

WHEAT HOPPER OF GREAT NORTHWEST

Mr. Carpenter So Describes Port Arthur and Fort William, Canada's Grain Cities.

BIGGEST ELEVATOR IN WORLD

A Great System Run By Enterprising Americans—Municipal Ownership.

By Frank G. Carpenter. (Special Correspondence of The Times-Dispatch.)

PORT ARTHUR, ONTARIO, Dec. 30.—I am at the nozzle of the great grain funnel at the end of the hopper down which Canada's wheat is pouring into the boats of Lake Superior. They promise to have more than a hundred million bushels, and during the season a steady stream of golden grain has rolled into Port Arthur. Here and at the sister city of Fort William, four miles away, are some of the mightiest elevators of the world. These are now packed almost to bursting, and are closed up for the winter to await the opening of navigation in April or May.

Canada's Great Grain Ports.

Port Arthur and Fort William are the Duluth and Superior City of the Canadian Northwest. They promise to have an equal business with those American grain ports, and at the same time to take the place of St. Paul and Minneapolis into the vast region now opening up above the international boundary. Both have excellent harbors. Port Arthur is situated right on Thunder Bay, and Fort William is four miles away, a little back from the bay, at the mouth of the Kaministiquia River.

The cities are on the north side of Lake Superior, two or three hundred miles from Duluth, and within about 400 miles of Winnipeg, the Chicago of Western Canada. At both towns there is plenty of water for the biggest of the lake steamers and a great caravan of boats is moving back and forth between them and the east during eight months of the year.

The ports already have connection with the West by the Canadian Pacific Railroad and the new Canadian Northern, and the Grand Trunk Pacific is now building a branch which will connect with its main line and thus bring another river of wheat to this point. By these roads Port Arthur and Fort William have access to every part of the wheat belt, and the traffic which will grow up in consequence, will make this one of the commercial centers of the Canada of the future.

The Breezy West.

At least that is what the Port Arthurites and Fort Williamites claim, and they claim so enthusiastically that you believe them. I like the towns. They are full of the spirit of the breezy West. You can feel it in the air. The moment I landed on Thunder Bay the cold, calculating wet blanket of the moneyed east fell from my shoulders, and I seemed to stand strong and free in a land with a future.

This region is more like the United States than Eastern Canada. It is full of twentieth century progress. The towns are made up of young men, with red blood in their veins. The people look at the future through the right end of the opera glasses, and most of them have microscopes in front of the lenses. Every one is building air castles—not in Spain, but upon Lake Superior—and although he acknowledges that he has not yet gotten beyond the foundations, he can see his mind's eye the thirty-story skyscrapers far surpassing the cities of the present. Port Arthur has six thousand population and Fort William one thousand more.

Nevertheless their citizens rather sneer at Montreal and Winnipeg, and think that when joined together they will be the greatest middle city of the Canada of the future.

Said Mr. F. B. Allen, the editor of the Port Arthur Chronicle, to me last night, as he put his thumbs in the armbolts of his vest and threw out his chest: "The Canada of the future will have three big cities. One may possibly be Montreal, but I rather think it will be situated on the Atlantic Ocean east of that point. The second may be Vancouver, but I rather think it will be Port Simpson, at the terminus of the new Grand Trunk Pacific, and the third will certainly be Port Arthur, for this is the natural situation set aside for a great metropolis by the Almighty. Nature has put the resources here and given us the combination of water powers, railroads and the Great Lakes. We are at the very neck of things, and there is no possibility for any place to compete with us. We can get our by water at the lowest freight rate, and we have mountains of iron in the Antikook range nearby. MacKenzie & Mann are already putting up blast furnaces which will make a hundred tons of pig iron a day, and we shall eventually be a great industrial center. We already have one of the largest sawmills on the lake, and there is plenty of lumber within easy reach.

"We have a hundred and fifty thousand

The Woman's Shop. Peers & Owens Co., 417 East Broad Street.

An Extraordinary Reduction in Coats and Suits.

A January sale that means a saving of a half to one-third to all purchasers. About 15 styles, in broken sizes, in Suits we wish to CLOSE QUICK. Suits that we formerly sold as high as \$25.00. They are in Covert, Mixtures and Cheviots; Clearance Sale.

