

## REVIVAL OF INLAND WATERWAY TRAFFIC

### MISSISSIPPI BARGE PLAN

**Launching of New Towboats at Dubuque Beginning of New Transportation Project St. Louis-St. Paul**

Revival of water transportation between Minneapolis and St. Louis has come one stage nearer with the launching at Dubuque, Iowa, of the first set of the tow-boats of the \$2,000,000 river fleet to be operated by the Inland Waterways corporation, controlled by the Federal government.

Minneapolis is working on a \$600,000 terminal, to be constructed about a mile from the famous Falls of St. Anthony, where are situated some of the world's largest flour mills. A \$50,000 steel wharf-barge, for mooring river barges, will be delivered in the city June 1. A large warehouse will be erected and a traveling crane, with a 50-foot beam, will be installed.

**Extensive Project**  
St. Paul's industrial and river terminal development calls for an expenditure of \$2,500,000. About 1000 acres of land extending from the business section of St. Paul to South St. Paul will be the site.

Winona business interests have requested the City Council to petition take state legislature for authority to issue bonds for a river terminal project. Levee space has been set aside at Hastings and plans are being made to improve it. Red Wing awaits a government report as to possibilities and cost of dock facilities before taking further action while Lake City plans to take steps for river terminal improvements.

**Making Surveys**  
Engineers are making surveys at Stillwater, Minn., on the St. Croix river, preparatory to river terminal development projects. The industrial department of the Minnesota State penitentiary at Stillwater is prepared to use the Mississippi and St. Croix rivers for receiving shipments of sisal from New Orleans to be made into binder twine.

The Upper Mississippi Barge Line company, of which C. C. Webber, Minneapolis, is president, is building 15 barges and three towboats for the upper Mississippi river service. The barges, being constructed in Midland, Pa., will be towed down the Ohio river to Cairo. The towboats are being constructed at Dubuque, Ia.

**Leases Fleet**  
The Inland Waterways corporation has leased the fleet from the Upper

Mississippi Barge Line company, and will operate the service. Congress has authorized the Inland Waterways corporation to build or acquire another towboat and 45 additional barges, so that there will be a fleet of four towboats and 60 barges, which will make possible sailings every five days from Minneapolis. The first of the towboats is scheduled to be delivered at St. Louis May 1 and shortly after that the first tow will start on the trip to Minneapolis.

The channel of the upper river will be in excellent condition at the time of the opening of navigation.

The towboats are especially built for upper river traffic. They are the first boats ever built, according to officers of the Upper Mississippi Barge Line company, that will develop 800 horsepower with a draught of 3 1/2 feet. They will be driven by oil burning steam engines, operating stern paddle wheels. The barges will be all steel, with an inclosed deck.

### JUST HOW GOOD WERE THE GOOD OLD DAYS?

**Much of Misery of Old Times Is Not Told in Eulogy of the Period**

Just how good were the old days? Blazing fireplaces, tables loaded with huge joints of beef, cellars stocked with wines and liquors, larders bursting with preserved fruits, stables filled with spirited horses!

Good cheer, gay conversation, downright comfort! Isn't that the picture of life in the time of our great-grandfather? Some months ago Stuart Chase contributed an article to The Nation, in which he compared the situation in which he finds himself with that of his great-great-grandfather.

He asserted that the old man, living in Newburyport, Mass., in 1900, was better off than his great-great-grandson, who is housed in a Manhattan apartment, third floor, through the windows of which the sun rarely shines.

The article compels wonder. Are we getting anywhere? Do running water, sewage disposal, flush toilets, bathtubs, telephones, radio, automobiles, phonographs, railroads, delicatessen shops, manicurists, electric fans, pale ginger ale, hair restorers and removers, automatic lighters, self-winding clocks, vacuum cleaners, and pencil sharpeners, offset the suggested losses? Perhaps no one will ever know.

But we do know that a great part of the misery that was endured by our forefathers has never been effectively recorded in literature eulogistic of the period.

In those days wives were expected to die off at forty, and every other child succumbed within the first few months of its life. Most men were pretty well broken down at fifty. Citizens who enjoyed the comforts and luxuries suggested in the first paragraph were rare. I wonder if living conditions in the eighteenth century were as good as we sometimes suppose.—William Feather in Nation's Business Magazine.

### BLOATED BONDHOLDER NO LONGER EPITHET

**Good While Since It Was Used as Term of Opprobrium; Different Now**

How long since you have heard the phrase "bloated bondholder?" Bondholders are no longer bloated; bondholders are you and I and the man we pass in the street. There are, says one estimate, 5,000,000 bondholders and sold, the amount of which can-country — a vast army of savers and investors.

Pliny Jewell, president, Investment Bankers' association of America, in an article in Nation's Business Magazine, says that in 1926 the investment dealers of the country were called upon to distribute over \$7,390,000,000 of new securities. This is at the rate of more than \$24,500,000 a day for the working days of the year. It includes securities previously outstanding which are constantly being bought and sold, the amount of which cannot even be estimated, but which undoubtedly runs into additional billions.

