Minneapolis Day—State Fair of 1904

CLOSE RELATIONS OF CITY AND COUNTRY.

Minneapolis the Greatest Market for Northwestern Agricultural Products and the Supply Depot for the Articles Consumed in the Agricultural Districts—How the State Fair Assists in Bringing City and Country Into More Intimate Relations—Interdependence and Co-operation the Conditions of Mutual Prosperity—Minneapolis Makes the Northwest Famous as a Producer of Breadstuffs—How the Strong and Reliable Milling and Grain Interests Have Built Up This Great Market—What the Minneapolis Chamber of Commerce Is Doing to Promote the Welfare of the Farmers of the Northwest.

With all its perfections, the intricate modern commercial system rests, after all, on the simple underlying principle of barter as practiced by the most primitive communities. The man who has produced something must swap it for something which he may need but cannot produce. In the primitive state of trade this barter must, obviously, be carried on between the two parties face to face. A higher development makes it possible to trade without personal contact; but it still remains a general principle that it is more convenient to buy where one sells.

It is this simple principle which develops great receiving and distributing markets, and which has built up the city of Minneapolis to occupy this position with regard to the northwest. The principal product of the farming districts of the northwest is wheat; Minneapolis has long been the greatest wheat market of the country. Her mills consume more wheat than any other group of flour grinders in the world, while her mammoth elevators handle, store and ship enough to feed an empire. Under the circumstances the farmer looks naturally to Minneapolis for the supply of those things which he must use on the farm. It was the logical result of these conditions that here grew up the most important farm machinery and implement distributing market in the world and that other lines of jobbing and manufacturing should develop in the special direction of supplying the needs of the great agricultural community which sends its product to this city.

All this is the A. B. C. of commerce; but it is well to get back to first principles once in a while in these times when the interdependence of all classes of industry is apt to be forgotten.

The city can no more do without the country than the country can do without the city. Their interests are mutual. One community cannot prosper while the other suffers. They must stand or fall together.

Wheat has been mentioned as the principal product of the northwest and was used as an example of the principle of interdependence of country and city. But, while the leading product of the agricultural northwest, it is not the only one. All the grains, garden truck, dairy products, beef cattle, hides and pelts, eggs, fruits, forest products, including logs, finished lumber, and cooperage stock, are produced in great quantities and all of these articles find a ready market in Minneapolis.

Thru being a great receiving market, Minneapolis can at all times handle what may be offered of the produce of the surrounding country and at prices ordinarily stable. If one were to suppose that the central market did not exist in the northwest and that only some dozen scattered towns, each of one-twelfth the size of the city, were to take its place, it is easy to see that the producers of the northwest would find the facilities for selling their product extremely poor.

On the other hand, there is an immense advantage to the consumer in having a large distributing market from which to draw supplies. Goods handled in large quantities are invariably supplied at less cost; there is better opportunity for selection and choice; there is the legitimate result of competition.

Shrewd business men, nowadays, understand the absolute dependence of city and country upon each other, and deplore all jealousies and misunderstandings which arise—usually because of ignorance, and ignorance as frequently on the city's side as on that of the country. It is men who look at the problems of commercial life in a broad way who appreciate most highly the work of the Minnesota state fair, which is doing, perhaps, more than any other agency to bring about a mutual understanding and confidence between city and country.

The state fair is distinctly educational in its purposes. It is a matter of common remark that most city people are lamentably ignorant, not only of the resources of the northwest, but of the life of the smaller towns and farms. The fair brings them into touch with the farmers and shows them what farm people are doing; not only what they are raising and marketing, but what they are thinking and talking about, and, in a way, how they live. No city man can visit the state fair, examine its exhibits, touch elbows with people from every county in the state, and talk with the progressive and well-informed representatives of the agricultural communities who make up a large part of the visiting contingent, without having a higher appreciation of the state in which he lives and an honest respect for its people of every walk and occupation.

