

THE DENISON REVIEW.

Aldrich Chas. Curator,
Historical Dept.

SIXTEEN PAGES A WEEK—PART TWO.

DENISON, IOWA, FRIDAY, NOVEMBER 18, 1898.

VOLUME XXXIII NO. 93

* BUY GOODS IN *
DENISON
Prices in All Lines Down
to the Bottom in
Our Home City.

* Make Your
Purchases of the
Men Who
* Help Pay Our Taxes,
and thus
Build Up
Home Enterprises. *

There are in every community people who for some inexplicable reason, do much of their trading with supply houses; also with traveling peddlers, and in many instances send orders to distant city establishments. Denison is no exception to this rule.

While America is a free country and no one denies the right of any individual to buy goods where he pleases, yet it would seem to be, and must be, to the advantage of every person having property interests in or near Denison to spend his money here, providing he can obtain approximately the same value for the money expended here, as elsewhere.

Take, for example, the idea which many people have, that one can do better in a large city than at home. We believe, in fact, we are positive, that not only do purchasers in large cities not receive, in the long run, more for their money, but in many cases less. This statement will perhaps be regarded by some with incredulity, but is capable of proof. The merchants of the large cities do not as a rule practice or do what is called legitimate business. They have "leaders" conspicuously displayed or advertised, upon which they make little or no profit; these leaders usually consist of articles of the value of which the public is fairly well informed. But no one can live on "leaders," and almost invariably the purchaser buys other articles. If the unsuspecting victim of the transaction were to figure up he would generally find that he had done little or no better than if he had bought at home.

In the desire to dazzle the eye of the passer-by, or the reader of advertisements, with astonishing bargains, keepers of perhaps the majority of big stores resort to the selling of inferior articles. Meats are sold that are on the verge of decay; also jellies, extracts, syrups, catsups, etc., which are concoctions of deleterious ingredients, and are not only not what the labels say they are, but are absolutely injurious to the health. Fine looking shoes are found to be a deceit, and stylish appearing suits of clothes almost an iniquity.

The big stores can do this sort of business and live because they rely to a great extent upon transient custom. They do not expect steady customers, but make it a rule to get all the profit possible out of every person entering the store or sending an order by selling at cheap prices cheaper articles; working upon the principle that there is "an innocent" born every minute.

These methods are adopted more or less by a majority of peddlers, and followed in no small degree by most if not all the supply houses. The present methods of business and expense of travel force them to do this.

The home merchant dare not, even if he wished, resort to such methods of business. When a sale is made here it is with the hope of its being a stepping stone to another, and were one of our local merchants to throw upon the market such a class of goods as are every day disposed of in the cities to a gullible public—or which find their way into the country through irregular channels—his reputation would be forever blasted.

We do not believe there is a merchant in this city who would knowingly sell a patron an adulterated or inferior article without informing the buyer of its exact condition. The majority of dealers do not handle this class of goods at all, as they are nearly always unsatisfactory to both buyer and seller.

Partly on account of this unfair and illegitimate competition, which extends to the remotest country districts—our merchants have been compelled to lower prices until there is the barest possible profit made upon every line of goods handled here. High grade, standard articles are sold here at the same prices charged for inferior goods hawked about by peddlers or sent out from the large cities. When an intending purchaser can get his ten dollars worth of reliable goods at home, does it not look like the height of folly to send it abroad with the probability of getting—cheated?

Besides these facts, which should surely be sufficient, it must be remembered that when money is spent with our merchants it does not all go abroad. They have expenses of clerks, rent, taxes, light, fuel, etc., and these are

large in proportion to the business transacted. Money spent with them remains here for an indefinite time, giving employment to labor, paying bills, etc. Not to mention the fact of its being returned to our farmer friends in exchange for grain and produce.

When spent with out of town houses, it takes a long time to get back. It is much easier to send money out of town than to get it back after it has gone.

Those who wish to see the city grow in population and improve in every way should think several times before spending their money, and then spend it where it will do the most good—at home. We give in this issue considerable matter concerning different business firms of the city. We have no hesitation in saying that those who patronize any of the business houses enumerated will receive the best of treatment.

FIRST NATIONAL BANK.

