

LUMBERMEN'S CONVENTIONS.

Lumbermen's conventions are getting popular. Three or four years ago a lumberman's association was a rare thing. Now almost every important lumber market or lumber manufacturing locality is possessed of a "Lumbermen's Association" or "Exchange" or "Board of Trade." The lumbermen, as a class, are beginning to recognize the value of association, and the result is seen in the numerous organizations effected this season. Wisconsin and Minnesota, thus far, have not fully appreciated the situation in this respect, but it is to be hoped that the lumbermen of the northwest proper, will commence this winter the foundations of associations that will be calculated to be of decided value to themselves and to the trade. Lumbering in Wisconsin, especially, needs systematizing. We want a thorough inspection law based upon the standard adopted by the Chicago Lumbermen's Board of Trade. The law is needed as a measure of protection, if not for the facilitation of business. There are other measures of importance for legislative action. Thoroughly organized associations can best secure results needed. It is time then that Wisconsin lumbermen began to form associations in different localities, and then all pull together for mutual good and benefit. Organizations are needed at Oshkosh, Green Bay, some point on the Wisconsin river, Black River Falls or La Crosse, Eau Claire or Chipewewa Falls and at Milwaukee. The only way to obtain influence is by

united effort. The lumber interest is the greatest interest in the state and it should be respected as such. Only through the medium of associations can the power for good of the lumbermen be concentrated. Let us then first have local organizations and then attempt something like a state association. Good will come of the effort. Let it be made.

THE LUMBERMEN'S CLOTHING HOUSE.

Simonds & Brooke's—The Favorite Clothing House in the Northwest—How Mr. Simonds Went Back on Lumbering and has Established the Most Popular Wholesale and Retail Clothing-House in Wisconsin.

Simonds & Brooke's great clothing house, 382 East Water street, Milwaukee, is the most popular house of its class among lumbermen. It is also one of the largest business houses of the northwest, their stock ranging up among the hundred thousand of dollars in worth, and occupying four entire floors of one of the largest stores on East Water street. The firm of Simonds & Brooke has always made quite a specialty of the trade from the lumbering district, and is known for its liberal dealings with its customers from those localities. Long years ago, when western New York boasted of its forests of pine, Mr. Simonds handled lumber largely and refers back to the time, thirty years ago, when clear stuff pine lumber could be had for *five dollars* per thousand feet; that too, in the valley of the Genesee. Coming to Wisconsin, Mr. Simonds was naturally attracted to the lumber regions and spent much time among the pineries of Wisconsin where he formed

an extensive acquaintance which has stuck to him with its increasing trade, ever since he opened his large establishment in Milwaukee. So well and favorably known is the house of Simonds & Brooke that the usual commercial travelers are not needed to introduce their goods to patrons; the only difficulty being in fully supplying the trade which comes to them through the long established reputation of the firm. Mr. Simonds has been a practical lumberman himself and appreciates the difficulties that sometimes attend the lumber business; therefore he has always proved a reliable, lenient and faithful friend to all his customers in the pineries of the northwest. The result is the up-building of one of Milwaukee's largest houses, wealth to that firm, and the ever-increasing good will of all who are fortunate in forming their acquaintance. A lumberman especially is always cordially greeted by Mr. Simonds, and whether he wishes to buy goods or not, if he gets away from Mr. Simonds' genial conversation and hospitality in any reasonable length of time it will be because the head of the firm of Simonds & Brooke is unusually busy.

Port Huron, Mich., has log thieves.

The shingle mill of D. C. Bowen & Co., Montague, Mich., has a capacity of 85,000 per day.

The steam saw mill of Williams & Bros., Saginaw City, was burned July 37; loss \$40,000; insurance \$30,000; principally in eastern companies.

PEIRCE & WHALING.

Magnitude of the Iron Business of the Northwest—Proof of Milwaukee's Uninterrupted Commercial Progress.

The MILWAUKEE JOURNAL OF COMMERCE pays the following merited tribute to one of Milwaukee's most enterprising and widely-known business houses.

The firm of Peirce & Whaling is so well known to readers of the MILWAUKEE JOURNAL OF COMMERCE that we shall attempt no description of their warehouse, Nos. 133, 135, 137, 139, 141, 143, 145 and 147 West Water street, or of their perfect machinery and admirable methods of doing business, or of their wisely liberal style of advertising. It is hardly exaggeration to say that this energetic house is as widely-known as any wholesale house in any line of business in the northwest. It is favorably known to the trade, not only for its importance as the largest heavy hardware house in the west, but for its enterprise in keeping up its assortment of goods, for its courtesy and promptness in correspondence, for its honorableness in fulfilling orders, and for having inaugurated in this market the policy of small profits on large transactions, in place of the old-fashioned policy of immense profits and little business.

The fact that Peirce & Whaling, during the months of reaction following the great disaster to the iron interests of the country, have steadily increased their trade, making up in one quarter what was cut off in another, and finding no occasion to reduce their extensive force of workers, is a satisfactory proof of the general prosperity of the northwest and of Milwaukee's identity with this prosperity. It shows that the iron mercantile interests, as well as the iron manufacturing interests, of this point, are soundly established and carefully conducted with reference to the