

MATERIAL ADVANTAGES OF OUR CITY.

In telling of New Ulm to the outside world, it is always necessary to speak of the material advantages of the city for it is a sad fact, or a glad one, just as one's temperament makes him view it, that we must work for a living and pretty hard at that. Beautiful scenery someway fails to satisfy the wants of present day times. We are not content to live as did the Red Man here in these glorious hills and valleys, drawing our living from wood and stream. Nor could we gain a comfortable living in that fashion any longer. There are, as the little girl said in speaking of a very large family, "there are too many of us" and we find it necessary in choosing a place to make our home to consider whether the place that appeals to us in the way of beauty and other points of a like nature will also furnish us and our girls and boys with an opportunity to make a living that will guarantee an honest life, with sufficient of the world's advantages to satisfy the craving of the times.

We have shown you elsewhere in this magazine, some of the beauties of this vicinity. We who live here love these places and have made them our very own by our use of them. And the beautiful thing about an ownership of things like beauty and joy and happiness is that the more we share them with others the more they give to us. New Ulm loves to have people come here and there is nothing too good to offer the visitor who comes among us for a stay, long or short. We find our greatest pleasures in showing the hospitality of the city in general and the citizens in particular to all who come and it is always a matter of pleasure for us to greet them and help them to spend their days here happily.

We have also told you of the romance of this city which lies in the most fertile valley in the state. We have told you of its history, of the brave band of pioneers who came long ago to make a new home, of the hardships they endured because they and the red men could not understand each other. We have told you how these people by their frugal lives have at last built up homes that all may well be proud to offer for hospitality's uses. We believe that in no other city in the state, and probably in the country, do so many people own their own homes, have their gardens, and in general live comfortable lives. Yes, we have a few poor people; some have been unfortunate; some have not known how to make things go right; some few have been unworthy of success; but when charitably inclined people try to find the poor in the city, who will accept charity, it is rather a difficult matter. We have no need of organiza-

tions to care for those who are unable to provide for themselves. There is a close relationship among the families of the city and it is a matter of family pride to help each other along. For this and other reasons it is unnecessary to maintain organizations to care for the unfortunates of life. All this shows a thriftiness that is characteristic of the German race, who comprise much the greatest part of the population.

There will be a great many who thru this magazine will learn for the first time of the city of New Ulm and its surrounding territory. The magazine is being sent to people in other states in the desire to interest those who are desirous of finding new homes. It is for the benefit of such home seekers that the following facts are given in connection with the various industries of the city. The city has not become a great manufacturing center of varied lines. The mills have grown steadily here and are known thruout the United States and abroad for the excellence of their products. The Breweries are institutions to which we may well point with pride. The Brick Yards together with the gravel and sand industry cause the moving of great sums of money. We have a pipe organ factory that builds and installs organs in great cities like Milwaukee as well as in many of the smaller cities of all the cluster of states adjoining Minnesota. The Bottling Works is a busy little industry as is the culvert industry. The Overall Factory sounds like something that is making good as one goes by and listens to the unending whirr and clack of the great power machines. The printing industry is bigger than any one realizes for it supports several families besides the young people who are employed in one or the other of the four offices. One of the large and successful insurance organizations of the state, the Minnesota Commercial Men's Association was originated and built up here until it grew too large for the city. Several of its officers and directors still live in New Ulm. There are two large produce firms that employ a number of men, five cigar factories provide labor for another part of the population, the laundry and drycleaning works, the bakeries, the stone quarries and the gas company furnish a livelihood for many others.

In the jobbing industry, we may claim that we have as good, if not better, stores than are to be found elsewhere in cities of the size of New Ulm. The stores may not be so flashy and showy as they would be in an American community but what they have is usually of a good quality and prices are quite as good as one could find outside of "Bar-

gain Days" in a "great city. There are four banking institutions, some of them the strongest in this part of the state. In the insurance and mortgage business are men of known reliability, whose conduct of the business they handle is above criticism. There are two home building institutions, one of them just newly established to meet the needs of the man who has not saved up enough to build a home and the other a savings institution that has assisted hundreds of New Ulm people to lay aside a very small amount weekly and draw interest on it at a good rate, thus encouraging thrift and assisting the laboring man to lay enuf aside to meet the exigencies of his future. There is also a co-operative creamery association here which pays good dividends and ranks among the best in the middle west as to excellence of its products.

All these places and many more there are which can not be mentioned but which play their part in the business life of this thriving community. It is not a community to do startling things. It is called slow by many who would like to see it move more swiftly. But it is one of those communities that moves with irresistible force when once it has acquired a momentum. Nothing but the best is good enuf for the town and when the populace is once convinced that any certain improvement is needed the money is always forthcoming to get it.

There are a number of things lacking here that other cities of the size of New Ulm and much smaller have had for a long time, such as a public library, for instance. A great many of our people do not yet see the necessity for such an institution. There is a very good reason for this, and until it is possible to educate the people to see the other side of the question, the thrifty German who has had little or no advantages from libraries and other such institutions, is going to be very sure that his hard earned dollars do not go to pay for story-books.

That generation is passing, however, and with the new will come a consciousness of the value of the things that the present makers of public policy deem mere passing fads. Some day New Ulm will have a library and public baths and such other things, and when New Ulm does get them the property here in the city will carry the financial end of them without adding appreciably to what is now a current rate of taxation. It will take time but those who have watched the city growing steadily and always sturdily have faith that "all these things shall be added unto us."

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