AN IMPORTANT AND JUDICIAIY MANAGED BANKING INSTITUTION.

Among the banks of this section of the state none rank higher as a financial institution both on account of its own merits and the individual responsibility of its officers than the First National Bank.

The capital and surplus of this bank is \$120,000.00; it has deposits of more than \$330,000. The officers of the bank are W. A. McHenry, president; Mary S. McHenry, vice-president; Sears McHenry, cashier, and L. Seemann, assistant cashier.

The bank dates its organization away back in the pioneer days of 1856 when Morris McHenry launched it upon the sea of finance. In 1865 W. A. McHenry assumed an interest and it was run for twelve years under the name of McHenry Bros. At that time the latter gentleman purchased the entire business and continued it as a private concern until 1892 when it was incorporated as a national bank. This was the first bank in the county to loan money on farm property at five per cent interest and they are prepared to furnish others at the same rate upon application. No delay in making papers or getting the money. We buy notes, issue exchange on foreign countries, sell steamship tickets and do a general banking business. A specialty is made of loaning money on cattle to be fed for market. Deposits are received subject to be drawn at sight. Time certificates are issued drawing four per cent for six and five per cent for twelve months. Abstracts of title furnished on short notice. Town lots and farms for sale.

It is the aim of the First National Bank to give its patrons every accommodation consistent with sound banking principles, and in doing this a very heavy business has been built up and a reputation of the highest order maintained for the superior management of its affairs.

BOND & WARBASSE,

Located one door South of Opera House. DEALERS IN PIANOS, ORGANS, SMALL MUSICAL INSTRUMENTS. SHEET MUSIC, ETC.

The house owned by the above gentlemen is located in pleasant quarters, and the gentlemen have been before the public for a number of years. They have the only exclusive music establishment in the city.

A line of the best pianos and organs is handled, also all kinds of smaller musical instruments, musical merchandise, music books, sheet music, etc. All the latest and most popular vocal and instrumental sheet music is carried, at reasonable prices. Also, any desired piece of music, music book or article of music merchandise, no matter where manufactured, is gladly supplied to patrons.

They have a room in connection with their salesroom fitted up for choir practice and the taking of lessons on instruments. This is a great convenience, and will be appreciated by their patrons.

Anyone contemplating buying any thing in the music line could not do better than to see this firm. Nothing is handled but high-grade goods, and they are sold as low as is consistent with good quality. Full value is allowed for old instruments taken in exchange. Business relations will be found pleasant, and prices very reasonable.

E. C. CHAMBERLIN,

OWNER OF A RELIABLE AND PROSPEROUS JEWELRY AND OPTICAL ESTABLISHMENT.

Mr. Chamberlin is well known to the people of Denison and vicinity as a reliable and low-priced jeweler and optician. He has been engaged in business here for about six years, and carries a complete line of jewelry, watches, clocks, novelties, silverware, diamonds, optical goods, etc. His goods are of the latest designs, were bought at the right prices, and are sold at prices as low as first-class goods can be sold.

In optical work Mr. Chamberlin has an enviable reputation. He has fitted many difficult cases and given splendid satisfaction. He is a practical and a scientific optician and is thoroughly competent to look after all ophthalmological work.

In his jewelry and watch repairing department good work is guaranteed at a cost as low or lower than others.

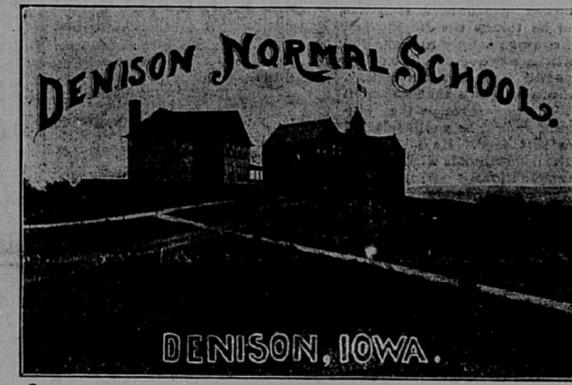
By his honorable and reasonable methods of doing business Mr. Chamberlin has not only won an extensive patronage, but large numbers of friends also, and the respect of the community.