The country folk, on the other hand, find practical benefit in mixing with people from other communities, both urban and rural, in examining others' methods in their particular lines as well as in getting the point of view of the city man, for the once. As a general proposition, both the country and the city thinks better of the other after each succeeding annual fair.

It will be seen that the fair does not by any means confine its educational efforts entirely to the farming communities. It is true that such work as the introduction of pure-bred livestock and the promotion of better farming methods is a most practical line of educational work for the farmers which is very highly appreciated and which is having definite results; but the acquaintance of city people with the facts about their state, the instruction of the boys and girls in the towns and cities in the things pertaining to country life is a function of much importance.

The Journal has taken the opportunity afforded by Minneapolis Day at the state fair of 1904 to call to the attention of the people of the northwest some of these questions of their mutual relations and to suggest the possibility of still better understanding of the parts which city and country are called to play in the commercial development of the region.

It is well understood in all business institutions that the better all the workers understand the nature of the business and the more harmoniously they work together, the better will be the results. In a great manufacturing establishment all departments must work in intelligent co-operation. It will do little good for the productive departments to do good work unless the selling and shipping and bookkeeping departments supplement their efforts with equally effective endeavor. The same co-operation is a necessity in a great community. And it can only be obtained by intimate knowledge on the part of each of the details and importance of the work of the others. It will never do for the farmer to belittle the work of the city merchant or manufacturer or for the city man to make light of the duties of the farmer. The best results will be obtained when the city and country people have an intimate knowledge of each others' work and strive to play into each others' hands—to assist and co-operate in every way possible.

This acquaintance can only be obtained by study—by mixing as often as may be, and by assuming a broad attitude of mind, and—tho the word is not often seen in business—by cultivating unselfishness. The state fair is one practical means of education. The merchants' excursions afford another means of bringing city and country into touch. The jobbers' excursions which were formerly prominent in the commercial life of the northwest were another valuable factor. The newspaper press has a function to perform in this connection—not only the city dailies, but the country weeklies and the agricultural papers. Many papers would much better be devoting their attention to the practical economic questions involved in the relations of city and country than in stirring up petty jealousy and posing as the friends of an oppressed element in the community.

It is impossible here to go into all the phases of the relations of Minneapolis and the surrounding country, but there has been one very interesting example of the influence and supreme importance of a great market on the destinies of a people which is worthy of brief review.

Thirty years ago the northwest, as a possible factor in the supply of the world's food, was practically unrecognized. As late as twenty-five years ago the district and its product had no standing in the world's markets. And had it not been for the centralization of local product into a local market, and the mighty work of the millers and grain men who composed that market, the particular merits of the northwestern product might not yet have obtained full recognition.

About twenty-five years ago the Minneapolis millers, in the face of the most intense opposition, and meeting a prejudice backed by generations of trade custom, pushed northwestern hard spring wheat flour into the markets of the world, not only securing entrance into the central and eastern parts of the United States, but successfully introducing it into the conservative markets of Europe. Only great forces and powerful influences could have done this—and only such powers could have built up the trade in so short a period as twenty-five years, until Minneapolis has made the northwest famous the world over as a producer of breadstuffs.

THE MINNEAPOLIS CHAMBER OF COMMERCE.
The Center of the Breadstuffs Industry of the Northwest.

In the same way the organization of the Minneapolis Chamber of Commerce in 1881 placed the Minneapolis market for wheat on a firm basis, established regular inspection, permanent grades, and secured recognition of the northwestern hard spring wheat as one of the grains of commerce. Thru the influence of the Minneapolis Chamber of Commerce, the demand for spring wheat was stimulated and developed until the volume of shipments to all parts of the continent as well as across the ocean to Europe, reached into many millions of bushels annually. During the quarter century the Minneapolis Chamber of Commerce has been indefatigable in watching over the interests of this market, losing no opportunity to further the cause of the spring wheat producers, and to make its place in the world of commerce secure.

In this period the production of wheat in the northwest has multiplied many times, countless farmers have attained prosperity, hundreds of towns have grown up on the prairies, hundreds of thousands of people have established themselves happily and permanently—all largely because of the development of the market for northwestern spring wheat.

