

THE APPLETON-GOODHUE GALVANIZED STEEL AND WOOD WIND MILLS, STEEL TOWERS, ETC.

"There are a great many windmills used in this country. Some are good and some are not so good. After handling nearly every make we have settled down on the Appleton-Goodhue. For simplicity and durability it cannot be beat. We commenced buying the Appleton-Goodhue one at a time and are now buying them in car-load lots."—E. R. MOSES MERCANTILE CO., Great Bend and Hoisington, Kansas.

The time is past to argue in favor of the practical utility of the windmill, because it is universally conceded to be a good thing for man and beast, assuring both of an ample supply of pure water at an appetizing temperature, delivered where it is required. This, however, is but a meager indication of its broad utility, although, when limited to this use, a windmill soon pays for itself. We make a complete line of pumping windmills, both back-gearred and direct stroke, both galvanized steel and wood, and we make galvanized steel power windmills which can be used for driving feed grinders, wood saws, corn shellers and other machinery usually driven by horse power, as well as for pumping water.

The value of the windmill being conceded the next question is to decide which windmill out of the many on the market will prove to be the most profitable investment. There are all kinds of windmills at all sorts of prices, but price is not the most important consideration, price means nothing, it is quality that counts, and a windmill which is forever getting out of order is a constant source of annoyance and expense on account of breakages, etc., and is dear at any price. We offer you the Appleton-Goodhue windmill on its established merit. There is always a good reason for permanent and growing popularity. We can easily prove to you that the Appleton-Goodhue enjoys a popularity which is both permanent and growing, and a careful consideration of the illustrations and descriptive matter commencing with page 59 will convince you, we believe, that its popularity is based on a capacity for better and longer service than is possible with any other make of windmill of corresponding size and style.

It is a significant fact that our biggest Windmill trade is in localities where practically all kinds of Windmills have been sold in the past, and with dealers of from 5 to 20 years experience in the Windmill business.

The E. R. Moses Mercantile Co., of Great Bend and Hoisington, Kan., are among the largest buyers of this class of goods in the country. We quote their expression of opinion, written some time ago, at the top of this page. They still hold

the same opinion, as may be inferred from the following quotation from a recent letter which they wrote us:

"We have sold the Appleton-Goodhue for several years and find it to be one of the simplest, most durable and lasting on the market. It gives universal satisfaction."

Other prominent dealers in all parts of the country hold the same opinion. Here are

A FEW SAMPLES OF RECENTLY EXPRESSED OPINIONS OF EXPERIENCED WINDMILL DEALERS.

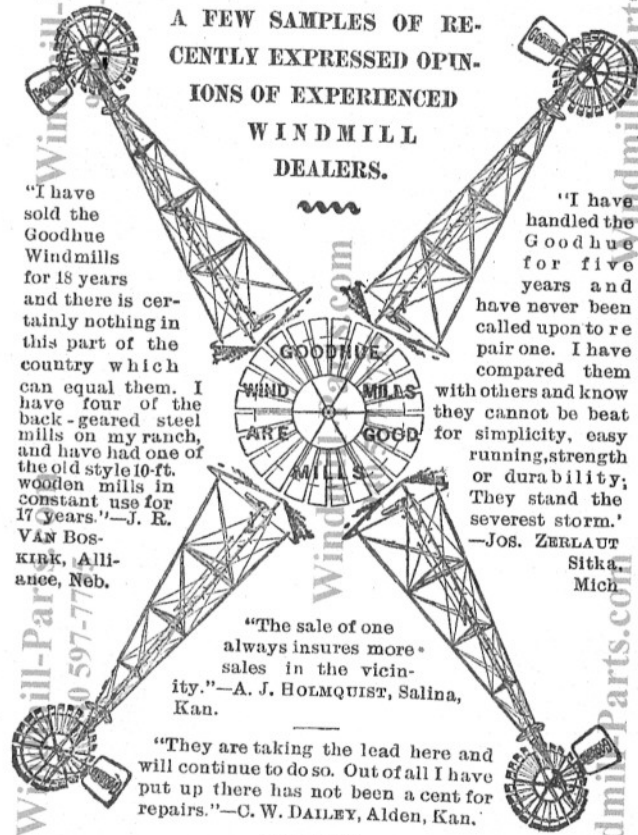
"I have sold the Goodhue Windmills for 18 years and there is certainly nothing in this part of the country which can equal them. I have four of the back-gearred steel mills on my ranch, and have had one of the old style 10-ft. wooden mills in constant use for 17 years."—J. R. VAN BOSKIRK, Alliance, Neb.

