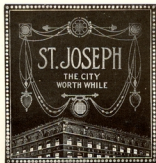


Saint Joseph





"THE PONY EXPRESS"

A SHOT from a cannon aboard the old river Packet Denver at 5:30 p. m., April 3, 1860, was the signal for the start of one of the most romantic enterprises ever undertaken in this western country—The Pony Express. The idea of sending mail across the country, which then was a wilderness and desert over which the Indians and buffalo roamed, was a daring one, but the demand for some sort of rapid communication was great and fleet ponies were the most practical means. So a private company organized the project in sixty days' time, established 100 stations along the 1,950 miles from St. Joseph to San Francisco, employed 60 riders and bought 420 horses. The riders rode day and night, making seventy-five miles each and turning over the mail at the end of the stage to a fresh rider on a fresh horse. The mail was carried in a sort of blanket with pockets in the corners which were locked and unlocked by the station keepers.

Postage at first was \$5.00 for each letter, but later was reduced to half that price. New York newspapers were printed on tissue paper for transportation over the pony express.

The riders were paid \$400 a year and keep, and when in St. Joseph they lived at the Patee House. It took 232 hours to make the trip, the record being broken when President Lincoln's message was carried the whole distance in seven days and seventeen hours.

A monument in Patee Park marks the spot where Johnny Fry, the first rider out of St. Joseph, mounted his pony at the crack of the Denver's cannon, rode madly uptown to the company's office on Second street, received his letters and sped his steed to the wharf to board the Denver to be ferried across the river.

The Pony Express existed for seventeen months, when it was discontinued on account of the completion of the telegraph line from Omaha to the West, thus cutting off the business that made the pony mode of communication profitable.

The Slogan in Words of Light

THE SLOGAN SIGN looms from the top of the Corby-Forsee building, and the steel structure which supports it and sustains it against the terrific wind pressure that is exerted against it at times is built into the structural steel frame of the building and is an integral part of it.

The sign itself is 64 feet high and 58 feet wide, with the base of the supporting structure 58 feet square. The letters in the words, "St. Joseph," are 12 feet high. The sign carries 3,800 lights, of which about \$50 worth a month burn out, and the domestic rate for the electricity consumed would amount to \$480 a month.

The sign cost \$6,500 and was the gift of the street railway company, the formal presentation being made April 20, 1914.

The sign, rising as it does five stories above the twelve stories of the building upon which it stands, attains a total height of 218 feet and can be seen for miles around and by every passenger arriving in the city by train.

St. Joseph's Place in the Sun

ST. JOSEPH has her place in the sun—historically, romantically, industrially. Go where you will and St. Joseph is known among people for her achievements, her industries, her great men, her place in the story of the development of this western country. And among these things are:

Eugene Field and Lover's Lane.
 The Pony Express.
 The Missouri Steamboat Days.
 The Death of Jesse James.
 The Overland Stage.
 The Outfitting Station for the '49ers.
 The Stock Yards and Kindred Industries.
 The Hannibal & St. Joseph Railway.
 The Great Bridge.
 Joseph Robidoux.
 The Slogan Sign.
 Lake Contrary.
 The Origin of the Railway Mail Service.

There are others to make a long list, so that the pilgrim from St. Joseph, wherever he goes, is sure of a welcome and sure to find someone who has heard and who appreciates the many important and interesting facts in the city's history.

The Commerce Club Itself

THE ST. JOSEPH COMMERCE CLUB is a big idea, surrounded by serious, ambitious, thoughtful, forceful men. It is the biggest idea in all the city, a broad, comprehensive vision that is an earnest of larger things for St. Joseph.

While it is named the Commerce Club it is not commercial in the sense that it is looking for the immediate dollar. Its aim is to build up a city that is worth while, to bring beauty and merit and happiness to pass, and to make St. Joseph a city where the fuller life may be lived.

Naturally it takes money and mills and industry and business to bring this about. There must be work to yield the money to pay for these things, and so the club looks after industries and business as a part of its job.

Every virile man who comes to St. Joseph to live adds just that much to the potentiality of the city; every industry that is brought here makes possible just that many more men. And the men add to the vision and supply the sinews that build the bricks and mortar about the ideals that finally appear as a city substantial and beautiful.

And so the club is not merely a vision. It dreams of greater things, but while it dreams it plans and works that these things may be brought about. It is practical and looks for results, but always keeps a bit ahead with the planning.

The organization, which is the consolidation of several other similar organizations, is three years old. It has 1,400 members. It spends \$30,000 a year in service to its members and to the city in general. It underwrites almost every convention and similar proposition that comes to the city. It encourages and assists and co-operates with every constructive enterprise. It seeks to cultivate as well as to plant.

St. Joseph has many big constructive forces within it, but the biggest and most unselfish of all, touching more phases of public life and lending a hand to more different activities, is the Commerce Club.

One of the interesting features of the club, and one to which no money value can be assigned, is the weekly luncheon of the membership on Wednesday noons at the Hotel Robidoux. Here gather from 100 to 400 members of the club, who eat, exchange ideas and listen to some speaker carefully selected for the message he may bring. The luncheons are a great social factor, besides providing an opportunity for learning the best thought along the lines of the club's general activities.

The People Built the Auditorium

WHEN St. Joseph decided in its own mind that it must have a big town hall, one that would seat 5,000 people, the citizens got busy and built the Auditorium. It cost \$300,000, was paid for by stock subscriptions, and is one of the show places of the city. The building was opened to the public five years ago, and since that time it has housed every possible sort of a public entertainment from Schumann-Heinck to an agricultural congress.

A series of Sunday afternoon band concerts were given here last winter, special artists were brought by a concert course, and almost every great musician or personage in the public eye who comes this way makes his appearance in this big building.



PUBLIC AUDITORIUM

Joseph Robidoux, Founder of St. Joseph

IT WAS JOSEPH ROBIDOUX who put the Joe in St. Joseph, along with a lot of other things, notably vim and enterprise and such. If he had lived in these latter days he would have been the builder of a transcontinental railroad, or a captain of commerce, perhaps.

He was almost that in his own day. As he naively asserts in his dedication of the town away back in 1843, he was "The sole owner of the town of St. Joseph"—something by way of being a captain—and he was one of the prime movers in the project that built the Hannibal & St. Joseph railroad, the first railroad west of the Mississippi River.

Robidoux was a keen, wiry, capable fur trader, who trafficked with the Indians in the interest of the American Fur Company. He came to the site of this city in 1826 and settled "on the mouth of Blacksnake Creek," as all the accounts have it. That creek was of sufficient volume to turn mills and float small boats, and to give a name to the locality—but it is no more. It now is one of the largest sewers in the world, curbed and trained to the uses of civilization.

The city was named a long time before it came into being, the occasion, so the old newspaper accounts say, being when Robidoux, who was a devout Catholic, called a number of friends in the settlement together to celebrate St. Joseph's day, March 19. The platting of the city was already in his mind, and a name for the future metropolis was discussed. Some wanted it to be named "Roland City," in honor of Mme. Roland of France—Robidoux and the most of the other settlers being French—another proposed "Napoleon City," while another thought "Beaver City" would be appropriate. Robidoux settled it in his very decided manner by declaring that it would be called St. Joseph in honor of the husband of the Virgin, the humble carpenter of Nazareth.

"Fundamentally Correct"

AS A PLACE in which to live, to develop and do business, St. Joseph is fundamentally correct. These things the careful and reasonable man, whether of large means or small, demands of a city which is to be his home—that it be a substantial city with a broad ideal, a city with physical and spiritual development, and a city that offers opportunity in a business way. All these things St. Joseph can boast. It has the solid, substantial wealth of a city that has made its own way. It has public improvements; it has the progressive spirit; it has countless business opportunities. In St. Joseph there awaits a man, a place to develop, to play his part in affairs, and at the same time to make his mark in a business way.



BUCHANAN COUNTY COURT HOUSE

City and County Are "Big Business"

IN ENUMERATING the big businesses of St. Joseph the city and the county must not be overlooked, for together they do about a million dollars' worth of business each year. The county annually collects about that amount on state, county, road and school taxes—some of which, of course, is turned over to other corporations—but in 1914 the financial operations of the county for itself alone totaled \$364,194.36. This amount took care of all the interests in charge of the county officials; \$38,665.90 of the amount went for good roads and \$74,142.92 for charity, these being but two of the interesting items.