\$10.00

- At \$15.00 A lot of Broadcloths, Cheviots, Mixtures—about 75 Suits—in the latest styles. Formerly sold by us at \$22.50 to \$27.50.
At \$22.50 A lot of Blue Broadcloth Suits, long coats, lined throughout in satin. Former price \$30.00.
At \$25.00 Handsome Broadcloth Suits, in wine, plum, green and blue; taffeta lined throughout; in both long coats and Eton styles. Former price, \$35.00 to \$50.00.

A Great Reduction in Velvet Suits. At \$32.50 Our High-Grade Novelty Velvet Suits, in ruby, plum, green and black; fancy bolero and princess styles; formerly sold for \$50.00 and \$60.00.

Coats Reduced! Coats Reduced!

A lot of Short Coats, in Broadcloth and Cheviots; excellent quality. Formerly sold at \$8.00, \$10.00 and \$12.50.

Your Choice \$3.00.

All Coats in Mixtures that formerly sold up to \$20.00 are now \$10.00. Covert Coats marked down to original cost—

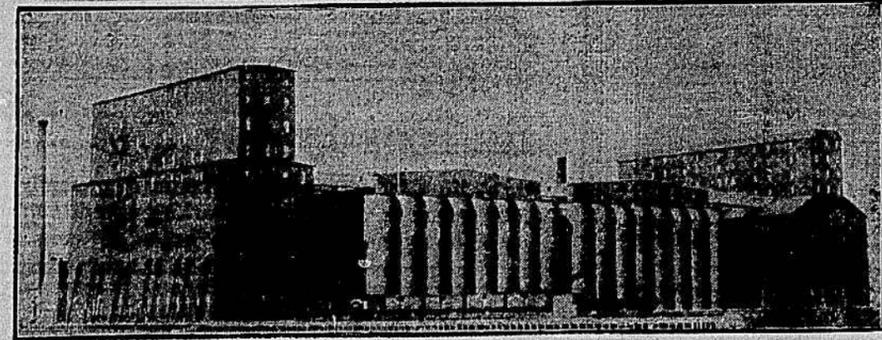
- \$10.00 Coats to \$7.50
\$15.00 Coats to \$10.00
\$20.00 Coats to \$12.50
\$22.50 Coats to \$15.00
\$25.00 Coats to \$20.00

available horsepower in the rivers and falls nearby. At the Kakabeka Falls, which we are now developing, the water drops a hundred and eighty feet, and it will produce, it is said, a hundred and sixty thousand horsepower. A plant is now being put in which will develop thirty thousand, and ten thousand of this will be ready for delivery next June.

Some of your big threshing machine companies have already bought land and will build factories here. Well known plough people of Moline have recently been looking over the ground, and we expect in time to make here the agricultural

signs, he struck an attitude and exclaimed: "Behold, Port Arthur."

It was moonlight and I could see here and there ghost-like houses scattered over the hills, while down on the shore of the lake was the ragged skyline of the one and the two-story business section running along wide board walks, with the mighty elevators beyond, on the edge of the water. It was a good moonlight view of Thunder Bay, but, all told, was not worth the tramp out into the country.



The World's Biggest Elevator at Port Arthur, Canada, Which Holds Enough Grain to Feed Richmond for Several Years.

Fort William and Port Arthur are rivals. Port Arthur was built first. It was started by the Canadian Pacific Railroad, but, shortly after its birth, the baby town decided to tax that great corporation. This made the railway people angry, and it is said that Mr. Van Horne, now Sir William Van Horne, decided to spank the infant Port Arthur by making Port William his lake terminus. He thereupon took away the railway shops to Port William, saying that he would yet see the grass grow in the streets of Port Arthur. For a time the grass did grow, but then the Canadian Northern came in, and now Port Arthur has the traffic of both roads, although the chief business of the Canadian Pacific is done at Port William.

Fort William has the Canadian Pacific elevators, with a capacity of something like 15,000,000 bushels. Port Arthur has the Canadian Northern elevator, which will hold 7,000,000 bushels, and the two towns are now running neck and neck as to other improvements. They are both enterprising. Both are building up rapidly, and they will eventually come together. They are already united by a

ties bound together with steel, each of which will hold 20,000 bushels of wheat. There are a hundred and sixty such towers, and in addition other tanks made by the interstices among them. The great tank forest covers several acres, and it rises to the height of an eight-story house, each tank being twenty-one feet in diameter or the width of an average parlor.