Wheat is given the first place—because legitimately entitled to it. But it is by no means the only thing. At Minneapolis has been built up a great market for oats, corn, rye, barley and other grains. Notable among these is flaxseed. It is not generally known that Minneapolis has become the chief flaxseed market of the country, and that the local production of linseed oil is more than one-fourth that of the whole country—this city having greater capacity than any other oil manufacturing point.

Intimately connected with these matters of market for agricultural products is the extremely important subject of financing the movement of these great crops. It is here that Minneapolis comes into closest touch with the agricultural districts which surround her on every side—for money moves easily only where relations are of the most satisfactory and where confidence is most complete. The time was when the northwest was obliged to look to the banking institutions of the east for the funds with which to move its crops. Now Minneapolis is able to care for the financial demands of the country at the season when the crops are harvested. It is notable, that in recent years, the solid financial institutions of this city have become more and more the correspondents of the country banking institutions of the northwest. Their relations are yearly growing more intimate; the city is more and more becoming the money market of the northwest as well as its grain market.

Perhaps in no other way may the city and country work together to better advantage than in developing the farm lands of the northwest and making them productive. With a large part of their areas unoccupied, Minnesota and the Dakotas have been at a disadvantage. The active work of the past few years has brought many thousands of acres under cultivation, added to the population, increased the value of all lands, made more taxable property in every county in the three states, and generally added enormously to the prosperity of the whole community. In this work city and country have united. The progressive land men have accomplished much, local boards of trade have done good work, the railroads have been effective, and The Journal claims a considerable share in the responsibility for the large immigration thru its numerous landseekers' editions and its constant advertising of the resources and advantages of the great northwest.

MINNEAPOLIS SUPPLIES AN EMPIRE'S NEEDS.

This City the Farm Machinery and Implement Shipping Center of the Northwest—Great Concerns Which Supply Northwestern Farmers With Every Variety of Agricultural Implements—The General Jobbing Trade and Its Important Functions—Advantages of Buying All Classes of Goods in Minneapolis—The City as a Market for Produce Other Than Grain—Commission Row the Country's Selling Agent—A Butter Market of Importance—Minneapolis a Fruit Distributing Market for the Entire Northwest.

Altho Minneapolis figures more conspicuously and picturesquely as a receiving market for the northwest, her position as a distributing market is scarcely less important. There is something about flour milling that appeals to the imagination. The dusty miller has always been a favorite character for the poet and story-writer. And to be the largest flour milling place in the world is a fact to arrest everybody's attention—something to talk about and write about. Everybody eats flour in some form, and Minneapolis has naturally become known around the world as the greatest flour-making city and incidentally as the greatest wheat market of the country. But the handling of groceries, dry goods, hardware, machinery and such like prosaic articles, does not appeal to the mind in the same way as the romantic wheat. Even the people of Minneapolis themselves are apt to overlook the great importance of their city as a depot of supplies for the great northwest region.