The Court House is an edifice erected at a cost of \$277,000, while the jail, a most modern and complete building, was erected in 1909 at a cost of \$100,000. The county owns a farm of 320 acres of very fine land and on this the poor find a home, while the Detention Home, just outside the city to the south, is a fine old family mansion converted to the use of the county.

The county has a population of 93,020 and an area of 261,120 acres. There are 2,572 farms, valued at \$52,303,640, of which 1,654 are under 100 acres in extent, this showing the extent of small farming and the truck gardening industry.

The city government's total business transactions for the current year will amount to more than a half million dollars, the budget for this year totaling \$589,125.02. Of this amount \$60,000 will be spent in street maintenance and repairs; \$98,563.33 on the fire department; \$124,760 on the police department; \$25,000 on street lighting; \$50,000 on water service for fire protection, and \$25,500 on maintenance of public libraries.



YOUNG MEN'S CHRISTIAN ASS'N

The Two "Y's"

WITH MORE than a quarter of a million dollars invested in two buildings and their equipments and with more than 4,000 members getting direct benefits, the two Christian associations of St. Joseph are institutions far-reaching in their activities. The buildings themselves are remarkable in their fitness for the work of the associations, and the organizations that carry on the work are even more wonderful.

The Y. W. C. A. building was completed only last year, and cost \$150,000, while the Y. M. C. A. has been occupied for about three years and naturally has room for the growth of the organization. It cost \$170,000.

Both associations provide activities for the young of all classes and conditions. Departments for study and various trainings are maintained under competent direction, and both provide homes for many of their members. From swimming pools to game rooms, dormitories to libraries, with clubs and classes and departments, they are great factors in the life of the young men and women of the city.

(Continued on Next Page)



YOUNG WOMEN'S CHRISTIAN ASSOCIATION

The Two "Y's"—Continued

The Y. M. has a law class, the Y. W. a class in millinery. The Y. M. has a postage stamp club, a savings club, a camping club; the Y. W. has domestic science, a fine auditorium, and other distinctive departments. Both of them have classes for study, and avenues for social and religious expression.

The associations are very intimately a part of the public life of the city and play an important part in public affairs.



PUBLIC LIBRARY

A Business-Like Library

THE LIBRARY DEPARTMENT of St. Joseph is a real factor in the active life of the community. It is keeping up with the "movies" and serving the actual needs of the people as never before. It deals in fiction as do other libraries, but it puts emphasis on the substantial things of life; so the person who is pursuing some definite line of study finds a willing co-operation on the part of the library.

For instance, in the Washington Park Branch, located in the neighborhood of the street car barns, where many street railway employees live, books on electricity and street railways are a specialty. In the Carnegie Branch, near the packing house district, the books are selected to meet the special need of the workers desirous of bettering themselves industrially.

There are three library buildings. The central one is used in common by the school board and library. It cost \$100,000. The Washington Park and the Carnegie branches cost \$25,000 each.

These libraries contain about 73,000 volumes, nearly one for every resident of the city. They include books in thirteen languages, the largest collections in foreign languages being in German, Polish, Yiddish and French.

The Library department is known for its wide range of work, touching, as it does, the lives of young and old alike by its special service. It has its industrial departments, its children's departments and other departments to meet the constant or temporary needs of the people. It circulates bright ideas, pictures, collections of books for crippled children and other "shut-ins." It exhibits pictures and collections of curios. It recently took hold of the bird house movement and caused a wide interest in the study of bird life in the city.

The library receives about \$24,000 a year from the city for maintenance, reaches more than 25,000 people annually, has over 20,000 patrons who borrow books for home reading, and has increased its patronage more than 131 per cent in the last five years.

It is probable that no other library in all the country can show such effective work and so great an advance in importance as has the St. Joseph institution, and it is recognized among librarians the country over as a most progressive and aggressive institution.

Had First Trolley In the West

The first trolley line in all the West claimed St. Joseph for its birthplace when the old "Union Line" was electrified in 1887. This line ran from the center of the city to the north, and was one of the half dozen afterward merged into the present system, which is recognized as one of the most efficient in the whole country. Any St. Joseph citizen who has been away from home and has had to endure the street car service in other cities will vouch for that statement.

The city now has forty-eight miles of trolley lines, with prompt and frequent service. The cars are particularly clean and attractive, the employees capable and accommodating.

The first line was built in St. Joseph in 1866, and it is an interesting fact that the original Frederick avenue horse-car line was



WASHINGTON PARK LIBRARY

moved here bodily from Leavenworth, Kans., where it had proved a disastrous venture.

When 50,000 Camped Here

IN THE SPRING of 1850, history has it, from 40,000 to 50,000 people were camped in and around St. Joseph for the reason, which seems peculiar now, that they were waiting for the grass to grow so they could take their trains across the plains. The trains in those days were ox trains, and the "engines" used forage for fuel.

At that time St. Joseph was a town of 1,900 inhabitants, but it had harness and wagon and blacksmith shops, outfitting stores and a ferry, and the gold seekers poured through the town by the thousands.

Steamboats of the romantic days of river travel brought the searchers for gold thus far on their journey, and so St. Joseph got her start as a business center—an advantage which the city never has relinquished.

For years the boats brought their merchandise to this port and it was distributed half way back across the state in active competition with St. Louis markets, and was sent from here to the rapidly developing West, the travelers from St. Joseph jobbing houses keeping up with the advancing outposts of civilization.

All this intermediate territory looked to St. Joseph for its markets, and the fair treatment, generous values and good service rendered founded a loyalty that never has swerved, and as wagons and horses gave way to railroads the habit of buying in St. Joseph has continued until now this city is the wholesale market envied by all other Missouri River points.

A Port of Entry

That St. Joseph is a port of entry is a fact that is not known in all quarters, but it is an important factor in the business of the city, as importers here have all the advantages of those in the ports along the coasts.

The port was established in 1883, and the duties collected here run up as high as \$100,000 some years. The merchandise clearing in St. Joseph comes from almost every country of the world. Teas from Japan and China, glassware from Austria, cutlery from Japan, silks from China, toilet articles from France, linen from Ireland, crockery from Germany, coffees from Brazil, Java, etc., olive oils from Italy, all find their way here and are cleared expeditiously.



CARNEGIE BRANCH LIBRARY

An Abundance of Pure Water

THE OLD OAKEN BUCKET and the sparkling draft of water from the "northeast corner of the well" have no place in the menu of the resident of St. Joseph. Because of the disrepute into which the well water of our fathers has fallen the people are proud to have the Missouri River and modern methods of treating water so it is absolutely safe.

The St. Joseph Water Company has a plant not only adequate to the present needs of the city, but with a margin of several millions of gallons a day in capacity. The demand now is about 10,000,000 gallons daily, while the company could supply twice that amount without enlarging its present equipment.

The water is taken from the river three miles north of the city. The company maintains a fleet of boats to look after the channel of the Missouri, in order to keep the water within reach of the intake. There it goes into settling basins, is treated in the most approved way and is constantly tested to make sure that no germs lurk within; then it is stored in reservoirs on the top of a hill 300 feet high. From there it flows by gravity through three 20-inch pipes to the city. A third main, 30 inches in diameter, is now being installed to give added pressure for fire protection.

The company has 134 miles of mains, supplies 13,500 consumers and maintains 1,110 fire hydrants. The water rates here are 12 per cent lower than those in other large cities in this part of the country.



General View of News-Press Building, Terraces and Formal Garden From the South

The News-Press a "Show Place"

THE NEWS-PRESS building is one of the show places of St. Joseph and is a structure unusual for a city of this size. It is architecturally beautiful and arranged along scientific lines, but following the early Italian renaissance villa style, set off by grounds in pleasing accord with the architecture of the building, there being a formal garden and a terrace covering the sixty feet and more that intervene between street and building.

The materials used are brick, stone and terra cotta, and the general effect is that of a public library, the commercial stamp being strikingly absent. The building stands on a site a quarter-block in extent, and full advantage is taken of the location in order to attain this artistic effect.

The Finest Interurban in the Country

ST. JOSEPH can boast of being the terminus of the finest interurban railroad in the country—the Kansas City, Clay County & St. Joseph—connecting St. Joseph, Kansas City and Excelsior Springs with a short line and maintaining hourly service. The road is the very last word in electric railroad construction, has heavy steel cars with doors in the middle, and is protected by automatic block signals. The line between St. Joseph and Kansas City is a short cut, being only fifty-two miles long.

But another interurban, that connecting St. Joseph with Savannah, is as important to St. Joseph as is the longer line. It runs through a district that is fast becoming a suburb of St. Joseph, carrying passengers and freight in a constantly increasing volume. This road is fourteen miles long and gives a service that made it a financial success from the very first.

