchants and Manufacturers' Association. Their unanimous verdict was that the excursion had been one of the most successful ever conducted by the Association and one that will eventually result in great benefit to Milwaukee and the entire state of Wisconsin. Not only are the direct benefits considerable, but the indirect benefits brought about by the promotion of good will and good feeling between jobber and retailer cannot be estimated. These trade excursions serve not only as an agency for the direct building up of commerce between cities of Wisconsin and the metropolis of the state, but they serve to weld together the business interests of the entire state and thus make for the general good of the commonwealth.



Jobbers' Sub-Committee

A total of 42 cities and villages were visited on the Twelfth Annual Tour, 8 more than were on the original schedule, and in practically every one of these towns an enthusiastic reception and welcome was extended to the members of the party. Excellent weather was experienced during the entire trip, only one light shower of rain being met with. The train provided by the Milwaukee Road was up to standard in every way and commensurate with the mission of the tourists. It consisted of ten coaches and the comfort and wellbeing of every member of the party was well guarded by officials of both the Milwaukee Road and the Soo Line, over which the trip was made.

Leaving Milwaukee at 7:15 Monday morning, June 3, Burlington, the first stop, was reached at 8:50 a.m., where the party was met by a large and enthusiastic crowd who cheered the excursionists to the echo as the train pulled in. Sixty automobiles had been provided by the Burlington Advancement Association to take the visiting party for a short ride about the city, after which the visitors were taken to the club rooms of the association where one of the most unique displays of the entire trip was shown. The display consisted of a complete exhibit of the products of Burlington's manufacturing plants, and was an eye opener to members of the Milwaukee party who, prior to the visit, had no adequate conception of Burlington's standard as a manufacturing and dairying center. The display had been gotten up by the business men of Burlington on short notice, but was such as to do great credit to them and to the city. Mayor H. E. Zimmermann, President S. Jacobsen of the Business Men's Association, and a committee of the business men of the city assisted in showing the visitors about the rooms and explaining the different products turned out by the local industrial plants. It was with regret that the visit to Burlington could not be of longer duration, for it was realized that here was one of the bustling progressive cities of southern Wisconsin, but the train schedule and the large number of towns to be visited on the first day made it imperative to leave after a visit of about two hours.

Delavan

Delavan, the next city on the schedule, was reached at 11 o'clock and here the Milwaukee party was again met by autos and taken for a short ride about the city, including a visit to the State School for the Deaf, and other points of interest. Delavan and the surrounding country is a great summer resort region and it was with regret that the members of the party were unable to spend a longer time in that city.

Elkhorn

After the train had been turned the Milwaukee excursionists again filed on board and were taken back over the route to Elkhorn where the visitors were met by a band and a committee consisting of Mayor Hartwell and members of the Elkhorn Business Men's Association. Here autos were again provided for a short tour about

the city for those who desired to go, while other members of the party visited customers and friends in the business section.

Eagle

Leaving Elkhorn at 12:35 the train was taken across to Eagle, where one of the most unique experiences of the trip was experienced. Eagle, through an oversight, had not been included in the original itinerary and this had aroused some resentment on the part of the business men of that city and when the excursionists reached the depot they were met with signs such as "Why be the goat? We will buy in Chicago." "Who is the M. & M.?" "Eagle is on the map," and others. Here a short stop of fifteen minutes was made and after an explanation of the seeming discourtesy to Eagle had been made, the resentment of the business men of that city was apparently allayed and when the visiting party pulled out of Eagle, it is safe to say, was "on the map," as far as Milwaukee is concerned, if it never was before.

Palmyra

Palmyra, the next stop on the schedule, was reached at 1:45 and a short trip about the city was made in autos which had been provided by the business men of that city. Members of the party who had customers here made a short call as an expression of their good will and the train again departed for Whitewater at 2:10 p.m.

Whitewater

Automobiles were again in waiting at Whitewater and the visitors were given an enjoyable ride about the city, including a short trip through the grounds of the Whitewater Normal School, and an inspection of the new buildings that are in course of erection there. Whitewater boasts of the only spiritual school in the state among other things and its standing as an agricultural and dairying center is well established.

Milton

At Milton, the next stop, the excursionists were greeted with music by the Milton Band and

a large crowd who had gathered at the depot to greet the visitors. President W. C. Deland of Milton College, in a short speech of welcome, extended the hospitality of his city to the Milwaukeeans and expressed the hope that the visit might result in closer business and social relations between the two communities represented. Secretary Bruce responded for the Association and expressed the hearty thanks of the visiting members for the cordial welcome extended.

At Milton Junction a small rain shower was experienced, but it merely added to the pleasure of the trip by laying the dust and thus making the automobile rides more pleasurable. A committee of business men was at the depot to greet the visitors and a short visit to customers was made by members of the visiting party.

Edgerton

At Edgerton a band provided by the Edgerton Advancement Association and business men of the city greeted the visitors and in addition numerous automobiles were lined up at the depot bearing banners with the word "Welcome" in large letters. Edgerton is evidently the storm center of the effort to make Judge J. C. Karel of Milwaukee the democratic nominee for governor of Wisconsin, for it was here that a large proportion of the business houses were liberally decorated with huge pictures of Judge Karel and in addition cigars named in his honor were liberally distributed among the visitors.

Stoughton

Stoughton, the first night town, was reached shortly before 6 o'clock after the most strenuous day of the entire trip. Here the visiting party was met by a reception committee including Judge J. M. Clancy, G. H. Carver of the Mault Wagon Company, and other business men. After dinner on the train the party was taken in automobiles for a beautiful ride into the surrounding country during which Lake Kegonsa and other points of interest were visited. In the evening a meeting had been arranged at the Stoughton City Hall in

Shippers' Guide

A complete guide for shippers, prepared under the direction of the Transportation Committee of the Merchants and Manufacturers' Association, is now off the press and ready for distribution. The book is one of the most complete ever prepared and besides the other large amount of information it contains, there is a complete list of all through merchandise cars loaded daily in Milwaukee. Requests for copies will be cheerfully complied with by the office.

order that the business men of that city and the visitors might get better acquainted. President G. H. Carver of the Union Club presided and introduced Judge Clancy who, in the name of the Mayor and business men of Stoughton, extended a hearty welcome to the excursionists. General Falk responded for the Association, after which "Billy" Reese was called upon to tell a few stories. Secretary Bruce followed with a short address in which he outlined the object and purposes of the visit and expressed the deep appreciation of the visiting members for the welcome extended. The meeting was brought to a close by the entire Milwaukee party joining in a song written by the Association's poet laureate, Eltinge Elmore, who, in addition to having written the song, led in its singing. The song was to the tune of John Brown's Body, and was sung in nearly all of the towns visited and formally established the reputation of Mr. Elmore as Milwaukee's premier poet.

Middleton

Middleton, the first stop Tuesday morning, was reached at 8:30 a.m. No set program had been prepared by the local committee, and members of the visiting party took advantage of the opportunity to visit customers and friends.

After leaving Middleton it was determined to make a short stop at Cross Plaines, which was done, where visiting members made short calls on customers and friends.

Mazomanie

At Mazomanie, which was reached shortly after 10 a.m., the visitors were greeted by a large crowd at the depot, and after liberally distributing buttons and other souvenirs, hasty visits were made to customers. It was here that John Millington of the Soo Line established a record as a transient merchant by selling one bunch of radishes for a little girl who was at the depot 37 times, and securing a nickel from each victim for the benefit of the girl. It was here also that he laid the foundation for the reputation which he later well sustained as the best choir leader in the Milwaukee party. All of the school children about the depot were lined up by Mr. Millington, who led them in singing "America," and other patriotic songs.

Spring Green

At Spring Green, the next stop, another large crowd was at the depot to greet the excursionists and here also local merchants were visited by the Milwaukee trade boosters and much effective work in building up the reputation of Milwaukee as a commercial center was done. H. Heller,

Secretary of the Lone Rock Commercial Club met the party at Spring Green in order to advise of arrangements made for the entertainment of the visitors at the next stop.