"The sale of one always insures more sales in the vicinity."—A. J. HOLMQUIST, Salina, Kan.

"They are taking the lead here and will continue to do so. Out of all I have put up there has not been a cent for repairs."—C. W. DALLEY, Alden, Kan.

"I have sold the Goodhue mills for the past 15 years, and every now and then I hear my old customers say they have had them from 10 to 15 years without spending a cent for repairs. I also notice that some of the so-called best mills have been replaced the second time, and still their neighbors' Goodhues pump merrily on. The Goodhue is the simplest and strongest mill made—more material in its construction, and placed where it will do the most good."—M. W. WILLARD, Morrill, Kan.

"Owing to its simplicity and strength of construction, your Goodhue Windmill is, in my judgment, far ahead of anything in the field, and I have spent about twenty years in the business, during which time I have handled many makes of windmills. This is not the place for details—so summing it all up I will say



"I have handled the Goodhue for five years and have never been called upon to repair one. I have compared them with others and know they cannot be beat for simplicity, easy running, strength or durability; They stand the severest storm."—JOS. ZERLAUT Sitka, Mich.

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the man who originated this windmill was undoubtedly a practical windmill man, as he has overcome all the objectionable features that heretofore have been present to a greater or less extent in the various makes of windmills. The Goodhue sells and makes a friend of the purchaser."—G. S. BEEKMAN, Springfield, Ill.

"I have had 12 years experience in the windmill line, and have handled several different makes. I have never seen anything to equal the Goodhue for strength, with its large gear, double arms of heavy channel steel, etc.—I have yet to hear the first complaint or have a call for repairs on any of the Goodhue mills which I have sold."—H. E. PARSELL, Caro, Mich.

"I have handled a dozen different kinds of windmills, and, although there are a great many mills that give good general satisfaction, I consider the Goodhue the simplest and best mill on the market. They are so simple in construction, and, in my judgment, their durability is beyond question. I believe they will pump more water under the same circumstances than any other mill I ever saw."—J. M. LEWIS, Berwick, Ill.

It is a fact that the best advertisement the Appleton-Goodhue Windmill can receive in any locality is a heavy wind storm.

The poster on page 55 does not appear to be exaggerated in the light of the facsimile letter accompanying it, and that letter is but a sample of hundreds of similar reports with which we have been favored from different parts of the country. We will quote you a few of these letters and we believe you will admit that the experiences reported are

EXPERIENCES WHICH COUNT.

"The Goodhue Windmill I have just ordered is to replace a large nearly new—wheel that was blown down Aug. 5th close by another mill which also went down. A few rods away we had one of your 3-post steel towers, 50 ft. high, which stood as straight as a die."—A. J. RAYMOND, VOLO, Ill.

"I got the mill up about a week before we had a fearful wind storm which blew down several mills north of here which were on 30-ft. towers. The dirt around the anchor posts of my 70-ft. 3-post tower hadn't got packed yet, but it stood the gale O. K., and surprised all of the neighbors who expected it would be down when morning came. To my notion I have the best built mill and tower in the country, and the finest looking."—J. H. SUTHERLAND, Dawkins, Colo.

"We have had a severe storm which blew down quite a number of windmills and buildings. We did not lose any Goodhue Windmills. Not a pennyworth of damage done to a single Goodhue. A steel mill of another make went down about 100 ft. from where a Goodhue stands, and now that man wants a Goodhue. I was in a 40x46 building about 150 ft. from a Goodhue mill, within sight of another building not more than 20 feet from the mill. Both buildings were blown down and are complete wrecks, but the Goodhue Windmill is standing and is working today. I inclose an order for two mills and expect to send many more orders soon."—O. S. WAGNER, Kensington, Md.