In the distribution of the increasing volume of securities that are being offered each year to American investors, the members of the Investment Bankers' association of America are continually on guard. The association has just set machinery in motion within its own organization to see that the public is given "adequate information" in the offering of new securities. All members of the association send their circulars describing new securities to the secretary's office, where they are passed upon by competent committees. In this way, the members of the association as a whole are clearly proving by performance that they propose to furnish the public information which, if properly analyzed, enables the investor to reach a sound conclusion.

The boys want to climb the heights of fame, but it is difficult to induce them to climb up on the stepladder to help with housecleaning.

Some of the town boosters are so anxious to prove activity that they must be counting in the birds that are building their nests.

### MANY BIG STORES IN SMALLER TOWNS

"The fact that merchants in some towns with a population range of 1,000 to 5,000 have been able to develop an annual sales volume of hundreds of thousands of dollars gets down to an intelligent use of the power of advertising—in having something worthwhile to advertise and never letting up on prospects, says the Nation's Business.

"At Strasburg, Ohio, with less than 1,000 citizens, the annual business of Garver Brothers amounts to a million dollars. Well named is Winner, So. Dakota, a town of 3,000, for the annual turnover of the Outlaw Trading Post is \$850,000. The Lynden Department store at Lynden, Washington, manages to bring in a gross revenue of \$750,000 a year from a population center of 1,000. At Temple, Okla., population 1,000, the B. & O. Cash Store sells \$735,000 worth of goods a year. Fred P. Mann's store, selling to the community of 5,000 at Devil's Lake, North Dakota, has a turnover of half a million dollars a year. Fred W. Anderson in a town of 1,300, Cozad, Nebr., takes in more than \$300,000 a year. Sales of the Schaeffler Mercantile Company at Hillsboro, Kansas, population 1,500, have totaled \$200,000 a year.

"There's no secret, nothing mysterious in these sales records, except the everlasting keeping after business. To borrow a text from A. E. Schaeffler of the Hillsboro store:

"We claim that advertising is the medium that has put us on our present footing. In advertising we are very strong; we believe it to be absolutely necessary."

"The moral of all the examples is that the trade areas of small towns, when properly fertilized with copious applications of printer's ink, are capable of sustaining a phenomenal volume of business."

## JOHN ZENGELER

*Cleaner and Dyer*

25 North Sheridan Road

**We Operate Our Own Plant in Highland Park**

Telephone H. P. 169.

## HIGHLAND PARK TRANSFER AND STORAGE COMPANY

**Fireproof Warehouse  
374 Central Avenue**

**STORAGE, MOVING,  
PACKING, SHIPPING**

**Office: 374 Central Avenue  
Phones 181-182**

# PIERCE-ARROW

*5-passenger Brougham*

reduced

\$ **500**

Widespread response of sales followed the recent announcement of new reduced prices on four of Pierce-Arrow's most popular Series 80 models. Never have prices been so low in Pierce-Arrow history. Never before has it been possible to enjoy the smartness and comfort of a Pierce-Arrow for so small an investment and on such convenient terms. A car with courteous driver will be placed at your disposal.

*5-passenger Brougham*

Now \$ **2495**

The Runabout, now \$2495—a reduction of \$400

Also new low prices on the 5-passenger Standard Sedan and the 4-passenger Coupe

All prices at Buffalo, N. Y., tax extra

Pierce-Arrow Series 80 cars have hand-hammered aluminum bodies covered with 14 coats of nitro-cellulose lacquer. Luxurious appointments . . . silver finish hardware . . . handsome vanity cases. Wide range of color and upholstery choices. 70-horsepower engine

. . . Hendalls double-acting shock absorbers . . . special Pierce-Arrow four-wheel safety brakes. 14 to 17 miles per gallon of gasoline, 15,000 to 18,000 miles per set of tires. Nation-wide Pierce-Arrow flat-rate service effects great operating economy.

**A small down payment gives you immediate delivery. Present car accepted as cash.**

## TOM HAY & SON

INCORPORATED

1633 Ridge Avenue, Evanston, Illinois  
Telephone Greenleaf 50

## Don't Forget To "Call Up"



**PRESENT** cost levels are much higher than those of ten years ago, so that each additional telephone installed now increases the average investment per telephone. To maintain the service the company's revenues must keep pace with this condition.



**I**F business takes you out of town, even for a short trip, do not let the day pass without calling your home by long distance telephone. To hear your voice will bring joy and happiness to those you love and your own pleasure in hearing the voice from home will many times offset the small cost of the call.

Rates for station-to-station long distance calls made after 7 p. m. are about 25 per cent lower than the day station-to-station rates, and from 8:30 p. m. to 4:30 a. m. the cost is approximately 50 per cent of the day rates. Minimum reduced rate is 35 cents. Charges on station-to-station calls may be reversed the same as on person to person calls.

End the day right with a chat with the home folks.

ILLINOIS BELL TELEPHONE COMPANY

BELL SYSTEM

One Policy • One System • Universal Service