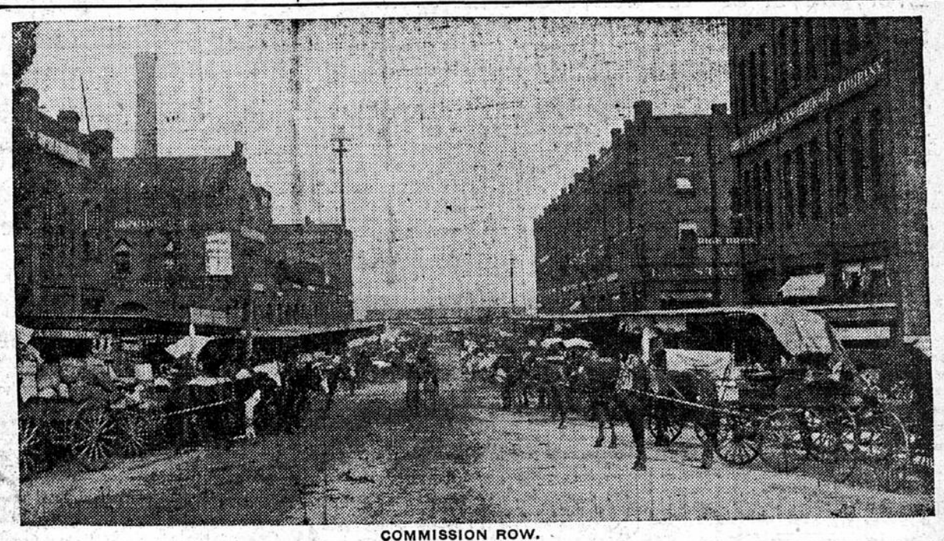
Minneapolis first began to sell goods at wholesale because it was convenient for the country general traders who brought in miscellaneous produce to buy their stocks where they traded in their own stuff. From this jobbing developed year by year under the natural trading law of buying where one sells. As the farmers more and more marketed their grain in Minneapolis they more and more looked to Minneapolis to supply them with what they needed for operating their farms, and for such articles of food, clothing, etc., as they could not themselves raise or make.

One of the most important lines of jobbing to be thus developed was the trade in farm machinery. The admirable situation of the city for distribution early led the leading manufacturers of the country to establish branch houses here and later great local concerns grew up—jobbers of every variety of farm implement used. Supplementing this business came local manufacturing concerns so that now Minneapolis is the second largest distributing point in the world for farm implements and machinery. Some dozen factories produce implements and machines, ranging from the complete thresher outfit—separator and engines and stacker—to the modest plow and the simple hand tool. Fully $3,000,000 capital is employed in manufacturing farm implements in this city, and the annual product of the factories exceeds $6,000,000 in value. The total volume of the jobbing trade in farm implements is way up in the millions and is not easily approximated.

In this supremacy of the agricultural implement trade in Minneapolis, there is a distinct advantage to northwestern merchants and farmers. They are enabled to buy in a market which not only supplies every known variety of implement, but where competition and transportation facilities combine to make prices reasonable and delivery prompt and inexpensive. The great implement houses of Minneapolis have erected many enormous warehouses where every kind of farm tool and machine may be seen to advantage.

The importance of the business in this part of the country makes the farm machinery department of the Minnesota state fair one of the largest and most important divisions of the fair—one most eagerly studied by farm visitors and the thousands of dealers who visit the fair each year. It is the custom of the manufacturers to send to the fair their latest and best designs and to give every facility for study of the merits of their machines and implements.

In general wholesale business Minneapolis offers to the dealers, and thru them to the consumers, of the northwest, especial advantages. Altho more than 400 miles nearer the northwestern consumer than Chicago, Minneapolis is able, by taking advantage of the great lakes shipping route from the east, to lay down goods in her warehouses at equal cost with Chicago. This gives her an advantage which is shared by every dealer and farmer in Minnesota, the Dakotas and westward to the mountains. She has this further advantage—that the jobbers are northwestern men, acquainted with northwestern conditions, close students of the needs and tastes of northwestern buyers and directly interested in their prosperity. It is a fact that northwestern buyers can find things best suited to their local needs in Minneapolis wholesale houses. They have no need to travel 400 miles farther to Chicago or 1,000 miles farther to New York to find the right goods or the right prices. Minneapolis jobbers now buy in all the markets of the world and give their customers the advantage of the bargains and the styles of every important trade center in the world.



COMMISSION ROW.

Only one-third of the world's population use bread as a daily article of food. Nearly one-half of the people of the world subsist chiefly on rice.

The capital invested in the jobbing business in Minneapolis is estimated at between $40,000,000 and $50,000,000, and the volume of business reached probably $200,000,000 per annum. Groceries, hardware, dry goods, shoes, paper, confectionery, crackers, building materials, paints, oils, glass, furniture, are a few of the important lines. The city has the largest wholesale dry goods, hardware and grocery houses in the northwest.