Lone Rock

At Lone Rock one of the most unique experiences of the trip was had when members of the party were met by a huge lumber wagon drawn by an ox team and invited to take a ride about the city. The invitation was joyfully accepted, and when the driver of the team left the depot it was with a load of human freight which taxed the powers of his oxen to the utmost. After driving up the business street the team was brought to a halt under a huge American flag which had been suspended on a rope strung across the street and here the entire party joined in singing "America" and other patriotic songs. Dr. Geo. Jamieson, President of Lone Rock, then gave a short address of welcome in which he extended the hospitality of his city to the visiting merchants. Vice-President Blumenfeld, Chairman of the Jobbers Committee, responded with



Reception at Lone Rock

a short address of thanks and expressed the appreciation of his party for the courtesies extended. It was at Lone Rock where numerous signs had been painted and were displayed about the business section to the effect that "Milwaukee Makes It—We Sell It."

Richland Center

Richland Center, the county seat of Richland County, and one of the richest cities of its size in the state, was the second night stop on the 1911 tour. A committee, consisting of C. R. Thomson, J. E. Coflan, John Kirkland, and Attorney General Levi Bancroft, had met the excursionists at Lone Rock to apprise them of arrangements made for the entertainment in Richland Center. One of the enjoyable features of the visit to Richland Center was a beautiful automobile ride

into surrounding country which had been arranged. The steep hills and rich valleys of Richland County make up some excellent scenic effects, while the well kept farm houses, excellent barns and large herds of blooded cattle speak well for the financial standing and reputation of the community. During the ride a visit was made to the County Asylum and Poor Farm. The hall where the evening meeting was held had been arranged into a banquet hall and an excellent luncheon was served prior to the speech making. Following the luncheon, Mayor P. L. Lincoln was introduced and in a few well chosen remarks extended the welcome and hospitality of Richland Center to the Milwaukee visitors. President W. P. Bishop of the Milwaukee Chamber of Commerce responded and alluded to the reputation of Richland County for its agricultural and dairying products and attested the fact that its reputation was now more fully established than ever and its reputation for cordiality was commensurate with its commercial importance. C. R. Thomson, President of the Richland Center Commercial Club, was then introduced and he proceeded to remove from the minds of the visitors any mis-apprehension they may have had as to the standing of Milwaukee as compared with Richland Center in either commercial, industrial, agricultural, or any other lines. He demonstrated to the satisfaction of all that Richland Center was easily first in all of these lists with Milwaukee a bad second. He was followed by "Billy" Reese, Milwaukee's premier story teller, who expressed surprise that a resident of a "dry" town was capable of becoming so enthusiastic and in conclusion expressed the suspicion that his predecessor had been an early and regular visitor to the buffet car of the special train. Following Mr. Reese, Judge Bancroft, Attorney-General of Wisconsin, and an honored son of Richland Center, added to the words of welcome expressed by Mayor Lincoln and he, in turn, was succeeded by Secretary Bruce of the Association, who replied in a fitting manner. Richland Center was one of the loveliest and most thriving cities visited, and it was with regret that the meeting broke up and the visitors again boarded their train.

Sauk City

At Sauk City, the first stop Wednesday morning, the train was greeted with screeching whistles and a large crowd at the depot. Prof. E. T. Buckley of the Sauk City Social Center League, made a short speech of welcome at the depot which was responded to by Secretary

Bruce, after which the party was given a short ride about the city. Many of the stores and public buildings were decorated in honor of the visitors, school children had been given a vacation for the morning and in other ways the residents of the city had demonstrated their patriotism and loyalty to Milwaukee and her business men.

Prairie du Sac

The business men of Prairie du Sac, one mile distant from Sauk City and the next stop on the schedule, were annoyed to some extent by the fact that a longer stop had not been arranged for at their city. Explanations were made to local merchants of the necessity for curtailing all of the visits in order to keep up with the schedule and it is believed the feeling of resentment on the part of some of the local merchants was thus mollified.

Following the visit to Prairie du Sac a short stop of fifteen minutes was made at Black Earth, although it had not been included in the original itinerary. Here visits to local customers were made by members of the party and a short inspection of the town was made.

De Forest

At De Forest, the next stop, the school children had been given a vacation for the day and about two hundred of them were banked at the depot to welcome the visitors with songs and cheering under the leadership of their teacher. De Forest is a dry town and the opportunity to quench a thirst of several years' duration was welcomed by several of its residents with the result that the buffet car on the special train was well patronized during its stop there.

Poynette

At Poynette several members of the party, after being greeted at the depot by the crowd which was present, scattered throughout the business section to visit customers and friends during the hour that was allotted for the stay there.

Portage

Portage was the end of Wednesday's pilgrimage and the third night town on the trip. As the train pulled in on schedule time, members of the visiting party were greeted with music by the Portage Brass Band and after listening to several selections the Milwaukee merchants all formed in line behind the band and marched through the business section. In the evening a meeting had been arranged in the Elks' Hall, where the

visitors were welcomed by Mayor Downey and other residents of Portage, and suitable replies were made by Vice-President Blumenfeld and Secretary Bruce. Much enthusiasm was manifested by those present at the meeting and it was the unanimous verdict that the visit of the Milwaukee business men to Portage will be of vast benefit to both cities in the immediate future.

Kilbourn

Kilbourn was the first stop on the schedule for Thursday morning, and the members of the party were greeted at the Dells City by a brass band and formed in line and marched through the business section. On behalf of the people of Kilbourn, J. E. Jones made a short address of welcome and extended the hospitality of the city to the visitors. This was followed by a short ride through the Dells on launches provided by the people of Kilbourn. This trip was especially pleasing, and it was with regret that the launches were finally turned and headed back toward Kilbourn and the special train.

Mauston

At Mauston, the next stop, a brass band was on hand to greet the visitors and, besides automobiles which had been provided for members of the party, there was also an ox team drawing a huge lumber wagon for the accommodation of the visitors. The place of honor in the parade was accorded this feature and falling in behind the band the entire visiting delegation was taken through the main business street. Clinton Price, a former Milwaukeean, is now City Attorney of Mauston, and he was on hand to meet and greet his former friends and associates.

Tomah

On the way to Tomah, the next stop, the beautiful scenery and grounds that surround Camp Douglas were enjoyed to the utmost by the visitors. Upon arrival at Tomah the entire party were loaded in automobiles and taken in and about the city where they were shown sights of interest including the Indian School. Mr. Cassels and President W. B. Naylor of the Tomah Business Men's Club were present at the station to greet visitors, and their automobile led the parade in and about the city. Tomah is one of the most beautiful cities visited on the trip and its wide main business street parked through the center was especially impressive and beautiful.

Nekoosa and Grand Rapids

At Nekoosa, the next stop, the train was met by a delegation of business men with automobiles from Grand Rapids and the visiting party were given an automobile ride from Nekoosa to Grand Rapids, a distance of seven miles along the Wisconsin River, amid beautiful scenery and over excellent roads.

Upon arriving in Grand Rapids the visitors were given a ride about the city before the dinner hour and shown various points of interest including the mammoth Consolidated Paper Company mills. In the evening a meeting was held in Amusement Hall where a key to the city was presented to Secretary Bruce for the Association by Mayor J. A. Cohen. The key is made of paper pulp and on it is printed "City of Grand Rapids, Wisconsin—Our Product—1912." Director Eltinge Elmore responded to the address of welcome and he in turn was followed by Secretary Bruce, Mr. Reese, and others. Grand Rapids impressed the visitors as being an exceedingly aggressive and progressive city and one that is bound to enjoy remarkable development during the next few years. Its business men are hustling and up-to-date, its streets are wide and well paved, its location is excellent in every way and the manners of its residents are marked by heartiness and cordiality.