You cannot afford to buy anything in the jewelry line before investigating his goods and prices.

SARACHON SISTERS,

LADIES WHO OWN A LEADING MILLINERY ESTABLISHMENT.

One of the chief prides of the people of Denison is in the up-to-date and metropolitan air assumed by her leading stores; and it is most assuredly a fact that we have reason to be proud, as hardly a business line can be pointed



to but is represented in such a manner that buyers can get everything, both in goods and prices to a good advantage as in the larger cities.

In the millinery line the place owned by the above firm is to be credited with doing much to uphold Denison's prominence.

Here may be found the latest creations, the most stylish and beautiful headgear for women. When wanting a new hat remember that for beauty, quality and economy you should see the Sarachon Sisters.

FRED BERG,

DEALER IN JEWELRY ETC.—JEWELRY AND BICYCLE REPAIRING.

As an establishment of importance, and convenience, we must mention the place owned and conducted by Mr. Fred Berg.

He keeps a fair stock of jewelry, watches, etc., selling these goods at prices in full competition with those of all outside houses for the same grade of goods.

In connection repairing is done, and his place is justly noted for the reliability of goods and the high character of work turned out. Mr. Berg being an expert jeweler and watch repairer. He also does all kinds of bicycle repairing, having complete arrangements for handling anything in this line.

If you are wanting anything in these lines you can do no better anywhere than to see Mr. Berg.

STONE & TEMPLE.

PINE AND HARD WOOD LUMBER, COAL, ETC.

One of the important business enterprises of Denison is the lumber yard owned by Stone & Temple.

A very heavy stock is carried of everything in the lumber line, including pine and hardwood lumber, lath, shingles, sash, doors, blinds, all kinds of mill work, etc. also hard and bituminous coal.

No better firm could be cited as showing the advantages of trading in Denison. Everything is handled at prices meeting all competition. Nobody can undersell them and do a legitimate business. The yard enjoys a large and growing trade due to the fact of patrons receiving every financial advantage obtainable anywhere, and pleasant honorable treatment.

Those desiring the best quality of goods at the right kind of prices, and the most efficient service in every way can do no better than see Stone & Temple.

A GROWING SCHOOL.

Denison Normal and Business College in Prosperous Condition.

PRIDE OF THE COUNTY.

Now Has the Best Attendance the School Has Ever Had and More Students Coming Continually.

Denison Normal School is growing to be more popular and better patronized from year to year. The people of the County have come to recognize its influence, not alone upon the educational forces but upon all society for the general betterment of the community. Having now passed through that period of its existence which was uncertain and doubtful it has entered upon a career which is based upon the character that is established after the actual test of time.

The school was founded and has been maintained not for the benefit of any one person but for the young men and young women, who might gain inspiration and real help by coming in contact with so vital a force for the uplift of humanity. The teachers were engaged for the real merit they possess and hold their position not from favor but because they do the work well. Every department is well looked after and the result of careful teaching is telling upon the graduates who have gone forth to meet the test of the actual work they have been called upon to do. The students while attending are loyal to the school, and after going out and

especially after going to other institutions of learning, they are loud in their praises for the Denison Normal School. This is due to the splendid equipment which is truly as good as any other school can boast in all the state.

We can but predict that but a few years will see in Denison a school the peer of any in the West in every respect. To say the least the outlook is very flattering and not only Denison but all Crawford county may well be proud of this growing institution.

E. T. COCHRAN,

WAGONS, BUGGIES, SLEIGHS, FARM IMPLEMENTS, ETC.

One of the important and busy establishments of Denison is the place owned and conducted by Mr. Cochran.

Mr. Cochran sells the leading makes of implements of all kinds, wagons, buggies, sleighs, windmills, pumps, farm scales, etc. He also carries a line of the leading insurance companies, and writes considerable fire insurance.

Mr. Cochran has been engaged in business in this city in the neighborhood of eighteen years, and is known as a thoroughly reliable and energetic dealer, and a good man to trade with. You had better see him before buying anything in the lines carried. He can save you some money, and you can't buy better goods anywhere than those made by the houses he represents.