Closely connected with the wholesale trade and intimately associated with the receiving market of Minneapolis is the trade in fruit. For some years the city has been the chief distributing market for fruit in the west outside of Chicago. As many varieties of fruit are not raised in this latitude and still fewer are to be found further north, the importance of this business is manifest. Associated with the fruit business is the produce commission business, which has attained an immense volume, and the butter and cheese business, which is of such size as to mark Minneapolis as the chief dairy products market of the northwest. Connected with this branch is the creamery business—the buying of cream from the farmers and the manufacture of butter in city creameries—an extensive and important business and one in which city and country have a mutual interest.

"LUND THE LAND MAN."

The Greatest Land Man In All the Northwest

More men owe their prominence and wealth to an idea than to any other one cause in attaining a career. Some men are born to a fortune, this coming under the category of "self-made men," but the man who can originate an idea that is novel and susceptible of apt usage is more certain of success than by any other beginning.

John G. Lund, one of the leading citizens of North Minneapolis, owes his present prominence and competency to an idea that originated with himself and proved to be adaptable to western circumstances. And so the Minnesota farmer boy, brought up in rural surroundings, came to Minneapolis and assimilated a cosmopolitan life with all the ease and grace of one educated in the academy of metropolitan association.

Mr. Lund is still a young man, a native of the little village of Rushford in Fillmore county, where he was born thirty-five years ago. In 1876 the family moved to Canby, Minn., where the young man became engaged in business with his father and secured his first business training. It was in 1887 that Lund first branched out for himself, starting in a real estate, collection and loan office in a small way. He was successful from the start, but it was not until the first new idea came to him that he began to really thrive. Having the handling of many Minnesota and Dakota tracts, he conceived the idea of branching out in a way to secure his own purchasers.

The branch or immigration office was the first plan and he immediately established one in Chickasaw county, Iowa, which has remained his biggest business through fifteen years of confidence with his methods. From there he branched out still further until he now has agencies with agents in charge in nearly every county in many western states, and altogether his agents number 2,500 men, all connected in business with Lund's Land Agency, which is the central name and the nucleus for all that immense network of branches and business connections. It seems rather incredible that a farmer boy should be the head and brain of such an enterprise, but facts are stubborn things, and Mr. Lund and his business are shining examples of stubborn facts.

But the greatest stroke of business enterprise and the main idea which has contributed to the immense success of Lund's Land Agency is the half profit contract plan which has added millions in business to the agency, and made many hundreds of dollars for people with small amounts of idle money who were not up in land matters themselves, but who were willing to enter into confidential partnership relations with the man who did know. No sooner was this idea in the mind of Mr. Lund than he put it into operation and the result was something marvelous. It was a plan that was easy to understand, and which persons in any walk of life could avail themselves of, and it was not wonderful that it has grown in favor until there are hundreds of people who have increased their savings by entering into one of these novel contracts which make them limited partners in a novel way.

The idea was simple after all, and it is wonderful that no one had thought of it before. But that is always said of every novel idea. The plan is easy to comprehend. Through all these 2,500 agents, there are constantly big business chances occurring, more than any one man or company, no matter how big, could operate with its own money. In all these branch offices there are opportunities for picking up lands at far less than their real value, often for half, when the owners require cash immediately for some purpose. There are always people willing to sell at a sacrifice for ready money if one only knows where to look for them. Mr. Lund's agents manage to find the opportunities and make reports of them. There are many cases through the country in small towns where persons have had an idea they understood the land business, have embarked in it and can't carry it. They want to unload and unload quick.

Above all, there are mortgage companies who have to get rid of their securities, and there are people who are about to be foreclosed upon for a quarter what the farm is worth; there are banks who want to change investments and a score of other things, and it is only natural that they all turn to one of Lund's agents for advice, and it is always forthcoming, and now that the plan is in operation the money is always ready for the bargain. Through the contracts Mr. Lund makes with his qualified partners, they all have an equal chance. If they have only $100 to invest they have the same chance for a profit as if they had $10,000, for by this system the small sums are bunched and a big deal made with many of his partners made sub-partners in a big deal. Hence the small sum draws the same profit as the large one.