The elevator altogether will hold 7,000,000 bushels of wheat, which is enough to supply a city of a million and a half—Philadelphia, for instance—with flour the year round. It cost \$1,500,000 to build, and it can, I am told, handle wheat as rapidly as any elevator on the Great Lakes.

The wheat comes in in cars, each of which holds about a thousand bushels. It is carried in bulk and is dumped from the cars into the basements of the great buildings at the sides of the tanks. From here it is carried to the top of the elevator by endless buckets, traveling at the rate of 60 a minute, or more than ten every second. These buckets hold almost a bushel, and there is a continuous stream of wheat running from the cars to the

top of the elevator. There it falls into tanks, which automatically weigh it, and then are carried on by means of wide belts into these storage towers.

The wheat is not touched by hand from the time it leaves the cars until it gets into the hold of the vessel. The machinery is so arranged that by pressing a button or moving a lever, a stream of wheat can be carried to any part of the mill. It flows just like water, save that the belts will conduct the stream uphill or down at the will of the managing. These belts are about forty inches wide, and each will carry wheat at the rate of sixteen thousand bushels per hour.

The tanks are so arranged that by the opening of a pipe the wheat flows right into the vessels. The work is done so cheaply that it costs only a fraction of a cent to take a bushel from the car to the boat, and for five cents a bushel can be carried a thousand miles and more down the lake and put into the hold of the ocean steamers, which take it to Europe. The wheat is stored for the first fifteen days for three-quarters of a cent a bushel, an equal charge being made for each month thereafter.

Canada's Elevator System.

Indeed, Canada is fast building up what will be the best elevator system on this continent. The most of her machinery is new, and in that, enough to equal the older elevators of the United States.

The Canadian Northern elevator at Port Arthur can unload five hundred cars or a half million bushels of wheat in one hour. It can ship out two hundred thousand bushels in an hour, and it has ten elevators of its kind, each of which will weigh forty three tons at one time.

The Canadian Pacific Railway elevators at Fort William have a total capacity of thirteen million bushels. There are five of them represented by the first letters of the alphabet, and some of them are each more than an acre in area. In elevator B, eighty-seven thousand bushels of wheat were recently loaded in one hour, and a train of wheat is unloaded every twenty minutes during the season. I timed them as they unloaded a car, and it took just seven and a half minutes. That car contained sixteen hundred bushels of wheat, enough to fill a city of sixty-four acres. Nevertheless in less than eight minutes it was all in the tanks.

The Elevators of the Wheat Belt.

These elevators at Lake Superior are only the end of a great system which extends throughout Canada's new wheat belt, there are more than twelve hundred small elevators now scattered along the railroads in that part of the Dominion, giving every farmer a short haul to the market. These elevators have altogether a capacity of twenty-eight million bushels, and represent an investment of fifty-five million dollars, and many of them are owned by American capitalists. A single company will have a long string of such granaries, and it will either buy the wheat direct from the farmer or will take it for him, or handle it on commission.

(Copyright 1905, by Frank G. Carpenter.)

street car line, and the land between them has been divided up into town lots, although for farming purposes it would hardly be worth 10 cents an acre.

Municipal Ownership.

Both Port Arthur and Fort William believe in municipal ownership. They manage their own electric lights, telephones and water works. Port Arthur owns the street car line which supplies the transportation facilities of both cities, and the fare from one to the other, a distance of four miles, is only 5 cents. The car line was put in when Mr. Van Horne moved the shops to Fort William, in order to keep the employees who lived at Port Arthur there, and the electric light system was instituted by the city because the town wanted lights, and no one else would supply the money.

As it is, Port Arthur has now about \$60,000 invested in municipal enterprises, and it is making 8 per cent, on all she has spent. The actual profits last year were almost \$25,000. The total cost of running the town was \$100,000, so that the telephones, street cars, electric lights and water works paid altogether just one-fourth of the taxes.

I talked with a councilman. He said: "Our assessment this year will be about 20 mills, but this includes the rate we pay on a bonus of \$225,000, which we gave for the establishment of the blast furnaces here. We are cutting down our taxes, and we believe that these institutions will eventually pay all the expense of running the municipality. We own a power plant, in addition, and we can furnish power at low rates."

Cheap Lights and Telephones.

"But does it not cost the consumers more to have the lights and telephones managed by the town?"

"No. Our street car fare for a nine-mile ride is five cents. I use twenty-one lights all day and all night for \$7.50 a month. Our telephones are so low that we are crowding the Bell Company out."