A. H. BOWEN,

ONE OF DENISON'S SKILLED AND ENTERPRISING MECHANICS.

Among the enterprising and reliable business establishments of Denison can well be named that conducted by Mr. A. H. Bowen. This gentleman, while only a resident of this city for about eight months, has built up a reputation as a first-class workman of which any man in his line of business might well be proud. He occupies a comfortable shop well equipped for turning out the goods he manufactures.

He does all kinds of carriage and wagon work, manufactures stock tanks, porch brackets, window hoods, gable ornaments, etc.

His specialty is building just as good as he knows how, "work that will stay." He takes commendable pride in this feature of first-class work, which is plainly evident in that which leaves his shop.

All work entrusted to his care is done neatly, quickly, at reasonable prices and reliably. Business relations with Mr. Bowen are pleasant and satisfactory.

U. G. JOHNSON & CO.

HEADQUARTERS FOR BOOKS, PERIODICALS, DAILY PAPERS, HOLIDAY GOODS, ETC.

One of the leading business houses of Denison is the store owned by U. G. Johnson & Co. Their store is filled with a magnificent stock of the above mentioned goods; new and desirable and seasonable articles. It is the aim of the management to have so complete a stock that customers can always find what they wish, and at prices that they can afford to pay.

The line of holiday goods cannot be beaten in this part of the state, and includes many striking novelties. You should be sure and see it before buying anything in that line.

No one can obtain similar goods at lower prices anywhere than of U. G. Johnson & Co. Those who want the latest reliable goods, and the most efficient services in every respect at the lowest rates should call on them.

HUB CLOTHING CO.,

THIS HOUSE OFFERS EXCEPTIONAL INDUCEMENTS TO PURCHASERS.

Messrs. Judd & Petersen, the proprietors of the Hub clothing store came here recently from Sioux City. While they have not been here long they have been fully long enough to demonstrate the fact that it is possible for a Denison firm to sell high-grade merchandise as low as any outside house.

They carry a very heavy stock of fine goods of all kinds. A specialty is made of up-to-date clothing and furnishing goods. Stylish, reliable goods are sold lower than anywhere else in the state. They are showing the finest line of fur coats, mackintoshes and duck coats ever shown in the city. A good suit, one that no one need feel ashamed of is sold as low as \$3.95. They have fifty suits at \$4.75 that formerly sold at \$7.50; the biggest bargain in clothing you ever saw.

With an enterprising house in Denison like that of which Messrs. Judd & Petersen are the owners, there is no reason why those living in this section should not enjoy all the advantages in trading that are offered in Chicago, as they aim to duplicate Chicago prices and goods.

A. H. BROWN,

WHERE THE HIGHEST GRADE OF PHOTOS CAN BE HAD AT THE LOWEST PRICES.

The advantage to be obtained in the line of Photographs in Denison are most pronounced.

A. H. Brown, who has been engaged in business in Denison about a year, has as complete arrangements for doing first-class work as any one in this part of the state. Before Mr. Brown engaged in business in Denison the better class of trade thought it necessary to go to Omaha or Des Moines to procure first-class work, but this is all changed now; according to competent critics the work now being turned out by Mr. Brown equals in every respect the very best of any work to be had in the larger places and prices at least one-third lower.

Mr. Brown has made great preparations for the holiday trade of '98, procuring some of the most beautiful and latest effects in card mounts to be had anywhere, making a photograph about the exact thing for a Christmas present. If the people would take under consideration the fact that a dozen photographs make twelve presents to twelve different people they would see that a photograph makes an inexpensive and at the same time priceless present. Don't fail to call at Mr. Brown's studio and see the numberless articles like Photo Buttons, those beautiful colored Photos in Easels, just the thing for a present or souvenir; also beautiful frames for photos from cabinet size up. He also enlarges pictures of all kinds very cheap and good work guaranteed.

LUNEY BROS.,

FLOURING MILLS, FOUNDRY AND MACHINE SHOP, ETC.—GRAIN DEALERS.

One of the most important of Denison's business interests is the enterprise engaged in by the Luney Brothers, comprising a flour mill, foundry, machine and blacksmith shop and plow works. Luney Bros. are also extensive dealers in grain.