Ironwood and Hurlley

At Grand Rapids the switch was made from the Milwaukee Road to the Soo Line, and here General Agent Millington, of that line, was changed from the choir master to the strict tentative man of business. At 11 p.m., Thursday night, a start was made for the longest jump of the entire trip to Ironwood, Mich., where the party awoke the next morning to see the ground covered with white frost. At Ironwood about twenty automobiles were in waiting to carry the visitors to places of interest, iron mines, etc. Others visited customers at Ironwood and in this manner the most of the morning was passed.

At Hurlley, which is just across the state line in Wisconsin, a brass band was in waiting and members of the visiting delegation marched through the main business streets, after which the visitors called on old acquaintances and made new ones.

Mellen

No special arrangements had been made for the entertainment of the party at Mellen, although a large crowd was at the depot to greet the special train as it pulled in. Several signs o

welcome had been painted and were displayed upon the streets and the visitors scattered about through the business section to visit customers. Near Mellen a large hydro-electric plant is being erected to cost \$500,000, which will generate 8,000 horse power. A large plant of the Kiel Woodenware Company is located here.



Otto Rathmann and Dr. Alfred Fischer

Ashland

Ashland, the next night town, was reached at 3 p.m., and the train was met by a large number of automobiles which took the visitors about the city for a short ride. Fred Schroeder of the John Schroeder Lumber Co., which has a large plant at Ashland, had arranged for a boat ride for the Milwaukee party and Ashland business men to Washburn, Bayfield, and other points of interest on Chequamegon Bay, and after viewing Ashland by automobile the party was taken to the steamer dock and on the good ship "Skatter" started at 4:45 down the Bay for one of the most enjoyable features of the entire trip. The return to Ashland was made at 6:30 and, after dinner on the train, at which several of the Ashland business men were guests of the visitors, the party adjourned to the Elks' Club where an evening meeting had been prepared. In behalf of Ashland, Mayor J. N. Dodd gave the freedom of the city to the visitors and extended to them its utmost cordiality. Eltinge Elmore responded for the visitors and a short talk was made by Bert Williams of Ashland, who pleaded for a greater development of the northern part of the state as something that would be of untold benefit to the entire state. "Billy" Reese then told a few stories and other short talks were made. Other entertainment features had been prepared by the Ashland business men and they were enjoyed to the utmost by the visitors. In this connection, too much credit cannot be given to Mr. Fred Schroeder and his company for their hospitality

to the Milwaukeeans. Mr. Schroeder demonstrated, by the whole-heartedness of his offer and the excellent refreshments, his standing as a representative of one of the largest commercial and industrial establishments in the state as well as his personal standing as a man. So well were his efforts appreciated that that feature of the trip was deemed worthy of a special mention in the resolutions adopted on the way to Milwaukee.

Six towns were scheduled to be visited Saturday, the last day of the trip, but this was changed so as to include every station between Ashland and Marshfield. Twelve towns in all were visited, and while but little time could be given to each one, opportunity was afforded the members to visit customers and friends in each.

Glidden and Butternut were the first towns visited after leaving Ashland Saturday morning, and at each of them short stops of fifteen minutes were made.

Park Falls

At Park Falls, the first one on the schedule, but the third one actually visited, a brass band was at the depot and a stop of one hour was made. Here members of the party scattered about the business district visiting old customers and making new ones.

Phillips was the next stop and here the thirty minutes were spent in the same manner.

Ogema and Westboro then followed in quick succession and at 12:30 Medford was reached. Here automobiles were provided and the visitors were given a short ride about the city, after which they visited customers and friends for the remainder of the stay.

Stetsonville and Dorchester were quickly reached and passed and Abbotsford was reached at 2:25. Here huge signs, "Industries Wanted," indicated the desires of the business section and at the same time demonstrated their progressive nature. After visiting customers and viewing the business section, members again boarded the train for Collv, two miles distant, where a committee of business men met them at the station to escort them to the business section for short visits during the thirty minutes the train was to remain there.

Marshfield

Marshfield, the last town on the schedule, was reached one hour behind schedule time, at 4 p.m. Here a band was at the depot to greet the visitors and automobiles to take them about the city. Marshfield is a leading dairying center, boasts the largest vinegar factory in the United

States, and is in every way an up-to-date progressive Wisconsin city. While no formal entertainment had been arranged for, a band concert was given on the main street in the evening and this, in connection with the visit of Milwaukee merchants and manufacturers, brought out a large concourse of people which filled the sidewalks on the main street to overflowing. Shortly after 11 o'clock the huge special train bearing its burden of tired but well contented Milwaukeeans started on the last leg of its journey homeward, where it arrived promptly on schedule time, 7:30 a.m., Sunday, June 9, thus completing what is conceded to have been one of the most successful, if not the most successful trip, taken by this organization.

Resolutions

Saturday morning, between stations, the Committee on Resolutions which had been appointed, consisting of W. W. Wallis, chairman, C. F. Rauser, Wm. M. Post, H. C. Carr, and Dr. Alfred Fischer, drew up the following resolutions:

"As the Twelfth Annual Excursion of the Merchants and Manufacturers' Association draws to a close—one that has been of value to every member of the party by strengthening former business relations and establishing new ones and will thus redound to the benefit of the whole city of Milwaukee, and

"Whereas, This has been brought about to no small extent by the cordiality of the different cities and towns visited, be it

"Resolved, That the officers and members of the Merchants and Manufacturers' Association of Milwaukee extend to the mayors and commercial clubs of the cities visited an expression of heartfelt appreciation for the generous hospitality extended."

Railroad Officials

"Whereas, The officials of the Chicago, Milwaukee & St. Paul Railway and the Minneapolis, St. Paul & Sault Ste. Marie Road have given their heartiest co-operation to the members of the party at all times thus contributing largely to the success of the trip, be it

"Resolved, That a vote of thanks be extended to the representatives of the roads named."

Wisconsin Telephone Co.

"Whereas, One of the most enjoyable features of the trip has been the opportunity afforded by the Wisconsin Telephone Company to hold long distance telephone communication

with our friends and families in Milwaukee, be it

"Resolved, That the sincere thanks of each member be extended to the representatives of the company, F. H. Lincoln, F. M. McEniry and George C. French, for their ready co-operation in thus contributing so largely to the comfort and pleasure of the excursion."



Talking with Friends at Home

Waukesha Roxo Co.

"Whereas, Through the kindness of the Waukesha Roxo Company the members of the party have been provided with Roxo Water throughout the trip, be it

"Resolved, That a vote of thanks be extended to the Waukesha Roxo Company in acknowledgment of its generosity."

Newspapers

"Whereas, The Milwaukee Sentinel, the Milwaukee Free Press, the Germania-Herold Association, the Evening Wisconsin, and the Milwaukee Journal, have exhibited a commendable spirit of enterprise in giving their support to this Association in its efforts to extend the prestige of Milwaukee as a commercial center by sending representatives on the trip, and

"Whereas, The management of the papers named have provided the special train with copies of their publications, be it

"Resolved, That the thanks of the Association be extended to the editors of the papers named and to their representatives."

Officers and Members

"Whereas, It is fitting that a tribute be paid to the officers of the Association, President Otto H. Falk, Secretary William George Bruce, and Assistant Secretary J. A. Fetterly for their tireless labors in promoting the success of the trip, and

"Whereas, Hearty appreciation is due "Billy" Reese, whose ready wit and genial companionship has kept up the spirits of every member of the party at all times; to Lawrence McGreal for his generosity in providing phonographs for the entertainment of the members and their guests while on tour; to Fred Schroeder, of the John Schroeder Lumber Company, for the delightful boat ride and other hospitalities extended to members and friends of our party at Ahsland; to John B. Bangs for his work with the camera in providing a lasting record of interesting scenes and incidents of the trip and to the speakers who have given their assistance in spreading the fame of industrial Milwaukee, be it

"Resolved, That a vote of thanks be extended to each of the officers and members of the party named."