I find the same conditions as to municipal ownership prevail at Fort William. Mr. Trautman, the editor of the Times-Journal, tells me that this city has invested less than half a million dollars in its light, water works and telephone plants, and that it could to-day sell its franchise for a million.

Said he: "We have now 600 phones and are practically crowding the private telephone company out of existence. We charge a dollar a month per phone in residences and two dollars a month in business houses. At this rate we made a profit of a thousand dollars last year, after paying our interest and sinking fund. We expect to lower the rates in the future, and in two years from now we shall be furnishing residence phones at fifty cent a month and business houses at one dollar a month. We are paying our hello girls twice as much as is paid by the Bell company for the same service."

The World's Biggest Elevator.

During my stay here I have gone through the largest of the world, and that of the Canadian Northern at Port Arthur is equal by no elevator on earth. This elevator is built right out in the lake. It consists of two mighty barn-like sky-scrapers, with a great forest of herculean grain tanks between them. The sky-scrapers contain machinery and some storage tanks. The forest is made up of mighty cylinders of

Always the Best Goods; Always the Lowest Prices. That is Why Our Stores Are Headquarters for the Shopping Public.

Fresh Country Eggs, 26c. dozen, Large Can Fresh Tomatoes, 8c. Wine for Jellies, 12c. quart. Fresh French Candy, 5c. pound.

- Best American Granulated Sugar 4 8-4c
Two pounds Mountain Roll Butter for..... 25c
Try Silver King Flour, 81c bag, or \$4.90 barrel. None better.
Sterling Soap, octagon shape, 8 bars..... 25c
Breakfast Bacon, finest quality, pound..... 12c
Cardova or Eagle Coffee, best on the market, pound package 14c
Black Walnuts, peck 2-20c
Small California Hams, pound 8 1-2c
Best Plum Pudding, can 10c
New Clipped Herrings, 10c dozen, or barrel, \$4.25
Six Large New Fat Mackerel for..... 25c
100-pound Sacks Best Dairy Salt, per sack..... 45c
New Shredded Cocoanuts, per pound 12 1-2c
Home-made Preserves, 3-pound jars 15c
Best City Meal, 17c peck, bushel..... 68c
New Prepared Buckwheat, 1-pound packages, 5c; 2-pound packages, 9c; 3-pound packages..... 14c
Jefferson Spring Wheat Flour, 80c bag, or barrel \$5.75
Baker's Chocolate, two large cakes for..... 25c
Rival Gelatine, package 12 1-2c
Fresh Pork Chops, received daily, pound..... 12 1-2c
Very Best Cream Cheese, per pound 16c
Four pounds California Lima Beans for..... 25c
Home-made Mince Meat, per pound 6c
Large Irish Potatoes, peck, 25c; bushel 90c
Sour Pickle, gallon 2.00
10-pound Pails Home-made Preserves 50c

S. ULLMAN'S SON, Wholesale and Retail Grocer.

OLDEST AND CHEAPEST GROCERY STORES IN THE CITY. STORES: 1620-1822 East Main Street. Phone 316. 506 East Marshall Street. Phone 84. Remittances Must Accompany All Shipping Orders.

Bad Advertising.

(By C. A. Peake, Copyright, 1905.)

On the face of it bad advertising is that which is not good.

But before going into the matter of quality, there is an important point to be considered.

When judgment is to be accepted in regard to advertising—as to whether it is good or bad?

Surely not that of other people in the same business.

Nor that of relatives or personal friends—to any extent.

Nor, as a rule, of the traveling salesman, or anyone else who is seeking business from the advertiser.

The worse advertising is, the more surely do competitors want to see it stay at that level.

Relative are almost always too kind—anything that kinkfolks do, so long as it is not disreputable, is admirable. And friends are usually afraid of hurting.

And the salesman wants orders, and knows that making people feel pleasant is half the sale.

The judgment of the public is the judgment to accept in regard to advertising. It is absolutely unbiased; it is unhesitatingly given; it is unerring; it is final, admitting of no argument or appeal.

The public disapproves of bad advertising just as surely as it approves of good advertising.

With these facts in mind, it is easy to decide on what makes advertising bad. Untruthfulness is the thing. And truth, blunt lying is not to be compared with gentle insinuation or suave inference.