Their plant is perfectly equipped in every respect. Their facilities for the manufacture of everything in the flour line is unexcelled.

The new elevator owned by this firm is now ready for operation; it is furnished with the most improved dumps, and grain can now be taken care of as fast as it comes in.

Their foundry and machine shop and plow works are under the charge of thoroughly experienced and expert workmen, who are familiar with the wants of the trade of this locality and are able to give customers the best satisfaction.

The Luney brothers are well known to the people of Crawford and adjoining counties, and are considered enterprising and honorable business men, with whom business relations are a pleasure.

FRED SEAGRAVE,

PROPRIETOR OF THE WEST DENISON MILLS.

One of the busy enterprises of Denison is the custom feed mill, owned and operated by Mr. Seagrave. He grinds feed of all kinds, and sells flour, Graham flour, corn meal, grain, feed, etc. He employs some labor, and is the means of considerable money being put in circulation in various ways. For anything in these lines he is the man to see, as he has made this business a study, and gives his customers the very best service.

By doing an honorable, legitimate business, turning out products that have no superior in quality, and charging only a reasonable, living profit for goods and work, Mr. Seagrave has built up a substantial business. Those who have any wants in his line would do well to call on him.

THOS. LISTER.

PROPRIETOR OF A RELIABLE MERCANT TAILORING ESTABLISHMENT.

In tailoring, as in other lines Denison is able to offer every advantage obtainable anywhere in the state.

Mr. Lister, the oldest established tailor in this section, is located in his own brick building, and has on hand at all times a select line of the latest goods from the most reliable manufacturers and dealers. This comprises suitings, overcoatings, trousers, vestings, etc., the choicest productions of both hemispheres. A sufficient stock is always carried so that the wants of any customer can be supplied.

During the sixteen years that Mr. Lister has been engaged in business here he has acquired a wide reputation for furnishing stylish, reliable, dependable clothing at moderate prices, and has built up a good, substantial, appreciative trade, requiring the employment of several expert workmen. Those who want good clothing can get something from him upon which they can rely as to style, fit, material and workmanship. Perfect fit and workmanship are guaranteed, and everyone buying anything from him can depend upon its being as represented. He also guarantees prices as low as any competition for the same material and workmanship. No one who wants to appear well can do better than see Mr. Lister.

HILL & SON.

OWNERS OF THE IMPORTANT MARBLE AND GRANITE WORKS IN DENISON.

One of the important Denison business establishments is that of the granite and marble works owned by Hill & Son.

There is nothing in the marble or granite line that this firm is not prepared to furnish. They have made some of the nicest work put up in this part of the state, and have had no trouble in securing a heavy trade since starting in two years ago, in the face of the hardest competition from outside firms.

Hill & Son are thoroughly experienced men, who have a complete knowledge of all the requirements of the business, and no one can get better work, or lower prices for first-class work than of them.

You can rely upon what this firm represents. They will not impose upon you a cheap grade of material or workmanship, but will represent things as they are and at their true value.

Those who want good work honestly executed, will make no mistake by placing their order for the same with Hill & Son.

STEWART LUMBER CO.

DEALERS IN LUMBER, COAL, LIME, CEMENT ETC.

One of the most widely known and reliable enterprises of Denison is the lumber yard owned by the Stewart Lumber Co., successors to Scriver & Co., who started the yard in 1884. Lumber of every description is handled also coal, lime, cement and tile.

A specialty is made of having everything on hand in such quantities that anyone can obtain at any time any amount of material desired.

The Stewart Lumber Co. succeeded to the business of Scriver & Co. last spring, but is still under the management of Mr. Scriver, who has retained his interest in the business. The Stewart Lumber Co., besides the business here, also runs yards at Dow City, Charter Oak and Ute.

Prices on lumber and building material are clear down to the bottom in Denison, and the Stewart Lumber Co. meets all competition. Those desiring anything in the lines carried, who call upon this firm, are assured of pleasant treatment and every financial advantage.

By publishing a day later the Bulletin was enabled to give the election results in one township which had not been heard from at the time the Review went to press November 9th. No wonder the Bulletin sets up a great cry of self admiration over this magnificent feat of modern journalism.