Other interurban projects have been discussed about the allotted period of time that usually precedes the actual building, and there is a likelihood of construction work soon.



SCOTTISH RITE CATHEDRAL

\$8,000,000 Worth of Grain

WHEAT, CORN and oats to the value of \$8,000,000 were marketed in St. Joseph last year, and yet St. Joseph feels this is but the beginning of the grain market into which she is bound to develop. Storage elevators are being projected to add to the already available storage room, and the capacity of those now erected is being enlarged. The Burlington Elevator Company now has its increased plant in operation and can care for a quarter of a million bushels of grain, while two other plants, one now being erected by the Swift interests and one in contemplation, will bring the storage capacity to more than a million bushels. But here are the actual figures of last year's grain trade:

Wheat—Receipts, 3,307,200 bushels; value, \$2,996,480; shipments, 2,507,200.

Corn—Receipts, 6,300,000 bushels, value, \$4,410,000; shipments, 5,100,000 bushels.

Oats—Receipts, 1,129,500 bushels; value, \$504,255; shipments, 919,500 bushels.

Hay—Receipts, 1,440 cars; value, \$136,800; shipments, 904 cars.

The city is the logical market for a vast extent of territory that produces unlimited quantities of grain, and its possibilities as a primary market are being cultivated to the fullest extent.



MASONIC TEMPLE

A New Note in City Building

A new note is being sounded in city building in St. Joseph. The idea is to work with nature instead of against her in laying out improvements and planning beautification.

St. Joseph is a city of wonderful hills and bluffs, topographical advantages that come only from the fact that she is situated upon a great river. But, like other cities, St. Joseph all along has thought that only rectangles and planes were proper for pretentious cities, and has sought to undo nature that there might be a man-made city. However, the idea is being gradually brought to the front that these hills and valleys, these bluffs and promontories ought to be considered thankfully, and should be used to the city's scenic advantage.

New Hospitals and Old Ones

TWO NEW HOSPITALS are now under construction in St. Joseph—Noyes Hospital, made possible by the bequest of the late C. W. Noyes, and the Methodist Hospital. The Noyes building, at Frederick avenue and Twenty-fifth street, will be of the most modern and efficient construction and arrangement. It will be in charge of trustees and will serve both pay and free patients. Work is being rushed, and it is expected that it will be ready for occupancy by January 1, 1916.

The new Methodist Hospital is being built at Eighth and Faraon streets, and will cost about \$300,000. It is in a beautiful, easily accessible location. It will provide hospital facilities for the general public for miles around, as this institution, which has been housed for many years in the Ensworth building, already has an established clientele. St. Joseph for years has had two notable hospitals, the Ensworth and the Sisters of St. Joseph. The former will be continued under some other administration when the Methodists give up their lease on the building, while the latter is an institution firmly founded and giving comfort and treatment to hundreds of patients every year.

A Building That Performs

Most business buildings are dead, lifeless things, especially at night, but the headquarters of the St. Joseph Street Railway, Heat, Light & Power Company is a decided exception. That is because of the lively electrical decorations that cover it like clinging ivy, twinkling and scintillating. Its walls display torches that flame with realistic activity, borders that crawl and flash and glow, and brilliant white wording that proclaims the business of the company.

In all, 5,700 lights are used in these decorations, and the electric current required to run them represents an expense of several hundred dollars a month.



ELECTRIC LIGHT & POWER BLDG.

EUGENE FIELD

ALL THE WORLD knows Eugene Field, and all the world knows that he did some of his most brilliant work in St. Joseph—that he loved this city with a great affection. For who has not read that homesick poem, "Lover's Lane St. Joe," and "Slug 14," and "When I Used to Do the Local on the St. Joe Gazette?"

The older residents remember Field with tenderness, and love to recall his pranks, his brilliant quips and his genius; and all St. Joseph takes a delight in pointing out to the visitor "Lover's Lane," an actual thoroughfare, where, no doubt, Field used to drive with Miss Jessie Comstock, a St. Joseph girl, who became his wife in 1873 and whose attachment for the city probably was one of the reasons he came back here to live and work for a time.

Field's residence in St. Joseph began in 1875 and lasted for a year or more, when he went to Kansas City to be the managing editor of the old Times. Field was born in St. Louis, September 2, 1850, and died in Chicago, November 4, 1895. He had gone there to be the paragrapher on The News, having left Kansas City for Denver, from which place he was called to the larger city.

Lover's Lane begins at Seventeenth street and Grand avenue, and runs diagonally to the northeast. There also is a Eugene Field avenue, which lies just east of Lover's Lane and is five blocks long.



ELKS' CLUB

Manufactures \$1,000 Per Capita

ST. JOSEPH manufactures more than \$1,000 worth of products every year for each of her inhabitants, man, woman and child. Her total output was \$86,501,014 for the year 1913—the last year for which totals have been compiled by the state. These products come under forty-five different heads, paid wages of \$6,615,218 to 10,233 people, and represent a capitalization of \$20,048,689. The value of the raw materials used was \$72,429,118.

The largest item of manufacture was packing house products, which totaled \$65,153,053, using raw materials to the value of \$60,705,155 and employing 3,579 people. The total capital invested in this industry amounted to \$5,647,284, and the wages paid out aggregated \$2,432,187.

Next to the packing houses the industry of financial importance is milling, the output amounting to \$2,862,176, raw materials representing a value of \$2,384,055. Candy and confections to the amount of \$2,756,885 were manufactured; men's clothing represented a total value of \$2,182,471, while creamery products amounted to \$1,524,217. The creameries paid out in 1913 nearly half a million dollars for cream. And, once manufactured, these products go forth to every civilized country of the world, besides being shipped in immense quantities to all parts of the United States.

A City of Bright Lights

THE DOWNTOWN streets of St. Joseph are adazzle with electric lights as soon as the sun goes down. Within the last year the city has jumped into first place in Middle West cities for the brilliancy of its business thoroughfares, electric signs flashing forth on every hand in every variety imaginable, and carrying up to 1,200 lamps each, not counting the slogan sign nor the street railway's light-clad walls, spelling, twisting and turning like clever acrobats, and eliciting much pleased comment from St. Joseph visitors.

Besides the signs, which from a distance light the skies with the glow of a big conflagration, there are the "White Way" lights which cover more than thirty blocks of business streets with their soft effulgence, and this path of light is being gradually extended.



ST. JOSEPH COUNTRY CLUB

Links to Tempt the Brassie

A GOLF COURSE envied by St. Joseph's visitors is that of the Country Club, which owns a beautiful 125-acre estate five miles by motor from the downtown district, and reached by trolley as well, the grounds and the club house costing \$165,000. It is open the year around and golf is played daily, except when snow-drifts interfere. The club was established four years ago, there now being 250 foundation members, thirty-five junior members and twenty-five non-resident members.

It is one of the most delightful spots in the vicinity of St. Joseph and the residents with difficulty decide whether it or the Lotus Club and Lake Contrary is most attractive to the person seeking recreation.

The Lotus Club is on the shore of the lake, possessing a beautiful club house and three acres of well-kept lawns, with tennis courts, boats and other provisions for outdoor sports. A dancing pavilion extends over the lake, and everything is ideal for relaxation and a forgetfulness of the cares of life. The club has 700 members and is fourteen years old.

Among the downtown clubs is the Elks, with a most beautiful building and an attractive location convenient to the business men of the city, while a little further away is the Benton Club, with its bit more exclusiveness, wide verandas and greater privacy.

The Elks have had an organization here since 1886, the present lodge home having been built in 1904. It cost \$80,000 and provides for all the activities of the club, social and otherwise. The membership of the order here is 1,150.

The Highlands Golf Club, an organization four years old, has links in the east part of the city, where nine holes are distributed over fifty-six acres of landscape. It is an exceptionally excellent course, well kept up. The club has a membership of 150.



BENTON CLUB

Time for Hospitality

ST. JOSEPH, MISSOURI, is the only city of potentially 100,000 inhabitants in all the world that takes the time to stop on the streets at any time, anywhere, and say, "Well, how are you?"

That is the thing that's distinctively "St. Joseph," remarked by strangers, missed by our own citizens away from home and yearned for by exiles. It is the hospitality that can nowhere else be found. It is genuine, wholesome, uplifting. The visitor notes it the first time with pleased amazement, gets into the spirit of the thing at once, and the next day has the habit and is practicing hospitality himself. Nobody can hold out against it and nobody ever gets away from the effect. As a result nobody ever lived in St. Joseph without being sorry to move away and you never met a former St. Joseph resident who wasn't anxious to get back for a visit at least.