Special Committee

"Whereas, The success of the trip in large part is due to the untiring efforts of the special committee, Frank P. Blumenfeld, chairman, be it

"Resolved, That a vote of thanks be extended to the members of the committee as a token of our appreciation of their diligent labor.

"Whereas, The services of F. A. Mohr in receiving and sending messages and press matter over the Western Union wires has been of great value, be it

"Resolved, That the thanks of our Association be extended to Mr. Mohr."

"Whereas, The services of E. A. Reddeman and E. J. Hughes in acting as an auditing committee has been of great assistance on the trip in adding to the comfort and convenience of our party, be it

"Resolved, That the thanks of the Association be extended to Messrs. Hughes and Reddeman."

"Whereas, Commendation is due the commissary department of the Milwaukee Road for the excellent cuisine and service provided, be it

"Resolved, That the thanks of the members of the party be extended to Superintendent Kirkland for the manner in which our material wants have been supplied."

W. W. Wallis, Chairman,
Chas. F. Rauser,
Alfred Fischer,
H. C. Carr,
Wm. M. Post.

In the afternoon while the train was running from Colby to Marshfield the entire party on board was called to order in Sleeper No. 2 and the resolutions were read and adopted unani-

mously. Following the adoption of the Fred Schroeder resolution, three cheers were called for and given with that ringing Wisconsin spirit that attests the metal of each true son of the state. The same course was taken for each one of the other resolutions and the entire party signified its full accord with the sentiments thus expressed.

Participants in 1912 Annual Trip

Blumenfeld, Loeher & Brown Co.—F. P. Blumenfeld
Falk, The Co.—Otto H. Falk
Pritzlaff, John Hdw. Co.—Fred C. Pritzlaff
American Granite Co.—Otto Rathmann
Mueller, L. J. Furnace Co.—G. C. Mueller
Schrank, H. C. Co.—H. C. Schrank
Lindsay Bros.—Wm. Lindsay
Lindsay Bros.—Jugo L. Messer
First National Bank—E. J. Hughes
Marine National Bank—E. H. Williams
Yahr & Lange Drug Co.—L. A. Lange
Audrae, Jnl. & Sons Co.—J. C. Schmidtbauer
Goodyear Rubber Co.—W. W. Wallis
Bacon, E. P. Co.—W. P. Bishop
Patton, Jas. E. Co.—F. W. Koenke
Second Ward Savings Bank—Albert C. Elser
Polacheck, C. & Bro. Co.—Phil. Polacheck
Schwaab Stamp & Seal Co.—B. W. Fieger
Wisconsin National Bank—Walter Kasten
Bradley & Metcalf Co.—W. C. Gilles
Gebhardt, A. L. & Co.—A. L. Gebhardt
Stellhorn & Seefeld—Henry Seefeld
Milwaukee Drug Co.—Wm. B. Strong
Elmore-Benjamin Coal Co.—Eltzing Elmore
Wisconsin Telephone Co.—F. H. Lincoln
Wisconsin Telephone Co.—F. M. McEniry
Wisconsin Telephone Co.—Geo. C. French
Morawetz, The Co.—H. L. Morawetz
McGreal, Lawrence Co.—Lawrence McGreal
McGreal, Lawrence Co.—W. P. Hope
McGreal, Lawrence Co.—Jos. F. Gannon
Middleton Mfg. Co.—W. C. Middleton
Goll & Frank Co.—Julius O. Frank
Roudy, Peekham & Dexter Co.—F. C. Comstock
Ellsworth & Thayer Mfg. Co.—H. N. Chesley
Rauser, Leavens & Kissing—Chas. F. Rauser
German-American Bank—Edward A. Farmer
Germania National Bank—E. A. Reddeman
Atlas Bakery—Hilbert Grossmann
Cramer-Krasselt Co.—W. H. Reese
Milwaukee Corrugating Co.—A. J. Luedke
Adler, David & Sons Clo. Co.—H. Max Oberndorfer
Mayer, F. Boot & Shoe Co.—Adam J. Mayer
National Exchange Bank—Wm. M. Post
American Surety Co.—H. W. H. Niemeier
Old Line Life Ins. Co.—R. S. Frey
Hoffmann, John & Sons Co.—Emil Hoffmann
Schroeder, John Lumber Co.—Fred Schroeder
Dennison Mfg. Co.—G. DeHeus
Louis Kindling Co.—H. Buchenberger
Hoffmann & Billings Co.—Fred Hoffmann
Western Union Telegraph Co.—Frederick A. Mohr
Warnke, E. H. & Co.—E. H. Warnke
Stern, H. Jr. & Bro. Co.—Herman Jahns
Shadbolt & Boyd Iron Co.—F. R. Ellis
Burdick & Allen—Wm. S. Allen
Marshall & Hsley Bank—John E. Jones
Milwaukee National Bank—John F. Sirohmeyer
Franklurth, Wm. Hdw. Co.—F. S. Kost
Plankinton Packing Co.—H. C. Carr
Miller-Genz Co.—P. J. Koehler
Young, Arthur Co.—Geo. W. Goodman
Aetna Life Ins. Co.—A. E. Mielenz

Bauer, E. A. Co.—H. H. Winne
 Wollaefer Mfg. Co.—L. J. Wollaefer
 Milwaukee Photo Materials Co.—John B. Bangs
 Germania-Herold—E. P. Lindemann
 Cream City Sash & Door Co.—E. E. Terrell
 Pabst Brg. Co. (Extract)—Frederick G. Squier
 Smith, Alb., Inc.—C. J. Litscher
 Ricketson & Schwarz—T. E. Dever
 Sentinel—C. L. Dennis
 Journal—H. C. Campbell
 Fein, S. Bros. Co.—Jos. S. Fein
 Ind. Chemical Institute—Dr. Alfred Fischer
 Diederich-Schaer Co.—Oscar J. Holke
 Milwaukee German Fire Ins. Co.—Julius G. Graef
 Free Press—John Abbink
 Evening Wisconsin—C. A. Booth
 Best, Jacob Co.—Otto H. Kessler
 Niedecken, H. Co.—J. H. Niedecken
 Trostel, Alb. & Sons Co.—Rene von Schleinitz
 Bruce, Wm. George—Secretary
 Fetterly, J. A.—Assistant Secretary

Souvenir Distributors

Following is a partial list of souvenirs given by the different firms listed who were represented on the trip:

Blumenfeld, Locher & Brown Co.—Pin Trays and Mirrors
 American Granite Co.—Mahogany Granite Paper Weights
 and Flag Stick Pins
 Lindsay Bros.—Note Books and Pencils
 First National Bank—Combination Pen and Pencil
 Goodyear Rubber Co.—Grip Tags
 James E. Patton Co.—Pail Banks
 Second Ward Savings Bank—Note Books
 Schwaab Stamp & Seal Co.—Seals
 Elmore-Benjamin Coal Co.—Paper Weights
 Wisconsin Telephone Co.—Gum and Buttons
 The Morawetz Co.—Watch Fobs
 Lawrence McGreal—Trunk Tags
 Middleton Mfg. Co.—Puzzles
 Roundy, Peckham & Dexter Co.—Match Boxes
 Rauser, Leavens & Kissinger—Hosiery
 Germania National Bank—Fountain Pen
 German-American Bank—Note Books
 Milwaukee Corrugating Co.—Letter Openers
 David Adler & Sons Clothing Co.—Paper Hats
 Dennison Mfg. Co.—Adhesive Outfit
 Louis Kindling Co.—Cigars
 Shadbolt & Boyd Iron Co.—Watch Fobs
 Plankinton Packing Co.—Playing Cards
 Miller-Genz Co.—Brushes
 Aetna Life Ins. Co.—Erasers
 Milwaukee Photo Materials Co.—Photographs
 Cream City Sash & Door Co.—Flag Stick Pins
 Alb. Smith (Inc.)—Flash Lights
 S. Fein Bros. & Co.—Clips
 Ind. Chem. Institute—Note Books
 H. Niedecken Co.—Note Books and Card Cases
 A. Trostel & Sons—Paper Cutters
 Bradley & Metcalf Co.—Mirrors
 Second Ward Savings Bank—Blotters
 Old Line Life Ins. Co.—Erasers
 John Hoffmann & Sons Co.—Whistles
 Chas. Polacheck & Bro. Co.—Ash Trays
 E. H. Warnke & Co.—Pencils
 Bradley & Metcalf Co.—Button Hooks and Shoe Horns
 F. Mayer Boot & Shoe Co.—Rabbits' Feet

Notes of the Trip

Chas. F. Rauser was in a serious condition (financially) for the first two days. Improvement was noticeable after arrival at Richland Center.