It has often been said that it takes money to make money. That was the mainspring of the Lund idea. By bunching many small amounts there was the opportunity to make the mammoth deals and every one shared alike. Of course, there must be something in it for Lund, and he certainly deserved a good thing, too, for making such big profits on these deals. His contracts exact a half interest, and thus it is safer for the investor, for certainly Mr. Lund, being a half-partner in every deal, he takes a personal interest that there shall be a big profit, for should there be a loss he would have to stand half that. So it has turned out that there have been no losses, for, with so many agents and counselors, there was always the opportunity to make a profitable turn, and those showing no profit are turned down.

JOHN G. LUND.

"LUND THE LAND MAN."

The success of this plan has made Mr. Lund's mail simply enormous. Luckily, his offices at 300 First avenue south are directly opposite the postoffice, on the corner, and there is no great distance to carry the mails, hence the work is made light, for the distance would be no small object where so much mail business is done. And Mr. Lund takes personal recognition of all mail and writes personal letters to inquiries regarding his profit-sharing plan. It is almost incredible the amount of work done in this department, for it is not only land that must be bought, but farms rented, crops looked after, divisions made, and it is all regulated by the 2,500 agents with clockwork regularity.

In the past Lund's agency has located many now prosperous towns and agencies. Among the notable immigration settlements are those at Canby, Minn.; Goodwin, S. D.; Watertown, S. D.; Clark, S. D.; Doland, Redfield, Iroquois, Faulkton, Gettysburg, Aberdeen, Groton, Bristol, in South Dakota; Oakes, Jamestown, Steele and Washburn, N. D. In all these offices there are capable agents at work, ready to provide farm and town lands for less than the regular prices, and yet at a profit to the investors who have entered into the profit-sharing plan with Mr. Lund. At all of those towns there is a Lund's Land Agency, where letters can be addressed and inquiries made direct, if required, regarding lands in these parts, or the same information can be secured from the Minneapolis office.

Much might be written regarding the immense affairs under the control of Mr. Lund, but these facts are an outline of what this immense concern is doing. Mr. Lund, therefore, is looked upon with pride by the people of the North Side, because they have among them the greatest land man in the world. Nowhere is there any record of any one person who controls so much land, and it is a matter of pride to that portion of the city that among the millions of acres and thousands of lots under his scrutiny, he should have picked out for his own residence a North Side location. And a beautiful spot it is. At the corner of Emerson and Twenty-third avenues N. upon the ridge, which is very nearly the highest spot of land in the city, Mr. Lund's grounds embrace nearly a quarter square of well-kept grounds. A handsome brick structure with noble shade trees and well-kept lawn, it marks one of the prettiest spots on the North Side.

Mr. Lund personally is of a sociable disposition, and he and his charming wife are cordial entertainers and an acquisition to the society of North Minneapolis. They are members of the Wabasso club, the leading society organization of the North Side, and are among its most popular people. He is a genial man with strong attributes, which endear him to those who admire the bluff, hearty mannerisms for which the sturdy farmer stock of Minnesota is noted. Of Scandinavian parentage, he possesses the good qualities of that sterling race, with the polish and push which the American birth gives to all its sons.

That North Minneapolis has taken Mr. Lund to itself and is fully intending to make much of him is shown by the fact that, although he has not lived there many years, political honors have been offered him and he has been urged to represent the people in various ways in local government. But Mr. Lund is not yet prepared to divide his business cares with those of the public; at least, for a time. But he is rapidly gaining more friends, and the same qualities that have made him successful in business because of his sterling principles are gathering about him a circle of people who are making him one of the prominent men of Minneapolis.

The various chief offices of the Lund Land Agency are located as follows:

Watertown, S. D., in charge of Oscar P. Kemp, where the Lund agency owns the Granite block, a beautiful structure built of native granite, said to be the finest structure in South Dakota. Lands in that locality are sold from $15 to $50 an acre.

Iroquois, S. D., C. G. Swafford, lands from $15 to $25 an acre.