The St. Joseph spirit is one that grips and inspires and elevates. It makes for happiness and prosperity, and helps "to live along the way, a little good, a bit of cheer each day."

It is as natural for one citizen of St. Joseph to hail another on the street and stop for a chat as it is for the New Yorker to turn his steps toward Broadway. It causes no comment, makes not a ripple on the surface of affairs, interferes not the least with business. It is a sort of a rite that is taken for granted, and the newcomer who has not a friend soon makes a friend that he may indulge in the satisfying experience.

And yet with all this pleasant diversion business sweeps along in ever increasing volume, and he who chats turns back to his work with a bit more of vim and energy and a broader, better sense of values.



LOTUS CLUB, LAKE CONTRARY

The Home of the Commerce Club

THE COMMERCE CLUB has its headquarters on the twelfth floor of the Corby-Forssee building, occupying an extensive suite, up where the view is broad and the ozone plentiful. This building is the largest in the city, and is modern in every way. It cost \$420,000, has 200 office rooms and was opened May 1, 1910.



CORBY-FORSEE BLDG.

The Famous Loess Soil

THE FINEST SOIL in all the world for fruit growing is found in the vicinity of St. Joseph, according to Dr. J. C. Whitten, head of the University of Missouri's horticultural department. It is the loess soil that has puzzled the geologists to explain, and which exists only along the Missouri River, in a little tract of the Rhine country in Germany and in a small area of China.

Dr. Whitten, who spent a number of years in Germany and is familiar with the fruit district of the Rhine, declares that the soil of St. Joseph and vicinity far surpasses that of the Rhine district. It goes down for a depth of 50 or 100 feet, and it's just as good at the bottom as at the top, Dr. Whitten says.

The peculiarity of this soil is that it looks like a clay bank, but isn't. It is purely mineral and stands up straight in a railroad cut as if it were the side of a house. There is but slight tendency to cave, and when there is any caving it is merely the splitting off of a perpendicular section like ripping a board off a barn. This is explained by the fact that the particles of the soil, instead of being rounded as in most soils, are like broken rock and so pile up without rolling.

The result of having such valuable soil, of course, is that this section is becoming a fruit country. Across the river in Kansas the Wathena fruit district already has become famous and has established a country-wide market through a local fruit grower's association. A similar organization exists on this side of the river and the growers, through co-operation, are placing the fruit industry on a substantial, profitable basis.

All sorts of fruit are grown here to advantage, apples leading. The smaller fruits, strawberries, grapes, raspberries and the like, total hundreds of carloads each season.

Power Rates, Etcetera

THE RATES in St. Joseph for power and public service are most attractive and compare favorably with those of any city in the land. Here are the figures: For Gas for manufacturing purposes, 14.8 per 1,000 feet; for domestic purposes, 40 cents 1,000. Water, a graduated scale according to quantity used, ranging from 30 cents a 1,000 gallons for the first 5,000 gallons to 6 cents a 1,000 in quantities of a half million gallons.

Electricity, 10 to 4 cents a kilowatt hour, according to quantity used.

Heat, according to amount of radiation used and space heated.

Telephone, from \$2 for residence to \$5 for business houses.

Tax rate, city, \$1.30; county, \$1.80; on the \$100 valuation, with realty listed at 40 per cent; improvements, 50 per cent; securities at 60 per cent of their estimated values. Labor troubles are so infrequent and of such little moment as to be negligible.



KRUG PARK

Beauty Spots and Breathing Places

KRUG PARK and Lake Contrary are beauty spots that every visitor to St. Joseph asks to see, and besides these the city is well provided with smaller parks, providing a rest for the eye and a breath of fresh air in the heat of the day. Krug Park is a beautiful tract of more than fifty acres, with scenery piled up in profusion. It has winding drives, flower gardens of delightful design and color, a zoo, conservatory and other features that add to the pleasure of an outing.

Lake Contrary is a historic body of water, known by the Indians before there were any white men here, having borne many a canoe and splashed to many an Indian arrow. It is eight miles long by a half mile wide, and a fleet of sailing boats ply its surface. Nearby is the Lotus Club and Lake Contrary Park, the pleasure city of the lake. It is reached by the street cars and excellent roads for motoring.

Other parks are from a block to twenty acres in extent and are scattered about the city to the best advantage of the people. Smith Park, a block square, is near the downtown district, while Patee Park is in the midst of Pateetown, which was one of the business centers of the older days.

A Historic Stream Now a Mammoth Sewer

When Joseph Robidoux located here in 1826 it was on the bank of Blacksnake Creek, a stream that bore a boat with dignity and had power enough to turn the mills that afterward were built along it; but that creek is now an immense sewer, one of the largest in the world, and the main traffic ways of the city are laid across it.

This and the Whitehead Creek sewer are wonders in the engineering world on account of their size and construction, and form a part of a network of sewers which extends all over the city, and is to be completed soon by the expenditure of a half million dollars.



ROBIDOUX SCHOOL

More Than \$2,000,000 in Public Schools

ST. JOSEPH has a public education plant, the mere physical equipment of which represents an outlay of more than \$2,000,000. It consists of thirty-three buildings, some of them ranking among the most modern and efficient in the country. They house 370 teachers and 12,000 students, and in them is taught everything from the three R's to a commercial course that fits the graduates for positions in the great business houses of the city, a teacher's course that prepares for places in the faculties of the schools themselves, a college preparatory course that takes the graduate into the greatest colleges of the land without question, and domestic science, manual training and general courses that measure up to the modern educational standards.

The people of the city have just voted an issue of \$650,000 to extend and improve the physical plant and to provide more adequate playgrounds. The spirit of the city is indicated by the fact that the issue carried by a vote of 7 to 1.

Among the recent buildings erected are the Robidoux at a cost of \$125,000; the Everett, \$46,000; the Washington, \$51,000; the Hall, \$45,000.

The public school system is based upon a steady and insistent progress, the demand for adequate educational facilities being inherent in the city and making the school history of the city an intensely interesting one.

The public schools are supplemented by Christian Brothers' College, a number of parochial schools, two business colleges and a school for girls.



EVERETT SCHOOL



McKINLEY SCHOOL

A \$66,000,000 A Year Industry

FOR THE LAST THREE YEARS the St. Joseph Stock Yards Company has handled an annual average of \$66,698,000 worth of cattle, hogs, sheep, horses and mules. It gathers its stock from a territory that includes every state west of the Mississippi River, with the exception of California and Louisiana, and from four states east of that river.

St. Joseph goes right into a territory that is highly competitive and, with an industry that was founded after all its competitors were well established, has forged steadily to the front, increasing its business and range from year to year.

The bulk of the stock comes from Missouri, Iowa, Nebraska, Kansas, Oklahoma, Texas, Colorado, Wyoming and Utah.

Here are the figures showing the annual averages of receipts and values for the last three years:

Cattle, 496,000 head, value.....	\$26,189,000
Hogs, 1,854,000 head, value.....	32,159,000
Sheep, 798,000 head, value.....	4,266,000
Horses and mules, value.....	4,084,000
Total	\$66,698,000

The stock yards and the packing plants give employment to more than 4,000 men and women, and to this should be added 200 live stock commission men. The total pay roll is \$320,000 a month.

The yards cover an area of 509 acres and are built for handling stock with the utmost efficiency, the pens having a capacity of 17,248 cattle, 28,593 hogs and 15,800 sheep.

Last year the top prices for steers went to \$10.30, hogs reached \$9.55 and sheep \$9.50.



ST. PATRICKS PAROCHIAL SCHOOL



FIRST PRESBYTERIAN CHURCH

When Tiffany Shook His Head

WHEN TIFFANY, the New York jeweler and art dealer, employed to decorate the interior of the First Presbyterian Church on its completion in 1911, looked at the thousands of dollars' worth of solid mahogany pews, column bases, pulpit paneling, choir loft and organ grill, he shook his head; mahogany's beautiful finish did not agree with his scheme of decoration. So Tiffany calmly ordered all this wealth of mahogany painted white, and thus it stands today.

The church is one of the finest and most impressive structures in the city. It cost \$125,000, is Colonial in design, and one can almost see Paul Revere hanging his warning lantern in the lofty belfry.

The Christian Science Church is another notable St. Joseph structure. It was built in 1907 at a cost of \$132,000, its congregation now having a membership of 350.

