

# Why McDonald Feeds the World Chocolates.

**Q** Chocolates. A short text for a big story, but a volume might be written around it. From the bean to the bonbon—just chocolates.

**Q** That's the way the J. G. McDonald Candy company is going to make chocolate confections. And, beginning with the first day of January, in the good year nineteen hundred and seven, that is all the J. G. McDonald Candy company is going to make.

**Q** When you put one of McDonald's chocolate bonbons into your mouth and enjoy the delicately delicious flavor that only the McDonald chocolates contain, you will know that every bit of that bonbon was made in the McDonald factory and under the supervision of a McDonald expert.

**Q** You will know that the cacao bean that forms the foundation of all pure chocolates, was imported by the McDonald company for you from South America; you will know that fresh fruits, oranges, lemons and the like, not flavoring extracts, were used in the preparation of your dainty; you will know that every last, fine detail of perfection in the science of chocolate-making has been complied with in spirit and in letter.

**Q** It is a revolution that the J. G. McDonald Candy company is undertaking, a revolution that requires business courage as well as business sagacity. To transform the company's great factory into a house for the making of chocolates exclusively, involves the relegation of thousands of dollars' worth of first-class candy-making machinery to the junk pile; it involves an expenditure of many thousands more for new machinery, specially imported from Germany, the home of the chocolate industry.

**Q** This has been called, and properly, the age of specialization. The successful man is the man who devotes his entire attention to one thing and does that one thing better than anybody else. The J. G. McDonald company will be a chocolate specialist.

**Q** The revolution in the McDonald factory is the outcome of mature deliberation, though it must be confessed that the country-wide public that enjoys, in ever increasing volume, the products of the company, has had much to do with the radical departure from the methods of



Reg. U. S. Patent Office.

other days. This because the public, recognizing the merit of the McDonald chocolates, has insisted upon having them in such increasing quantities that the management recognized

the arrival of the time when it must devote its entire time and talent to that branch of the candy industry.

**Q** Much of the McDonald reputation is due to chocolates—though in the days that are gone the company has furnished literally millions of pounds of other candies to satisfied patrons. The McDonald chocolates are known where other chocolates have never been heard of, and the field is widening at a rate sufficient to justify the creation of the exclusive factory, the only one of its kind between Cincinnati and the Pacific Coast.

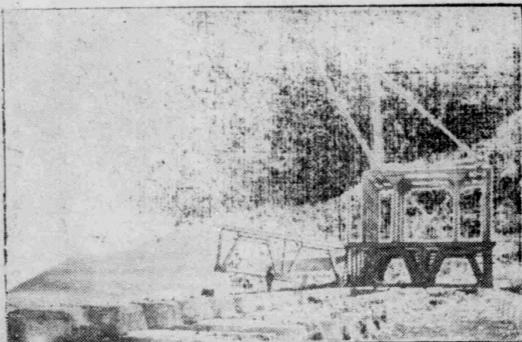
**Q** In other years the J. G. McDonald Candy company has been purchasing its chocolate dipping from eastern manufacturers. An idea of the magnitude of the business may be gathered from the fact that \$100,000 worth of this dipping was purchased this year from a single firm. Henceforth the dipping will be made in Salt Lake at the McDonald factory, and one of the best experts in Germany is now on his way over to take charge of that particular branch of the work.

**Q** Mr. McDonald says that, after all, there are just three short rules that have guided him in his years of experience, three rules that will guide him to the end of the chapter. The first of these rules is PURITY. The second rule is PURITY. And the third is the same as the first and second, PURITY.

**Q** The very air within the walls of the great factory of the J. G. McDonald Candy company is filtered. If you have the McDonald chocolates habit don't visit the factory with the expectation of curing it. A visit won't cure you; it will only confirm the habit. For, you will see floors that are spotless, materials that are far fresher and purer than those used in the average household, cleanliness everywhere.