The Gink Club is in a flourishing condition according to the annual report of the Chief High Gink. Treasurer Fred Mohr reported collections of \$13.00 in membership dues and fines and by the unanimous vote of the Board of Managers the same was donated to the Milwaukee Infants Home & Hospital. Chief Snorer, E. P. Bishop, was made custodian and authorized to make the transfer.

* * *

The trip witnessed the birth of a new order, the Unbedinkt Club. Its object is the raising of a fund with which to provide music for the 1913 tour.

* * *

At Marshfield L. J. Wollaefer demonstrated his heroism, became eligible for a Carnegie medal (which was awarded him in the buffet car later the same evening) and aroused the intense jealousy of Tommy Dever and Billy Reese, who pretended to some degree of heroism themselves. Mr. Wollaefer hurled himself at the head of a run-away horse, threw the frightened animal to the ground and then sat on its head until the owner appeared, thus preventing what might have resulted in a serious accident, as the street was crowded with teams, automobiles, and people, at the time. That evening Mr. Wollaefer was presented with a medal, Secretary Bruce and F. P. Blumenfeld making the presentation.



Mr. Wollaefer and His Medal

Both Eagle and Prairie du Sac will long be remembered by members who were on the 1912 trip. They are both on the map—now.

* * *

Only by serious and consistent effort was a deadly duel between Dr. Alfred Fischer and Herr Otto Rathmann prevented. To mistake one for the other was a deadly insult only to be wiped out on the field of honor.

H. C. Schranck demonstrated the hustling character of the Milwaukee business men by missing the train at one town and catching it via the automobile route at the next stop.

* * *

E. J. Hughes and W. M. Post achieved fame, or notoriety at least, at the moving picture show in Richland Center.

* * *

Eltige Elmore was easily the Beau Brummel of the entire party. There was none to dispute his laurels.

F. H. Lincoln of the Wisconsin Telephone Company was easily the most popular man in the party (about 6 p.m.).

* * *

A. E. Mielenz shone with added splendor at Stoughton and Richland Center. Both are "dry" towns.

* * *

"He's a lolly Good Fellow" was written with Fred Schroeder in mind, according to the consensus of opinion among members of the entire party after arrival at Ashland.

A Campaign for Safety

Exhibit of 1,000 Photographs on Safety and Sanitation Shown at the Rooms of the Merchants and Manufacturers' Association

Invitations were recently sent to the members of the Merchants and Manufacturers' Association urging them to attend the exhibit of safety and sanitary appliances now installed in the rooms of the Association by the State Industrial Commission.

In the campaign for safety which the Commission is promoting it is proceeding along the lines of experience. The orders recently issued were drafted by committees of practical manufacturers, and were based on experience. The exhibit which the Commission is now presenting is an exhibit of experience—consisting of 1,000 photographs and blueprints representing the experience of some forty manufacturers in Wisconsin and outside who have successfully worked out the problem of equipping their plants along the line of safety and sanitation—and have realized results in reducing accidents. Many of these photographs were taken by the Commission in Wisconsin factories, and were selected because they represent good types of practical home made guards which can be made at a small expense.

The following striking poster is hung on the wall and tells the story of safety in a nutshell:

The Cost of Accidents Can be Reduced 50%

This fact has been demonstrated by the experience of a number of large manufacturers who have promoted safety.

One-third of this reduction was accomplished by mechanical guards and equipment.

Two-thirds was accomplished by other means, namely:

(1) Rigid inspection by foremen and workmen.

(2) Instruction of workmen—especially new men—regarding the dangers of their employment.

(3) Discipline of men who persist in violating safety rules.

(4) Frequent meetings of foremen to discuss safety, and work up interest and enthusiasm.

The exhibit is mounted on 12 racks divided with regard to industries and in each case the guards shown on the machines are painted bright red, thus making it easy to distinguish them.

The following is a partial list of subjects covered by the exhibit:

- Mines
- Boiler and Engine Rooms
- Electrical appliances
- Foundries
- Emery wheels
- Punch Presses
- Drop Hammers
- Machine Shops
- Logging Industries
- Sawmills
- Wood Working Industries
- Trunk Factories
- Tanneries
- Print Shops
- Elevators
- Railroads
- Steel Works
- Shop Lighting
- Sanitation

A number of manufacturers have arranged with the Commission to have their superintendents and foremen visit the exhibit in a body. Any one wishing to make this arrangement may telephone the representative of the Commission at the rooms of the Association and fix a date on which they wish to attend.

The Exhibit will be open every afternoon and evening, except Saturday evening, until June 21st.

Every manufacturer and his superintendents and foremen should see the exhibit.

Admission Free

The International Congress of Navigation

Milwaukee was visited June 13 by a delegation of engineers from the leading countries of Europe, who had been in attendance at the Twelfth International Congress of Navigation at Philadelphia. Upon the termination of this Congress, excursions were arranged to different parts of the country, one of these taking the steamer North Land at Buffalo and making the trip of the Great Lakes, arriving at Milwaukee at 3 o'clock, Thursday afternoon, June 13, and departing at midnight for Gary, Ind., the next stop.

The Milwaukee visitors were under the guidance of Lieut. Col. J. C. Sanford, United States Engineers, and were headed by Prof. V. E. de Timonoff of St. Petersburg, head of the Russian delegation and acting President of the Association of International Congress of Navigation. In the party were some of the most eminent engineers of the German empire, Austro-Hungary, the Netherlands, Belgium, Russia, Sweden and Norway, Spain, Japan and other countries.

The North Land was met at her dock by a reception committee, appointed by the Merchants and Manufacturers' Association and automobiles were in waiting to take those of the party who desired it for a tour about the principal residence and business streets of the city, the parks and other places of interest. Lunch was served this party at Whitefish Bay through the courtesy of the Pabst Brewing Co. and after a trip across town and by the great breweries to the Grand Avenue viaduct, the party returned for a reception at the Milwaukee Press Club and wound up at the Schlitz Palm Garden where dinner was served through the courtesy of the Jos. Schlitz Brewing Co. Other parties inspected the government harbor improvements by boat or visited the Bucyrus works, the Allis-Chalmers works and other points of interest.

Delegates to the Twelfth Congress of the International Association of Navigation who visited Milwaukee, June 13, on the Steamship North Land:

Prof. V. E. de Timonoff, Acting Pres. of the Ass'n., St. Petersburg, Russia.

M. W. H. Kleiber, St. Petersburg, Russia.

Herr C. A. Jolles, Arnhem, Holland.

Herr und Frau Ph. W. van der Sleyden, The Hague, Holland.

Senor J. M. de Zafra, Madrid, Spain.

Senor G. Brockmann y Abarzuza, Madrid, Spain.

Senor Jose Rodriguez Spiteri, Malaga, Spain.

Herr Ernst Krakowitzker, Vienna, Austria.

Herr Oswald Schmidt, Dresden, Germany.

Herr W. Germalmann, Berlin, Germany.

Herr Karl Fuchs, Munich, Germany.