Temple Adath Joseph, a classic structure with complete appointments, is a monument to the faith of the 125 Jewish families who worship there. It was built in 1910 at a cost of \$60,000.

The Francis Street Methodist Episcopal Church, South, was built in 1908 at a cost of \$100,000. Its congregation is one of the oldest in the city and now numbers 850. The distinctive features of this church are its memorial windows and its organ.

"The White Temple," home of the First Methodist Church, is a beautiful and distinctive edifice, built in 1910 and representing an investment of \$100,000. It is most complete in its appointments and has ample provisions for all possible activities of the church.

One of the oldest and most interesting of all the church buildings is The Cathedral, the Catholic church which has stood upon its hill since back in the seventies. It is an immense structure of pleasing proportions, and is a landmark in the physical and religious history of the city. But these are only some of the larger churches. In all there are about 100 congregations in the city, practically every faith and every belief being represented. The list includes: Advent, 1; Baptist, 12; Dunkard, 3; Catholic, 10; Christian, 7; Congregational, 3; Episcopal, 4; Evangelical, 6; Jewish, 3; Latter Day Saints, 5; Lutheran, 4; Methodist, 18; Presbyterian, 13; Reformed, 1; Christian Scientist, 1.



FIRST CHURCH OF CHRIST SCIENTIST



ADATH JOSEPH SYNAGOGUE



FRANCIS ST. M. E. CHURCH



CATHEDRAL OF ST. JOSEPH



FIRST M. E. CHURCH (White Temple)

The Industrial Bureau

NO WELL-REGULATED and successful Commerce Club of today makes any pretense to exist and meet the needs and requirements of a live city but what has its industrial division, made up of those thoroughly qualified to present in a tangible and attractive form the advantages of locating in that particular city.

The St. Joseph Commerce Club has responded to such a call, and not only have civic and traffic divisions been formed, but also an industrial division. This division is thoroughly organized and equipped to do efficient work along every line looking to the industrial growth and betterment of the city. The efforts of this committee are not confined alone to reaching out after and securing new industries, but to analyzing the needs and requirements of those already here and co-operating in every possible way commensurate with conservative business principles, in order that each one may build and grow and succeed. This principle is bound to make more solid and sure the industrial interests of the city, and those contemplating locating in St. Joseph may rest assured that every safeguard will be thrown around them for self-protection and industrial growth.

In every instance where an industry is seeking a location in this city a thorough investigation is made as to the fitness and adaptability of the new concern to the local field, and if, after a careful analysis, it is found that conditions are not conducive to probable and ultimate success the applicant is truthfully told of the situation and negotiations are ended. In this way misfits are reduced to the minimum.

Every courtesy will be extended and hearty co-operation will be given to locate advantageously every appropriate industry seeking entrance here, as those located through the efforts of this division during the past year can testify, many of which are making a large success in business.

New Industries

During the first three months of 1915 a number of new industries were located in St. Joseph and others reorganized, among them being the following:

Missouri-Kansas Tank Company

One of the important and highly appropriate industries recently located is the Missouri & Kansas Tank Company. The location is one of the very best in the city, the southwest corner of Fourth and Jackson streets, consisting of eighty feet fronting on Fourth street and a depth of 120 feet, running back to the Union Terminal Railway, the streets being paved with concrete. The plant is built in a most substantial manner.

The firm will manufacture steel tanks of various sizes and kinds, grain bins, silos, etc. The field is a broad one and the demand for the output is large.

Following is the personnel of the company: E. F. Yale and I. N. Downes of Beatrice, Nebr., practical and experienced men in this line of business, who have moved to the city; Alex. Dunn, Jr., cashier of the State Bank of Holton, Kans., and vice-president of the First National Bank, Horton, Kans., and F. A. Thompson, another practical man, a long-time resident of St. Joseph.

New Marble Firm

Dellis Hurst, who for eighteen years has been conducting a successful marble business in Emporia, Kans., now occupies a large and well-lighted building at the northeast corner of Frederick avenue and Fifteenth street. He is ably assisted in his business by his two sons. A number of expert workmen who have been with him at Emporia have moved their families to this city, and will be connected with this firm. Mr. Hurst has earned a reputation at his former location for turning out the highest class of work in marble and granite monuments, and he promises to make good this reputation in his newly adopted home.

Reorganization of Power Sprayer Co.

When the manufacture of the justly popular and highly meritorious Cushman Power Sprayer was resumed an important industry was saved for St. Joseph. Louis E. Trachsel, formerly with the King Foundry Company and still a stockholder, as principal owner has taken active control and management of the sprayer business in the building at Third and Michel streets. A number of important improvements have been made in the machine, making it even more valuable than formerly. The plant is again at full operation, giving employment to a number of workmen. This is the only power sprayer plant of any note west of Ohio, except one on the Pacific coast, and the firm is kept busy filling orders over a widely extended territory. This company also handles silos and silo supplies.

Oil Refinery

When W. H. Tippet and C. H. Edgcomb of Cushing, Okla., and W. J. Rowland of Pittsburg, Pa., were induced to locate in this city St. Joseph secured an industry that will grow and expand to large proportions, because of the fact that they have the only oil refinery here; consequently "made at home" goods will receive particular recognition. The location secured is one of the best in the city, at the northwest corner of Fourth and Scott streets, adjoining the plant of the St. Joseph Viscosity Oil Company. Arrangements have been made whereby the latter company will handle the entire output of the new industry, which has been named the St. Joseph Refining Company. Mr. Simmons of the St. Joseph Viscosity Oil Company is also interested in the new enterprise. This company will make gasoline and kerosene of all grades, distillate, gas oil, road oil, fuel oil, etc.

The two companies acting together will make a strong home combination and should receive a very large patronage. The old company consists of Del. Simmons, president and treasurer; J. L. Marshall, vice-president, and D. Heitzel, secretary. The new company is composed of experienced, capable and responsible men. Mr. Edgcomb has moved his family to St. Joseph, as have several of the company's expert workmen.

The new plant will start out with a 250-barrel daily output and will gradually increase its capacity, having been built to accommodate the expected increased demand.

Motion Picture Industry

The Mayhew Laboratories Company has permanently located its office and laboratories at 1813 Frederick avenue, where it has installed complete equipment for producing the Worth While Weekly and other motion picture films, having come to St. Joseph in January.

The capacity of the St. Joseph laboratory is 30,000 feet of film every ten hours, and will be enlarged as demand necessitates.

The plant has been built with the one idea of producing nothing but quality films. Every manufacturing detail is personally supervised by Carl Mayhew, who has spent a lifetime in the production of pictures and up to the time of embarking in this enterprise had been a camera correspondent on the Mutual Weekly.

The Worth While Weekly will be issued Thursday of each week as a news film of 1,000 feet. It will be made up of current events in and around St. Joseph and industrial activities in the Middle Western states.

In selecting St. Joseph as a permanent location, after visiting a great number of cities, these men did so believing the "City Worth While" to be the most substantial city in the Middle West, and the owners of the business are now convinced that they have made no mistake in building one of the best equipped motion picture laboratories in the country at this point.

A great number of inquiries are being received daily, including applications for film service. Operating its own exchange system, the Mayhew Laboratories Company is placing its films in one theatre in every town and city within the trade territory tributary to St. Joseph. Carl Mayhew, for a long time connected with a large motion picture manufacturing plant in Long Island; S. R. Lantz of Kansas City, and J. J. Hall of Savannah, are members of this new company, all of whom have moved to St. Joseph.



U. S. WEATHER OBSERVATORY

THE "HOME OF THE WEATHER"

One of the tightest and best equipped little weather stations in all the United States is located in St. Joseph, ideally situated overlooking the Missouri river.

It has all the equipment needed for making records and forecasts, supplies weather information for all the country about, and affords special service to the farmers and business interests of the immediate vicinity.

The plant itself cost \$25,000 and was established in 1909. It is presided over by W. S. Belden, an observer with seventeen years' experience in the service in various parts of the country. Many new ways of serving the people have been introduced, and business is taking advantage of the help that may be obtained from forecasts, records and deductions.



UNITED STATES POSTOFFICE

The Local Home of the U. S. A.

The present federal building was occupied as a postoffice in 1891. Since that time it has been enlarged until at present it houses the postoffice, the federal court, the collector of internal revenue and the customs collector. The building and grounds are worth \$575,000, and the equipment increases this figure by several thousands of dollars.

The building is of cut stone, and stands on one of the busiest downtown corners, convenient to the public which it serves.