**Q** From the bean to the bonbon. That's the McDonald way. Do you wonder now why McDonald feeds the world chocolates? Established over forty years.

## The J. G. McDonald Candy Company Salt Lake City, Utah.



BEGIN PUTTING UP STEEL WORK.

The above photograph shows the beginning of the erection of the steel in the crude ore bin of the Boston Consolidated Mining company's Garfield concentrator. This steel is being furnished and erected by the Minneapolis Steel & Machinery company of Minneapolis, Minn., G. W. Pope, contracting engineer, with offices in the Dooly block, who have contracts calling for approximately 4,000 tons of structural and corrugated steel in this one plant alone. About 100 carloads have been shipped, and three or four cars are being received at the concentrator daily.

Besides the above, this same company has furnished and erected 5,000 tons of steel for the Garfield Smelting company's smelter, and 4,000 tons for the Utah Copper company's concentrator. The first section of 300 feet for the latter is complete, and the second section of 300 feet is rapidly nearing completion.

### MAKING GOOD.

(Kansas City Journal.)

Sometimes the chance of a young man depends quite as much on others as on himself, and he has reason to thank the fates which throw him on his own resources. He finds that he must meet the conditions and does so, testing the fiber of his nature and proving the stuff of which he is made.

A son of a New York lawyer became worthless that the father to separate him from the girl he wanted to marry sent him west with only money enough to pay his fare and expenses, but armed with authority to draw on a western bank up to \$5,000.

The young man drew \$2,000, landed in eastern Colorado and sought work among the sheep ranches of the irrigated lands. In a week he sent for more money and later for all that he could have. Then a few months after came a message.

"Will be in city Saturday with ten cars of sheep. Meet me."

"Ten cars of sheep. What lunacy is the young man up to now?" exclaimed the father.

But the young man came, and he had ten cars of young sheep that had been fattened on alfalfa and cotton-seed meal, ready for the top price in the market. He sold the bunch and showed a draft for \$12,000.

"I made some money out there and the rest is out of the sheep. I don't owe anything. Take out \$5,000, dad, I'm going to call on Carrie."

He did, and married the girl. They are now managing a big sheep ranch in New Mexico, with prospects of becoming far wealthier than the father.

Likewise, little things give an index to the character of the young man. For instance, the editor of a country newspaper was called to the telephone and

president of an oil and gas company that pays dividends of over \$1,000,000 of stock, and his wealth is estimated at \$100,000. This is not great as fortunes go, but it is a great deal in the west, where money comes in more slowly.

Likewise, it is a good thing to build up a reputation that can be sustained.

"I have to be careful," said the bank president already quoted, discussing the various estimates of the young men of the town, "because I began that way."

"I know one wealthy banker who never wears clothes that cost more than \$15 a suit, who is careless of his personal appearance, never pays his store debts until forced to do it, and is reckless in his actions. Yet he makes money."

"If I were to fail to pay my bills on the first of the month, or should I take to wearing old clothes, or should be seen in fast company, there would be a run on the bank the next day. People would think something was wrong."

"If the other banker should suddenly take to good dressing, his bank would be under suspicion. People around us are educated by our actions and learn what to expect of us. When we vary from our usual course they suspect danger."

"I never loan freely to a young man who is educating the community to expect a poor performance from him. It may be that he will succeed, but the chances are against him, because he is nearer to the bottom than the man who had a proper pride in himself and in his own standing."

This is not, perhaps, a very profound philosophy, but it is laden with truth. The chance for the young man is largely his own making.

"But there are not so many chances, and money goes faster than it used to in the old days," complains the youth.

To quote the bank president again: "I wish I were young once more. There are more chances for clean, bright young men, who know how to use wisely what they earn, than ever before in this country."

He was a poor boy himself and has been through it all.

### WILLIAM'S CHANCE.

(Chicago Record-Herald.)

"Two thousand women are employed in the household of the German emperor."

"Why in the world doesn't he confer a boon upon humanity by explaining how he has solved the servant problem?"



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