Herr J. F. Buhendy, Hamburg, Germany.

Herr W. Fuhr Wangenheim, Switzerland.

Herr Gottlieb von Meijeren, Berlin, Germany.

Herr Karl O. Juras, Heidelberg, Germany.

M. N. Victorin, Sweden.

John Dickman, Warsaw, Russia.

M. J. O. Uno Gronwall, Sweden.

Mr. C. F. Wicker, Washington, D. C.

Herr Gustav Richter, Potsdam, Germany.

Herr Gustav Wiskott, Jr., Westphalia.

Herr und Frau Jan Lels, Holland.

Senor Franz Quedefeld, Germany.

Herr Alfred von Scholtz, Breslau, Germany.

Herr und Frau C. H. Verdickt, Brussels, Belgium.

Herr G. Fischer, Breslau, Germany.

Herr D. Hillebrand, Breslau, Germany.

Herr Fred. Trier, Herne i. Westphalen, Germany.

Herr Wilhelm Rohlen, Nuernern, Germany.

Dr. Herman Matheusche, Trieste, Austria.

Capt. Tokutaro Hiraga, Japanese Naval Attache, Washington.

Capt. Matsumura, Japanese Naval Attache, Paris.

Herr Richard Borchers, Dinsburg, Germany.

Herr J. W. Woermann, St. Louis, Mo.

Mr. and Mrs. J. F. Hulsmit, Harlem, Holland.

Herr Morris Weintraub, U. S. A.

Dr. Egon von Loebbecke, Hildesheim, Germany.

E. de Hoerschelmann, Russia.

W. Germalmann, Berlin, Germany.

The reception committee under whose auspices the visitors were shown Milwaukee was composed of the following:

Oliver Clyde Fuller, Chairman	Geo. H. Benzenberg
Nat Stone	Chas. F. Pfister
Harry W. Lewis	E. L. Phillip
David C. Owen	L. J. Peit
Henry Schlesinger	Fred Vogel, Jr.
W. N. Fitzgerald	Frank A. Cannon
J. W. P. Lombard	Oscar H. Morris
Fred C. Pritzlaff	Theodore Zillmer
Geo. H. Russell	Hon. Wm. J. Cary
John H. Kopmeier	Col. W. C. Brumder
Col. Chas. S. Brownell	John Poppendieck, Jr.
J. A. B. Tompkins	John W. Campsie
Maj. H. B. Hersey	L. W. Nicman
Mayor Gerhard A. Bading	M. A. Hoyt
Walter P. Bishop	H. P. Myrick
Lee A. Dearholt	Judge J. C. Karel
J. D. Mortimer	Frederick W. Ellis
Benjamin Poss	M. A. Beck
Col. Gustave Pabst	Carl C. Joys
Joseph E. Uihlein	W. P. O'Connor
	Rollin B. Mallory

F. C. Reynolds	Arminio Cotte
Hon. Michael Kruszka	Richard Koebner
Theobald Ojien	Dr. Emil von Schleinitz
Cornelius Corcoran	Gustave Haas
Fred G. Simmons	Judge P. W. Linebarger
A. C. Mesiroff	Judge Michael Blenski
Don J. Whittemore	H. P. Bohman
Frederick Bogk	Albert Blatz
Dr. Jos. Grummelsmann	Harry W. Ellis
Francis A. Vaughn	Dr. G. A. Kletzsch
L. L. Tatum	Alvin P. Kletzsch
E. P. Worden	Joseph C. Grieb
Henry Smith	Charles A. Paeschke
Edward Wittig	Fred W. Rogers
W. W. Coleman	Nathan Glicksman
Herman Bleyer	W. C. Middleton
C. N. Duffy	Wm. MacLaren
Gen. Otto H. Falk	A. Friedman
M. C. Moore	Kobt. H. Hackney
James T. Drought	E. A. Reddeman
Franklin P. Blumenfeld	Eltinge Elmre
George W. Strohneyer	A. T. Van Scoy
Willis L. Cheney	Hans J. Mayer
Wm. George Bruce	Dr. Chas. B. Moulinier
Rev. Parthenios Kolonis	Charles J. Poetsch
Dr. John DeBesche	Oscar Greenwald
Dr. Geo. D. Tzamaloukas	J. F. Jackson

The Western Classification

By H. F. LINDSAY

Questions of unusually wide spread interest are involved in the series of hearings recently held by the Interstate Commerce Commission at Chicago. For the first time in the history of the Commission an entire Railroad Classification has been suspended, pending an investigation into its reasonableness, this action having been taken by the Commission at the request of many Western Shippers, Shippers' Organizations, and Western State Railroad Commissions.

The proposed new Western Classification contains more than a thousand changes in ratings, car load minima, descriptions, rules and regulations, the larger proportion of which work an increase in the cost of transportation, and are under protest by shippers.

Perhaps no general feature of the controversies between the shippers and transportation lines is as prominent as the differences of opinion as to what car load mixtures should be permitted by the Railroads. Machinery wholesalers complain that the new classification would greatly injure their business because it prohibits mixtures of various kinds of machinery; wholesale grocers insist that it is unreasonable to prohibit the mixture of canned vegetables and canned fruits; agricultural implement dealers oppose the attempt on the part of the railroads to restrict mixtures of their commodities, especially

the mixtures of binding twine with agricultural implements, and various other lines of trade or manufacture complain of restricted mixtures.

Testimony was taken by the Commission as to the desirability of solving many of the mixture controversies by a general mixing rule, such as is in effect in the territory east of Chicago, which provides for mixtures of practically all commodities that have car load ratings, the rate governing the shipment being the rate of the article taking the highest car load rate. The suggestion of this rule brought a large number of protests from jobbing interests at Kansas City, Minneapolis and other jobbing centers west of Chicago, their objection being due to a fear that large wholesale houses in Chicago would be able to use the proposed mixing privilege to very large advantage and invade the territories controlled now by western jobbing interests.

Widely divergent views of what constitutes a "reasonable car load mixture" were expressed, varying from that of a western wholesale grocer who believed that a "reasonable mixture from his point of view is no mixture at all," to those of other witnesses who thought "from a transportation point of view it does not concern the railroads how many kinds of commodities are contained in the car, so long as it constitutes a car load."

This controversy naturally opened up the question of the effect of car load mixtures on railroad earnings. It seems to be largely a matter of conjecture as to whether the wide difference between the cost of handling less-than-car-load and car-load freight results in the net earnings of the transportation lines being larger from one type of service or the other. It is reasonable to expect that a thorough investigation of this feature of transportation will be made by the Commission before it determines the question of car load mixtures.

Throughout the hearings there were continually brought into question the bases upon

which differences in freight classifications have been made and the fundamentals in freight classifications are involved in the issues before the Commission. This is the first thorough inquiry into the general features of freight classification that has been made by the Commission and many shippers await with keen interest the determination which the Interstate Commerce Commission will make these controversies. Western classification No. 51 was postponed to December 14, and classification No. 50 continued in force to that date when the decision of the Interstate Commerce Commission will be given on the complaints submitted at the Chicago hearings.

A Paper Mill Started

One of the elements of stability as an industrial center claimed for Milwaukee is found in the fact that its production consists of a long list of useful articles. But a stronger argument is made, that it produces a greater variety of manufactured articles than is produced in any city of its size and importance.

To this variety of production is now added the manufacture of pulp board. This means a paper mill whose chief product will be pulp board

The new mill is located at the corner of Cambridge and Thomas Avenues on the upper Milwaukee river. It is a spacious plant, with a capacity of turning out fifty tons of pulp board a day, consuming an average of fifty tons of fuel a day.

On Tuesday, May 21st, the plant was formally opened and set into operation. The owners, the Hummel & Downing Company, invited the public to inspect the plant and its equipment, and thousands availed themselves of the opportunity.