Salvaging Humans

SAVING HUMAN WRECKS is now being done officially and by public support in St. Joseph. It is by means of the Welfare Board, an institution established under a special act of the state legislature, supported by the city and the county at an annual cost of \$30,000.

At no time of the day or night, month in, month out, winter or summer, need a person be in need of a meal or of medical or surgical attention if ill or injured. The Welfare Board knows its task and its province. It has a census, always kept up to date, of the city's poor and unfortunate, and it can give definite and exact information regarding them.

Because of the efficient organization of this board the request has been made that the public co-operate by declining aid to all persons and referring all applicants to the board. As a result the "Dusty Roaders" and the "fakers" are giving St. Joseph a wide berth, knowing that they must face the facts and go to work if they remain in the city.

But the important work of the board is the rescue work. The sick man is given the attention he needs, in a hospital if necessary; his family is cared for while he is down and out, so that he may be free from worry; and, once well, he is assisted to suitable employment and to a secure position as a self-respecting citizen.

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THE GREAT BRIDGE

When the bridge that spans the Missouri river at St. Joseph was completed and thrown open to travel in May, 1874, it was considered a triumph of engineering skill and a tribute to the progressive spirit of the town. It was celebrated with a monster parade that brought noted men here from a great distance.

The bridge was four years in building and cost \$750,000, paid by stock subscriptions. It afterward was turned over to the St. Joseph & Denver Railroad which later became the St. Joseph & Grand Island.

It is 4,270 feet long, having a draw span that has turned to permit the passage of many a river boat in the days when water traffic was a great factor in transportation.



GRAND ISLAND R. R. BRIDGE

Salvaging Humans—Continued

The lad who has run away from home is enjoined to return, and the board has given its good offices to expedite that return in many cases. Men who have families are sent back to them through the agency of the board; dependents upon the city and county are found homes or employment, or are taken in hand as charges of the city and given whatever aid is needed.

The board acts in conjunction with all charitable organizations in the city and furnishes information for their work, as well as for individuals who care to dispense charity personally. In Thanksgiving and Christmas distributions of food and gifts the board has been able to prevent endless duplication and to extend charity to many cases that previously had been missed.

The board has been in working order for a year, under the guidance of William A. Crossland, a trained social worker.

An Equipment for Wholesome Living

MILLIONS OF DOLLARS have been spent in St. Joseph—just to make it easy and pleasant for her present citizens to live in a happy, wholesome way. Streets have been paved, sewers that are the wonder of the engineering world have been built, parks have been established and developed, public libraries opened in all sections of the city, a great Auditorium erected for the use of the public and beautiful, modern public structures built for the official housing of the city, county and federal governments.

A school system has been built up slowly and substantially from the days of private schools through the various stages of development until now we have public educational advantages that are the equal of many colleges, and which offer training in many different branches. Besides the public school system there are business colleges, church schools and private institutions of learning that make it unnecessary for the young people of the city to go away from home except for special training in the higher branches.

The churches are the pride of the city and supplemented by the great new Christian Association buildings offer great opportunity for the Christian training of the young and insure the moral stabilizing of the community.

All the public utilities are present and the service is excellent. A single telephone system serves the whole city efficiently; the gas comes from the Kansas fields and is supplemented by a manufactured supply in cold weather; there is cheap electric current for power and lighting, the water supply is of the best and the street cars afford quick and adequate transportation.

The Agricultural Congress

ONE of the most far-reaching influences that has gone out from St. Joseph is that of the Agricultural Congress, projected and carried twice to successful culminations by the Commerce Club. This congress has brought together eminent speakers from all over the country, and all the big constructive interests of this part of the United States have labored to make it a success. Railroads, universities, women's organizations and other progressive bodies have had their part in it, and the programs and exhibits appealed to everyone interested in or connected with rural life.

The result is that the farmers throughout a very wide territory have had the advantage for a week each year of hearing the very latest ideas and learning the results of the latest experiments in farming, stock raising, dairying and the other lines of agricultural industry. Thousands of them have come to St. Joseph for these weeks of lectures and demonstrations and conferences, and they have declared their very thorough appreciation of the opportunity the city has given them.

The third congress is in the planning and it will be more valuable and more interesting to the farmers than have been its predecessors—the previous congresses, naturally, having furnished an experience and a foundation on which a still better third congress could be built.

The sessions are held in the Auditorium with its big arena and its galleries and rooms furnishing places for exhibits and conferences and lectures, while churches and other public buildings have been used for additional meetings.

(Continued on Next Page)

The Agricultural Congress—Continued

The whole aim and design of the congress is to consider practical subjects and to solve the real problems of the farmer. This has been the keynote of all the programs. Practical men, the farmers themselves and the experts who have been working under the actual conditions of the farm, have been called upon to discuss the matters under consideration. The theorist has had a poor chance.

The list of speakers at these congresses is a notable one. It includes W. C. Brown, former president of the New York Central Railroad, and I. N. Garten, who is making a good farmer of himself by taking a poor farm and nursing it to success under the direction of the state agricultural school. President A. Ross Hill of the Missouri University was at the last congress, as was Rev. C. R. Green, the country pastor who has attracted wide attention by his success in organizing the Harmony Community in Nodaway County, Mo. And so the list goes on, men of national note and men who are right down next the grass roots, solving their own immediate problems. All are working with common ambition, in a common spirit to further the ends of civilization and progress.

Former President Bacheller Tells of 1914 Accomplishments

"WHAT is the Commerce Club doing for me" received a complete answer, and the questioner who asked it in doubting vein beyond peradventure acquired much food for thought from the annual message of R. M. Bacheller, the retiring president of the club.

Team work, harmony and efficient organization were the three things which, according to President Bacheller, made possible the definite results accomplished during the year.

Civic Division

"While the Civic Division," he explained, "has been in full operation less than six months, a great deal has been accomplished and much work planned for the future. A civic commissioner attached to a commercial organization is a new departure, and for a western city to conceive this idea has given us much desirable publicity and redounds to the credit of the Commercial Club." Emphasis was laid on the fact that civic work is largely educational and a process of continually keeping before the public better ideals and better methods for city management. "Besides that," Mr. Bacheller, president, said, "the Civic Division has made studies of as well as recommendations for street paving, shade trees, street cleaning, city revenue, changes in the charter, cash payment to paving contractors, abolishing tax bills, and many other subjects of supreme importance to this city."

Traffic Department

"St. Joseph became a city because of its strategic traffic position. To continue its growth and even to hold what it has gained its traffic equality with other Missouri Gateways has been a first essential. In 1914 the traffic division not only successfully handled several cases whose loss would have meant a serious blow to the industries of the city, but it efficiently took care of a large number of small shippers and jobbers and in many cases succeeded in obtaining reparation for improper charges."

Industrial Division

"Starting during a year of depression, which has grown worse as it advanced, this division has done most excellent work both in helping to develop those factories we already have and in securing new ones. It has followed the idea that there was nothing too large or too small in the way of new industries for this city, but, as a matter of fact, rather favoring small factories, which, located properly and rightfully belonging in this locality, might grow and expand rather than some big plants dissatisfied where they are and wanting a bonus or a big stock subscription to move."

"This division has not failed to point out our advantages as a point of distribution, cheap labor, quick and cheap railroad switching and other essentials of economical operation. It has located a number of important factories which are doing well, and it has several prospects ahead that look very promising. That it has located so many industrial plants here this year, although conditions have been unfavorable, shows better than any words of mine that this division has succeeded by sheer force of energy and perseverance."

Industrial Division—Continued

"The second Agricultural Congress was an example of an effort to benefit our rural neighbors, and through them to benefit St. Joseph." The president did not give the space to this congress which it really deserved, for its program and management, which were directly in his charge, made it one of the most notable agricultural gatherings in the state.

In continuing, the president congratulated the club on the fact that economy in expenditures during the year had made it possible to keep well within the appropriations.

"The Wednesday Luncheons," said Mr. Bacheller, "have been unusually well attended, and the speakers engaged have been entertaining and instructive." He believes them to be one of the most important adjuncts of the club's life.

Concerning good roads he says: "Our committee has organized and promoted successfully the Pike's Peak Ocean-to-Ocean Highway Association; assisted in building the cinder road north of the waterworks to the county line; assisted in the Wathena road improvement in connection with help from the Automobile Club and Retail Merchants' Association; in connection with the Automobile Club, placed danger signs along country roads and secured through the county highway engineer a number of road improvements."

Vacant Lot Gardens Committee

"Vegetables raised worth over \$4,000, at less than \$75.00 cost, is the story told by the Vacant Lot Garden Committee—surely a worth-while program."