The man who shoutingly, but without comment, places the value of a broken-down car at \$1000 is not nearly so likely to cheat anybody as he who quietly, but in smooth, convincing tones, tells first of the animal's wonderful pedigree, his intelligence, training and so on, and then, bemoaning the error of fate that consigned it to a place between heavy shafts, insists that a few weeks of rest and bandaging will do a complete restoration, and at \$300 the horse is cheap—very cheap.

Now, it may be said that the intentions of the men are exactly alike—that both want to deceive.

That is true—and yet there is a difference in favor of him whose lying is in its very essence unbelievable.

And if the horse valuation the buyer would not be as likely to blame him as untruthful as to reproach himself for lack of wisdom.

But if the specious, plausible fellow should persuade a purchaser at one-fifth of the other's price, he would come in for bitter denunciation and lasting enmity.

Because he had persuaded; because he had raised false hopes; because to attain his end he had used deceitful insinuation and interference.

And so on, neither buyer would ever again take chances on repeating his experience.

The first man would go for the future to somebody who had a reputation for asking low prices.

The other would hold truthfulness—at least in horse dealing—to be the supreme virtue, and would want to be very sure of the individual from whom he bought.

Perhaps both the untruthful dealers would be able to delude enough people—just the one time—to make money.

But their could hardly be called "healthy" business.

A healthy business is one with a long list of customers who come back again and again.

No business that is founded on—or owes its existence to—untruthfulness can be healthy.

The foundation may sink at any moment; the superstructure is in constant imminent danger of collapse.

Bad advertising—lying advertising—never yet led to mercantile permanence, much less to mercantile supremacy.

And it costs the advertiser his self-respect; destroys his usefulness as a citizen.

zen; brings down upon him a deluge of disapproval and scorn.

Sometimes injudicious advertising is referred to as bad—no doubt because it is hurtful in its results.

It is injudicious to "knock" another advertiser.

It makes many people think that he is stronger, and therefore feared.

It often gives him—in a moment—a place in the public mind that, of himself, he could not win in a year.

Then, too, there are folks who just naturally despise anybody who says mean things about others.

At its best, it is advertising him at one's own expense.

It is injudicious to "blow" too much of too hard.

The public likes to decide a good many things for itself.

And a good store, with otherwise good advertising, does not need to discount on itself to any great extent.

It is injudicious to use "cheapness" as the main selling argument.

There are buyers who care a little more about quality than they do about cost.

Not everybody, but a very considerable proportion of every community.

It is injudicious to do anything that one would be out of accord with in another's advertising.

It is injudicious not to devote the largest share of the advertising appropriation to the daily newspapers.

It is the Real Thing that has to prove its identity; the Clever Imitation will pass without question anywhere.—Fack

Robertson & Griffith,

Successors to J. M. Thompson. Opposite the Cohen Co.

Imported and Domestic Wines, Liquors

Cigars and Tobacco

Four popular brands of Whiskey unsurpassed in purity and excellence, for the price.

Our Leader Rye, per gallon, \$2.00

5-year-old Straight Rye, per gallon \$2.50

Kentucky Bourbon, per gallon \$2.80

Virginia Mountain Rye, per gallon \$3.00

California Sherry and Catawba, excellent for table and cooking purposes, per gallon \$2.75

JUGS AND PACKING FREE.

No. 20 East Broad Phone 438.

FLOOR PAINTS

BEST READY-MIXED PAINTS,

Waxene, Floor Wax, Brushes, &

TANNER PAINT & OIL CO,

THE WARROCK-RICHARDSON ALMANACK

FOR 1906 IS NOW READY AND ON SALE

THE ONLY COMPLETE ENCYCLOPEDIA OF VIRGINIA PUBLISHED

For Sale by Booksellers, and

CLYDE W. SAUNDERS

Owner and Publisher, Richmond, Va.

Single Copies, by mail, 10 Cents

Prices for larger quantities furnished on application

Extend to the public and our many friends our thanks and appreciation for their liberal support and patronage during the past year, our business having increased in a way almost phenomenal, which is a proof of the merits of the celebrated "STIEFF," the sweet-toned piano, hundreds of these pianos having been placed in Richmond and Southern homes during the past year.

Wishing you all a very happy and prosperous New Year, and again thanking you for your past favors, and soliciting your patronage in the future, we are,

Yours very truly,

L. B. Slaughter, Manager.

Chas. M. Stieff, 307 East Broad Street.

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