The new mill is built of brick and stone, fire-proof construction, and is five stories high. The first floor is occupied entirely by the pulp board making machinery, the waste paper and other materials going into the grinders at one end and the finished pulp board coming out at the other on spools holding from two to five thousand pounds each. Five Corliss engines generate electricity for the plant, and each piece of machinery is driven by its individual motor. The big paper machine is in operation day and night, and pumps with a capacity of 1,500,000 gallons a day furnish the water from the river, with which the plant is connected by a concrete tunnel.

The product varies from small cartons for bottled goods up to heavy soap and shoe boxes, which are rapidly supplanting those made of wood. Every step in box manufacture, from the making of the pulp board to the printing and finishing of the smallest carton, is carried on under this roof.



New Plant of the Hummel & Downing Co.,
Thomas and Cambridge Aves.

used in the manufacture of shipping cases. With the increased cost of wood other materials are coming into use to take the place of wood. Thus pulp board serves as a substitute for wood. It will be the first plant of its kind put into operation in Wisconsin.

Plans of the National Chamber of Commerce

The study of the united interests of commerce of this country, based on scientific investigation by experts, and the presentation of the needs of commerce to Congress for legislative guidance, are the purposes of the new Chamber of Commerce of the United States, according to Harry A. Wheeler, Vice-President of the Union Trust Co., of Chicago, who has been elected as the first president of the new organization, formed April 22-23, at Washington, by nearly 700 delegates, representing 392 organizations, among which were the Merchants and Manufacturers' Association, Milwaukee Chamber of Commerce and Wisconsin Manufacturers' Association.

"Heretofore, the commerce of this country has been disorganized when it came to presenting its requirements before any legislative body, whether state or national," said Mr. Wheeler in his first authoritative statement on the scope of activity of the new commercial body. "What representation commercial interests have had before the State Legislatures and Congress, has come from separate units of commerce, each working in its own behalf."

Mr. Wheeler emphasized the fact that the National Chamber of Commerce is organized to work in harmony with the two other national forces, labor and agriculture, and that it is a purely non-partisan body, organized exclusively for the study of economic relations and affairs. Its chief purpose, as put by him, is to create a national force, which the commercial interests of

the country never have had. Labor and agriculture are already so organized.

He points out that in the past thirty years the population of the United States has increased from 50,000,000 to 93,000,000, and during the same period the capital employed in industries has increased from \$2,750,000,000 to \$18,500,000,000, an increase of 600 per cent. The value of the product of industries has increased from about \$5,250,000,000 to more than \$20,000,000,000. Such has been the industrial and commercial growth of the country in thirty years.

During this same period the workers in the United States have increased from about 2,750,000 to 6,750,000, and their wages from about \$933,000,000 to \$3,500,000,000. In these thirty years, too, the acreage, improved and unimproved, of the farms of the United States has increased about 70 per cent; the value of farm property has increased from \$12,000,000,000 to \$40,000,000,000, and the value of the products of the farm has increased from \$2,250,000,000 to more than \$6,800,000,000. "These two bodies," says President Wheeler, "labor and agriculture, have become cohesive, with local and national organizations with a voice in both the State Legislatures and Congress."

"Now what we desire to accomplish through the new National Chamber of Commerce is to give the Boards of Trade and Chamber of Commerce throughout the country an opportunity to declare, through a central source, their ideas and the demands of business for legislation helpful to business."

A New Intake Tunnel

The municipal authorities have under consideration the question of constructing a new intake tunnel at an approximate cost of one million dollars.

While the project has its champions there are those who believe that the present tunnel will suffice for many years if added pumping facilities are provided.

In its broader aspects, however, the problem presents several phases worthy of serious consideration. If the present intake for any reason should fail to perform its function a water famine would ensue and precaution and timely action would prompt a new intake if only to avert a possible calamity.

Again, it is held that the city's water supply should be drawn at a point in the lake where contamination is less likely to be met with. It is conceded that the water is now taken at a point which is too near the shore line and where the sewage flow from the river cannot be avoided with certainty.

The city of Buffalo with a population of 450,000 has three intake tunnels, Chicago with a population of 2,000,000 maintains seven tunnels through which its water supply is drawn. In fact all other lake cities having a population of the size of Milwaukee there are from two to four intakes.

New Membership Committee

A determined effort has been inaugurated to bring every merchant and manufacturer in Milwaukee into the Merchants and Manufacturers' Association. The membership of the Association is now over 1,200, but it is felt there are many outside of the ranks who should be found within the organization, and that a larger membership might achieve much for Milwaukee that is impossible with a limited membership.

President Otto H. Falk has named as the chairman of the new Committee on Membership, Otto Rathmann, with the privilege of selecting his own associates on the committee. Mr. Rathmann has selected the following gentlemen:

Carl Engelke, Germania National Bank.
F. Theo. Andrae, Julius Andrae & Sons.
E. C. Bayerlein, Nordberg Manufacturing Co.
W. F. Krieger, National Machine Company.
Fred F. Luedke, John Pritzlaff Hdw. Co.
R. L. Stone, German American Bank.
Robert Wittig, R. G. Dun Company.
C. A. Netzhammer, Northwestern Furniture Company.

Wm. Rediske, Interior Woodwork Co.
J. Caryl Hymen, Chris. Schroeder & Sons.
Theo. Dammann, Merchant, Grand Ave.
Arthur Baum, Siekert & Baum.
B. V. De la Hunt, Milwaukee National Bank.
Wm. P. Held, Henschel Mfg. Co.
A. P. Kunzelmann, Kunzelmann-Esser Co.
E. T. Hindman, E. T. Hindman Co.
A. H. McMicken, McGeoch Land Co.
Joseph C. Grieb, Milwaukee Auditorium.
Geo. F. Luehring, Hilty Lumber Co.

The first meeting of this committee was held Tuesday, May 14, with every member reporting for duty. Plans for a general campaign for increased membership were carefully discussed and the executive officers of the Association were asked to get up a pamphlet setting forth the purposes of the Merchants and Manufacturers' Association and something of its record in the past fifty-one years, for the use of the committee. The text of this pamphlet has been prepared and is now in the printers hands. As soon as it is published it is the purpose of the committee to send a copy to every member of the Association with the request that he make it his duty to influence at least one other to apply for membership in the Association. In connection with this campaign, the directors have voted to pro-rate the member-

ship fee instead of charging the full fee for the year ending February 1, 1913.

For the active work of the canvass the chairman has named the following teams: Car Engelke and E. T. Hindman; E. C. Bayerlein and Wm. Rediske; R. L. Stone and Robert Wittig; J. Caryl Hymen and B. V. De la Hunt; Arthur Baum and Jos. C. Grieb; F. Theo. Andrae and A. H. McMicken; Theo. Dammann and Geo. Luehring; Wm. P. Held and A. P. Kunzelmann; W. F. Krieger and C. A. Netzhammer; Otto Rathmann and Fred F. Luedke.

Attention will first be given to the southern and central portions of the city and the greater part of this territory has already been assigned by Chairman Rathmann among the teams announced above. The canvass has already commenced and membership applications are multiplying as the members of the committee proceed with their work. The first application of the campaign was turned in by Mr. Theo. Dammann and was that of Edw. Housman, merchant tailor, 121 Grand Ave.

The committee proposes holding meetings every Tuesday afternoon and at each meeting lists of prospects are discussed and methods of campaigning considered.

While the members of this committee are too busy to be able to devote their entire time for the next few weeks to this work, as has been done in other cities, notably in Detroit, where the membership of the local Board of Commerce was increased by 756 new members in five days, the committee is determined to do its very best to make the Merchants and Manufacturers' Association one of the most powerful commercial organizations in the United States. It knows there are many people in Milwaukee who should belong to this Association and who are not bringing their weight to bear upon Milwaukee's problems, but would do so were the necessity for it called to their attention.