Insurance Committee

The president pointed out the systematic beginning made by the Insurance Committee, thereby laying the foundation for better fire protection and lower insurance rates. Already the committee has been able to obtain definite facts regarding fire classification, which must lead to direct improvement.

Publicity

Fifty thousand leaflets regarding the city, an advertising film of the "Romance of Lover's Lane," and, last but not least, The Optimist—these were some of the features of the Publicity Committee work which the president mentioned.

Conventions Committee

Twenty-three conventions in 1914, and seven already promised for 1915, indicate in a measure the work of the Convention Committee.

Membership Committee

The fact that the membership of the club has continually grown, that thirteen active memberships and 126 associate memberships were added in the year, is sufficient proof of the industry of the Membership Committee.

Trade Extension

The club continued its policy of trade extension—visiting 67 towns, and 249 members making these trips at their own expense.

"The chairman and this committee deserve credit for their unselfish work," said Mr. Bacheller.

"To have the club a clearing house for city activities was one of our policies. Keeping trained men in charge of the various departments, increasing the associate membership, and continuing the splendid team work of the last year," were his parting suggestions in a report which was not only complete, but well evaluated the various activities of a splendid year's work.



NEW BURLINGTON ELEVATOR



LAKE CONTRARY, ST. JOSEPH



EAGLES' BUILDING



WATER WORKS

Come to St. Joseph---It Will Make You Wealthy Healthy, Happy, Contented

THE CITY OF

Advantageous Location
Peaceful, Happy Homes
Busy Factories
Wealthy People
Prosperous Industries
Splendid Schools
Numerous Churches
Ideal Labor Conditions
Low Freight Rates
Cheap Power

Trackage Facilities
Non-Congestion of Freight
Quick Deliveries
Low Taxes
Cheap Fuel
Water in Abundance
Extensive Warehouse Facilities
Cheap Factory Sites
Low Death Rate

To Manufacturers

If you want to reach the great Trans-Missouri River territory at a minimum of freight cost and quickest time you should establish a manufacturing plant or a distributing warehouse in the lower Missouri River district.

St. Joseph is centrally located in this district at the junction of the four states of Missouri, Kansas, Nebraska and Iowa, and has complete railroad connections and distributing service to all parts and sections of the country west of the Missouri River.

Manufacturing and Distributing Center

As a manufacturing and distributing center and an attractive home St. Joseph has no superior, population considered, as the following table would indicate:

Population, 85,000; banks and trust companies, 18; number of daily passenger trains, 120; number of wholesale houses, 75; number of manufacturing establishments, 260 plus; number of clubs, business and social, 16; miles of street railway, 50; interurban lines, 2; operating 102 lines; retail stores, nearly 900.

Total bank clearings, 1914	\$ 360,000,000
Total bank transactions, 1914	1,380,000,000
Total value manufactured products, 1914	83,000,000
Total value distributed merchandise, 1914	111,000,000

Goods sent to every state in the Union and to Great Britain, Germany, Russia, Cuba, Mexico, Canada and other foreign ports.

Total value of farm products sold on St. Joseph primary markets during 1914	\$104,000,000
Value of merchandise sold at wholesale and jobbing, 1914	110,000,000
Postoffice receipts, 1914	375,000
Tons of commercial freight received and forwarded annually	2,850,000

St. Joseph is the packing house center of Missouri. The stock yards and packing houses pay \$3,340,000 annually in wages and salaries.

The manufacturing houses pay out in salaries and wages \$6,000,000.

In 1914 the city entertained twenty-three conventions. Previous to four years ago St. Joseph was not a convention city, but is adding more and more to her list each year, with most gratifying results. It is now conceded that St. Joseph is among the ideal convention cities of the Middle West.

Railroad Facilities

St. Joseph is served by all the western trunk line railroads. Entering this city over their own rails are the Santa Fe, Burlington, Rock Island Lines, Missouri Pacific Systems, Chicago Great Western, St. Joseph & Grand Island (Union Pacific System), of a combined mileage of 34,906 miles. Through the immediate connections of these lines St. Joseph is served by every mile of railroad in the Northwest, Southwest and Central West. The St. Joseph Union Terminal belts all these lines, and serves a large number of industries.

Freight Depots

With all railroad freight stations located within a radius of six to eight blocks in the warehousing district, and reached over level, well-paved streets, quick deliveries at minimum expense are assured. All these stations are large, modern and convenient. Vexatious and costly delays incident to loading or discharging are avoided.

Important Distributing Center

In the matter of assembling and re-distributing merchandise St. Joseph occupies a commanding and an enviable position among the larger mid-western commercial cities. In a number of important lines of merchandise it does the greatest volume of any city west of St. Louis, and St. Joseph is growing in this respect. It has the facilities that encourage such growth.

Excellent Express and Mail Service

In all directions, and to all points on the map, St. Joseph is well provided with train service for handling the mails and its express traffic. One hundred and twenty scheduled daily passenger trains arrive and depart from St. Joseph.

Quick Deliveries

By shipping your goods to St. Joseph for warehousing and re-distribution you can get the benefit of daily outloading in through fast merchandise cars and trains to Kansas, Nebraska, Texas, Oklahoma, New Mexico, Wyoming, all Mountain States, and to the Pacific Coast.

Extensive Warehouse Facilities

We not only have a large amount of warehousing and storage space, but more will be provided (and on favorable terms), as required. There are many unoccupied desirable sites, with all conveniences, on which to erect such buildings. Many of these sites can be secured on the low rental basis of not to exceed 5 per cent of the valuation of the ground. If desired St. Joseph capital will be furnished for the erection of buildings, or they will be built by St. Joseph citizens on a lease, or sale on easy terms. Favorable switching rates, with reciprocal interchange between all roads, and the generally low scale of cost for conducting business mean that warehousing at St. Joseph and reshipment is on a minimum basis of expense.

Terminal Facilities and Switching

In addition to the terminals of the trunk lines St. Joseph has three terminal or switching roads. By reason of these extensive facilities a maximum of service is accorded, at a minimum of cost. No other important industrial market center in the West is as well served in this respect. Seldom does it occur when inbound deliveries or outbound movements extend beyond the day of receipt or forwarding.

Carload Service

St. Joseph being a reciprocal marketing and distributing center (that is to say, receiving and forwarding a nearly equal volume of products and merchandise), there is an unusually nice balance maintained between cars made empty (unloaded), and the number required for outloading, so that it is a rare occurrence where orders for cars for loading cannot be supplied at once.

Package Car Service

All the St. Joseph railroads and interurban lines have established a special package-car delivery train service. There is loaded here daily from 250 to 300 cars of package freight (less than carload quantities), for all Western States, the Inter-Mountain Section and the Pacific Coast. These cars are sent forward in special merchandise trains to division points convenient for local distribution, thus insuring the quickest possible transit.

Favorable Freight Rates

Take the map and locate St. Joseph, in its central position in the group of lower Missouri River cities—taking into consideration also the railroad geography to the west, southwest and northwest. To the west the rates are the same from all the group. To the southwest the same from St. Joseph and south, but higher from points north. To the northwest the rates are lower from St. Joseph than from group points south of us. St. Joseph covers a greater territory at minimum freight cost than her competitors.

The Commerce Club's Traffic Bureau

This bureau, in charge of an expert commissioner, is constantly in service for securing proper and reasonable adjustment of rates, good train, mail and express service, preparing and hearing complaints before the Interstate Commerce Commission and State Federal Regulatory Commission, and in numerous other ways.