Canby, Minn., George W. Dodge, where the agency owns the controlling interest in the $40,000 First National bank building. Land in that vicinity is from $30 to $40 an acre.

Doland, S. D., Ralph P. Fargo. Lands in that vicinity, $10 to $25 an acre.

Redfield, S. D., Dennis Connell. Lands from $10 to $25 an acre.

Faulkton, S. D., D. T. Mauller. Lands from $10 to $20 an acre.

Gettysburg, S. D., J. A. Gilchrist. Lands from $8 to $20 an acre.

Aberdeen, S. D., J. K. Hull. Lands from $10 to $30 an acre.

Groton, S. D., S. M. Dockstader. Some of the best lands in the state at from $15 to $40 an acre.

Jamestown, N. D., O. L. Craig. Land from $10 to $30 an acre.

Washburn, N. D., C. M. Best. Land $10 to $20 an acre.

Oakes, N. D., Rube Thompson. Lands from $10 to $25 an acre.

These are only a few of the chief agencies, showing how thoroughly Mr. Lund has organized his forces and the prominent men he has working in the various localities. One of the secrets of Mr. Lund's success is the fact that he changes very little in his staff. Men who are selected are taken because of their good character, and Mr. Lund, being a good reader of character, he seldom makes a mistake, hence men of quality and judgment are in charge at every point, and there is safety to purchasers in every deal made.

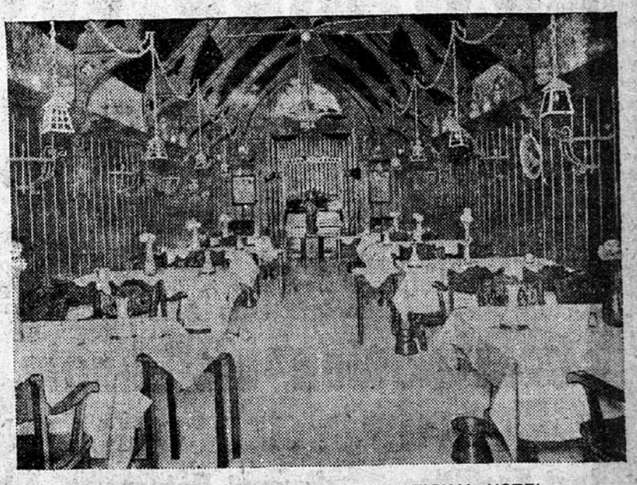
It is a well-known fact that it is not always the safest thing in the world to purchase land. There are so many irresponsible parties and even farm owners themselves who have been bitten are liable to become land jockeys and unload upon some unsuspecting person. Lund's Land Agency is a clearinghouse. Here everything is rated at its true value. By Mr. Lund's methods all kinds are sold, but at their true value. One gets what he pays for, and hence complaints are infrequent even with the immense volume of business transacted.

It is not wonderful, therefore, that it is becoming a saying in North Minneapolis when speaking of anything in connection with a land deal of land values:

"Leave it to Lund."

And the experience is that Lund never disappoints.

THE NEW NATIONAL HOTEL



FAMOUS "DUTCH ROOM" OF THE NEW NATIONAL HOTEL.

Perhaps in all the great northwest, there is no more popular hostelry than the New National hotel, corner Washington and Second avenues, Minneapolis. The location is an ideal one, being only one block from the handsome Chicago, Milwaukee & St. Paul railway station and within a single block of the postoffice, and two blocks from the new city hall and courthouse. Electric cars pass the doors to and from St. Paul, Minnehaha Falls and all parts of the city and suburbs, making every attraction and point of interest easily accessible. Nicollet and Hennepin avenues, the shopping district and the leading theaters are all within easy walking distance.

The New National is modern in every particular and thoroly up-to-date in plan, construction and equipment. The interior is a marvel of good taste, with an arrangement that is perfect and with fittings and furnishings that are superb.

Unusual careful attention has been given to the sanitary and hygienic details of the hotel, with the result that

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