With the increased power of a larger membership, the Merchants and Manufacturers' Association plans to enter new fields of usefulness which will be of advantage to its entire membership. One of the first of the new ventures will be the establishment of a fully equipped traffic bureau, with a trained and efficient traffic expert at its head. Such a bureau would be a great aid to every individual shipper in Milwaukee.

A large, powerful, active organization of business and professional men, all working with a common object, is the most effective means yet known of achieving results for any city or any cause. This is the chief reason for the campaign which has now been started to increase the membership of the Merchants and Manufacturers' Association until it shall include every business

man and manufacturer of standing in Milwaukee. It is self-evident that the larger, stronger, and more powerful the organization, the more effective it will be for Milwaukee's welfare. United effort, united influence, and united financial support will bring results. The slogan of this campaign is "Make the Association Grow." Will you not do your part to that end?

A New Shoe Industry

Milwaukee is fast increasing in importance as a shoe manufacturing center. The latest to start business in this city is the Nunn & Bush Shoe Co. This concern will make a complete line of men's and boys' high-grade unlined welt shoes and high cuts. The incorporators are Messrs. H. L. Nunn, A. W. Bush, M. V. Kedian and W. E. Weldon.

Mr. H. L. Nunn has been factory superintendent of the Harsh & Edmonds Shoe Co., Milwaukee plant, for the past two years, and previous to that time had charge of one of the St. Louis factories of the Roberts, Johnson & Rand Shoe Co.

Mr. A. W. Bush has been connected with the Roberts, Johnson & Rand Shoe Co. for the past eleven years. He was one of the largest salesmen of this concern and during recent years had charge of their Hannibal, Mo., factory.

Mr. M. V. Kedian was superintendent of the upper leather cutting department of the Brown Shoe Co., St. Louis, while Mr. W. E. Weldon is president of the First National Bank of Ladonia, Texas, and has been prominently connected with various financial institutions in an executive capacity.

The Nunn-Bush Company has leased 18,000 square feet of floor surface at 409-419 Third St., and will be ready for the manufacture of shoes July 15. Its offices will be established at the factory, and will be open for business June 15. The new company is made up of young, aggressive business men, and its advent will be welcomed in Milwaukee manufacturing circles.

The Association has issued a booklet for the use of the Membership Committee which sets forth in attractive form the activities of the Association, something of its record of achievement in the past 51 years, and the advantages of membership in it. The reasons for an increased membership are set forth, the purpose being to build up a stronger and more powerful organization, to promote all that makes for prosperity, for progress and for a larger and better Milwaukee. The Membership Committee, Otto Rathmann, chairman, is now beginning an active campaign to bring into the Merchants and Manufacturers' Association every live business man in Milwaukee.

Meetings of the Month

3—Board of Directors.....	4:00 p.m.	21—Refuse Disposal Committee.....	4:00 p.m.
6—Marquette University Finance Committee.....	4:00 p.m.	21—Membership Committee.....	4:00 p.m.
7—Harbor Commission.....	8:00 p.m.	21—Harbor Commission.....	8:00 p.m.
8—Transportation Committee.....	12:00 m.	22—Refuse Disposal Committee.....	4:00 p.m.
9—Entertainment Committee—Visiting Engineers.....	4:00 p.m.	23—Young Men's Business Association.....	7:30 p.m.
10—Marquette University Finance Committee.....	4:00 p.m.	24—Transportation Committee.....	12:00 m.
13—Entertainment Committee.....	4:00 p.m.	27—Entertainment Committee—Sub-Committee, on Reception, Palm Garden Dinner and Finance, at Schlitz Hotel.....	12:15 p.m.
13—Regents of Marquette University.....	4:00 p.m.	28—Membership Committee.....	4:00 p.m.
14—Memorial Day Speakers Committee.....	1:30 p.m.	28—Directors' Meeting.....	4:00 p.m.
14—State Fair Board.....	2:00 p.m.	29—Taxation Committee.....	4:00 p.m.
14—Membership Committee.....	4:00 p.m.	31—Charities' Committee.....	4:00 p.m.
15—Jobbers Committee.....	4:00 p.m.	31—Retail Division.....	4:00 p.m.
16—Retail Druggists' Association.....	2:00 p.m.		
17—Retail Division.....	12:00 m.		

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The table in front of the furnace opening protects the mixer. This table is convenient for partly withdrawing the iron while the employe is not working continually.

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The Harley-Davidson Motor Co., which has made a wonderful success in the manufacture of motor cycles, is using these furnaces in large numbers.

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H. H. Vogel, Supt. Harley-Davidson Motor Co., says: "We use the Johnson Furnace for soldering oil and gas tanks and tool boxes. We get a bigger heat and a steadier heat with it than with any furnace I have ever used. It is quicker, and you can regulate it so well. There is as much difference between this and other furnaces as between night and day. We use none but Gas Soldering irons now."



Milwaukee Gas Light Co.

A satisfied customer is our best advertisement. Notify us promptly of any defect in your service.



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TWO IMPORTANT, BUT LITTLE KNOWN, FACTS

A LONG DISTANCE CALL IS THE MOST DIGNIFIED APPROACH

It is a means of approach that has never been overdone. It always implies business of importance. The man who has something to sell bestows a compliment upon his potential customers by using it. Even the most tactful personal letter may be regarded as an intrusion, but never the toll call. The party calling is there in person on the other end of the wire, able to talk, give full explanations, and manage every detail of the conversation in a skilful way.

LONG DISTANCE TELEPHONING IS CHEAPER THAN WRITING A LETTER

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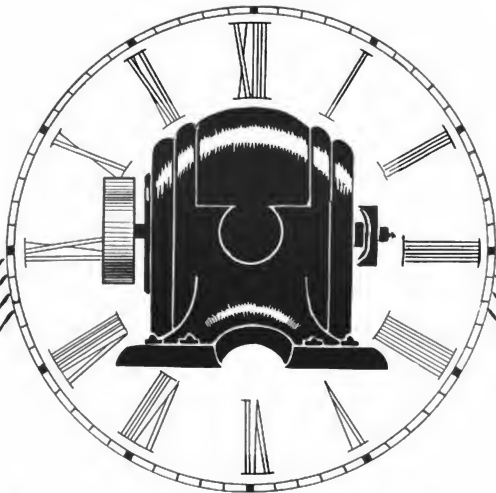
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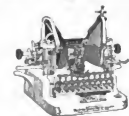
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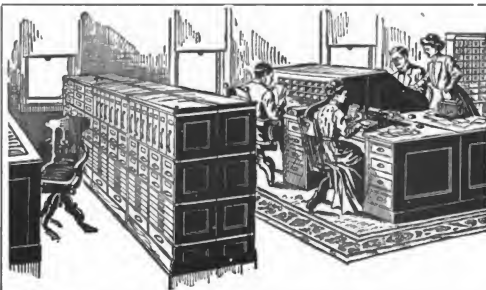
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July, 1912

Old Series No. 59

New Series No. 25

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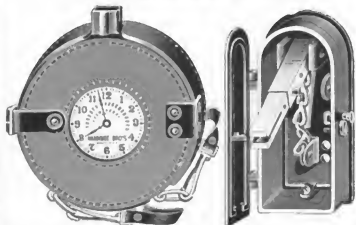
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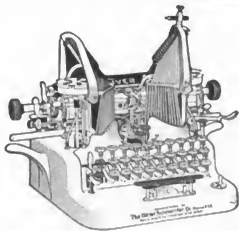
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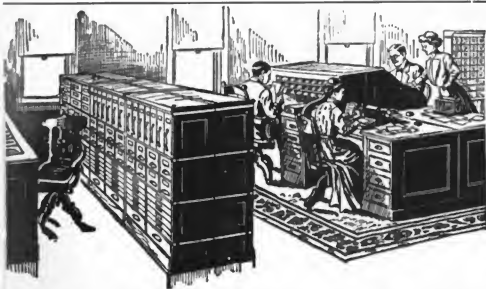
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