Some of the Articles Manufactured in St. Joseph

Anti-Hog Cholera Serums	Door Fasteners	Men's Rotary Overgarment
Awnings, Metal and Cloth	Drugs	Work Clothes
Ammonia	Disinfectants	Order Books
Aprons	Davenport	Olive Oil
Artificial Limbs	Drainage Pipe	Oxygen Gas
Automobile Painting	Dressing Sackes	Office Furniture
Automobile Tops	Dental Laboratories—Artificial	Oil Tanks, Steel
Automobile Lamp Shades	Plates and Bridge Work	Optical Supplies
Architectural Ornaments	Dress Plaiting	Office Fixtures, Iron and
Art Glass	Envelopes	Wood
Advertising Specialties	Electricity	Oil, Illuminating, Machine,
Aluminum	Electric Signs	Fuel
Alfalfa Fodder	Electrotypes	Oil, Refined
Bread	Engravings	Pipe, Iron Riveted
Barn Door Hangers	Extracts (Flavoring)	Pancake Flour
Brooms	Electric Fixtures	Patterns, Machine
Bank Fixtures	Elevators—Wagon, Sacker and	Pennants
Badges	Grain Dump	Pantry Supplies
Bags, Cloth and Paper	Feed Troughs	Powders, Druggists'
Boilers	Flour	Pies
Boiler Breechings	Fertilizers	Photo Engraving
Beers, Draught and Bottle	Floor Coverings	Preserves
Bridges, Steel	Floor Sweeps	Packing House Products
Barbers' Supplies	Furniture	Paints
Barrels	Furniture Polish	Pills
Baskets	Flower Shelf Brackets	Paste
Billboards	Feed Grinders	Paving
Blue Prints	Floor Wax	Post Cards
Boxes, Wood and Paper	Face Creams	Printers' Rollers
Boots	Face Powders	Petticoats
Brass Goods	Feed—Horse, Chicken, Dairy	Pork and Beans
Brick	Flowers, Plants, Etc.	Picture Supplies
Butchers' Supplies	Furs	Picture Frames
Butter	Fencing	Pianos, Electric
Buttons, Advertising	Fire Doors	Pomice
Batteries	Grain Bins	Plows—Riding and Walking
Bakers' Supplies	Gutters, Metal	Pistol Holders
Buggies	Gasoline	Pimento Cheese
Biscuits	Gas, Acetylene, Carbonic	Proprietary Medicines
Books	Glass, Beveled, Polished, Sil-	Pickles
Brushes	vered	Pen and Pencil Tablets
Blinds	Glass, Art	Pillows
Baking Powders	Gun Boring Tools	Perfumes
Bread Wrappers, Printed and	Gun Reamers	Rubber Stamps
Waxed	Gun Barrel Shrinkers	Rugs
Brass Thresholds	Harness	Smokestacks
Brass Rails	Hat Frames	Stand Pipes
Brass Poster Frames	Hats	Storage Batteries
Bird Seed, Prepared	Harrow	Stock Tanks
Bitters	Horse Collars	Siding, Stone and Brick
Cabinet Work	House Dresses	Structural Steel
Candy	Hominy	Show Cases
Caps	Hair Switches	Soft Drinks
Canned Goods	Headache Tablets	Saddlery
Cigars	History Binders	Seals, Notary and Others
Cisterns	Ice	Screens, Wire
Culverts, Iron, Steel and Con-	Inlet Grates	Silos
crete	Ice Cream	Shoes
Coffee, Roasted	Implements	Signs, Metal and Wood
Clothing	Iron and Steel, Structural, Or-	Soda Waters
Castings, Iron and Steel	nemental, Etc.	Shirt Boards
Cabinets, Kitchen	Ice Cream Cones	Shirts
Commercial Drawings	Insect Powder	Sheet Metal Products
Commercial Photography	Jewelry	Suit Cases and Telescopes
Condiments	Jackets—Boys and Men's	Suits, Women
Cider	Leather, Sole, Etc.	Slippers
Corn Meal	Leather Belting	Stone
Carriages	Leather and Shoe Findings	Scabbards
Coffins	Lounges	Sheaths, Knife
Confectionery	Ladies' Riding Skirts	Shirts, Dress, Sateen, Work,
Cordials	Ladies' Hats	Cotton
Costumes	Loose Leaf Papers	Strap work
Crackers	Lice and Roach Powder	Sausages
Candy Papers	Men's Clothing	Students' Loose Leaf Binders
Calendars	Nailholes, Iron	Stencils
Chaparejos	Machinery	Soda Water Flavors
Cartridge Belts	Medicines	Sauer Kraut
Carbonated Beverages	Millinery	Stock Foods
Cakes	Motion Picture Films	Soaps
Cornices	Mattresses	Sweeping Compounds
Counters	Mirrors	Stenographers' Note Books
Chicken Nests	Monuments	Syrups
Chicken Coops	Mill Work	Skin Lotions
Checks	Men's Furnishings	Store Fronts
Composition Books	Music Rolls	Souvenirs
Cold Tablets	Mops	Spice Grinders
Coats and Pants—Duck, Mack-	Mustard	Tallow
inaw, Khaki, Cottonade, Cor-	Music Tablets	Tents
droy	Metal Polish	Tarpaulins and Awnings
Cultivators, Riding and Walk-	Middles	Tanks, Iron and Steel
ing		Trunks

Articles Manufactured in St. Joseph—Continued

Tinwork	Violins	Wall Cases
Tables	Ventilators	Wagons
Tierces	Vinegar	Wood Finishes
Toilet Powder and Creams	Water Troughs—Galvanized	Wagon Covers—Aprons,
Talcum Powder	Steel	Trunks
Turning and Scroll Work	Welding	Water Tanks—Galvanized
Trellises	Well Casings—Galvanized	Steel
Tanning	Steel	White Way Posts
Traveling Bags	Wire Guards	Well Castings
Tablet Pads	Whips	Women's Garments
Upholstering	Weeding Hoes	Wire and Iron Goods, Etc.
	Window Guards—Tree Guards	

Some of St. Joseph's Needs

ST. JOSEPH is the center of a great agricultural district, undoubtedly the greatest in the United States. It is the center of the grain belt of the world and should be a great grain market. By natural selection many flour mills, alfalfa mills, molasses feed mills and corn mills should be built and operated near the source of supply.

The great Aunt Jemima Mills, the Hauck Mills and the Excello Feed and Milling Company are well located and doing a thriving business in this city.

There is an urgent need for more storage elevators here, and they would be a safe, sane and profitable investment. St. Joseph needs elevators to care for at least 2,000,000 bushels of grain. It is a common occurrence for commission men to pay demurrage on cars loaded with grain held in railroad yards for lack of storage, the present facilities being inadequate. For these reasons it is confidently believed that this lack will soon be supplied.

The Burlington and Swift elevators have a capacity of about three-quarters of a million bushels, but this is entirely inadequate to the present and growing needs of this community.

The celebrated Wathena fruit district, widely known for its quantity and quality, is just across the river from St. Joseph. The entire surrounding territory tributary to this city is rich in fruits of various kinds. Apples, peaches, pears, grapes, strawberries are grown in abundance, offering a rich, profitable field for preserving and canning plants, and if properly handled are bound to be remunerative.

While we have splendid hotel facilities in St. Joseph we are placed in rather a unique position in this respect of not having a single large apartment house. There is a good opportunity for paying investments in this respect, and some local capital has already signified its willingness to help erect and finance a building of this kind.

St. Joseph is the central location for traveling men to reside, especially those who are expected to cover such cities as Atchison, Leavenworth, Kansas City, Lincoln, Omaha, Sioux City, Des Moines, etc., and the erection of good apartment houses would cause a large number of these men to reside in this place on account of the convenient train service in getting in and out and the desirability of St. Joseph as a residence city. This should offer a very attractive proposition for capital.

In Conclusion

No effort to be elaborative has been made in this booklet. Rather has it been the idea to present in concise form concrete facts, so that the busy man can "read as he runs," and yet secure everything that will enable him to decide quickly that St. Joseph possesses the necessary qualifications that will attract him to this city, either as a home or in a business way.

If you want to locate in a live, pushing, growing, progressive city, where the boosting spirit is predominant, and where co-operation and goodfellowship prevail at all times, come to St. Joseph, "The City Worth While."

There may remain many important questions to be asked by those who are interested in St. Joseph. To all such the undersigned will gladly respond to that call.

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 Evidence Officer, Duval Smith
 Auditor, James S. Burris
 Circuit Clerk, Ross C. Cox
 Collector, R. D. Folks
 Surveyor, R. L. Cargill
 Physician, Dr. W. J. Hunt
 Coroner, Dr. Thos. Lynch
 Administrator, Mary A. Williams
 Superintendent of Schools, Geo. K. Gilpin
 Superintendent of Poor Farm, Silas Steele
 Superintendent of Detention Home, G. W. Wells
 County Farm Adviser, L. V. Crandall
 Mayor, Elliott Marshall
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 Boiler Inspector, Phil. Hart
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 Plumbing Inspector, Frank Brand
 Chief of Fire Department, Patrick P. Kane
 Chief of Police, Jas. A. Clouser
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THIS BOOKLET

AN AUTHORITATIVE STATEMENT OF THE COMMERCE CLUB
 COMPILED BY ITS PUBLICITY
 COMMITTEE



STANDARD OF WEIGHT

AND HOW TO USE IT. PREPARED BY THE NATIONAL BUREAU OF STANDARDS, DEPARTMENT OF COMMERCE.