"We believe your towers are the strongest and best built of any we have ever handled. We have sold many of your mills and towers the past five years and have never known one to blow down or get out of order."—N. B. ALLEN & Co., Fillmore, Ill.

(Continued on page 66.)



JAMES RYAN & SON
DEALERS IN
Hardware, Furniture, Parating Implements,
Wall Paper, Pumps, Etc.

New Holland, Ill. 7-6, 1901.
Appleton Mfg. Co.,
Batavia, Ill.

Genta - On June 22nd, we had a very severe wind storm about a mile south of town. The storm belt was about 8 miles wide and 6 miles in length. We had two GOODHUE MILLS in the storm belt unprotected by trees, buildings, etc., and these are the only two unprotected mills in the storm territory that are standing. By Monday evening two days after the storm we had orders for six mills and hope to put up a dozen more after harvest. One man came to town and said: "Who put up that mill for Harry Copper?" We told him that we did and that it was a Goodhue made by the APPLETON MFG CO. of BATAVIA ILL. in reply he said to put him up a 80 ft tower as soon as we could, not even asking the price of same.

One of the Goodhue Windmills we refer to above stood about 100 ft. away from a new hay barn just finished the day before. The shed was blown all over a forty acre field and the 'Goodhue' stood as straight as a die. We intend to push the Goodhue Mill. It is built on scientific principles and our customers appreciate them. We will send you an order for more mills Monday.

We are,
Yours very truly,
James Ryan & Son

F.B.W.6

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"I wish to say in regard to the Goodhue Windmills that they give the best of satisfaction—and, best of all, they sell themselves, as all that is necessary is to get one in a locality and it will be sure to sell others. To illustrate, I sold one of my customers one and it gave such good service that he has bought five more, and others have bought because they have seen what his mills will do; another customer has three Goodhue Windmills, two of them he bought while living here, and one since moving 200 miles west; another has four of them, and still another has three, while others have two, and many who have use for only one mill have looked the mills all over and decided in favor of the Goodhue because it can be depended upon in every emergency. Its good points are simplicity and strength, governing itself in any kind of a wind, easily erected, but hard for the wind to down. Anyone handling the Goodhue can control the windmill business of his locality."—O. G. HAMILTON, Partridge, Kan.

These are high grade business men who realize that a permanent and growing business can be built up on high grade goods only, and they have settled down on the Appleton-Goodhue because it pleases their customers, makes a friend of every customer, and fills every practical requirement. But it is not in North America alone that APPLETON QUALITY is recognized as the standard of quality in the line of manufacture which it covers.

It is a fact that the sun never sets on the Appleton-Goodhue Windmill.

It is rapidly replacing all others in Europe, Australia, Asia, South Africa, South America and the islands of the sea. In Venezuela it has such a high reputation that the president conferred upon Mr. F. M. Goodhue the honor of the Order of Bolivar. The following is a translation of the diploma conferring the distinction:

THE PRESIDENT
of the
United States of Venezuela

Confers the decoration, in the Fourth Class, of the Bust of the Liberator, on

SEÑOR F. M. GOODHUE.

This Order, instituted in memory of the heroic founder of five Republics of South America, is the highest honor which the Republic accords to its distinguished servants, as well as to those who, whether native or foreign, have been made worthy of this illustrious distinction by surpassing merit, or on account of the services which they have rendered to humanity and civilization.

Given and signed by the President, and countersigned and sealed by the Minister of Foreign Affairs, in the Federal Palace at Caracas, the 24th of August, 1894.

Countersigned: JOAQUÍN CRESPO.
The Minister of Foreign Affairs,
P. EZEQUIEL ROJAS.

From the MONTHLY ILLUSTRATOR, a New York Magazine of international circulation, we quote:
J. L. Penha, a well to do hardware and machinery merchant of Curacao, bears the enviable distinction of having been the first to introduce the windmill into the country which is now in such general use and without which the horticultural and pomocultural products of the island

would be practically nil. The windmill he put up on Groot Kwartier estate ten years ago, was the one that demonstrated its peculiar adaptability to the needs of this country. Since that time he has sold hundreds of them, and holds the agency for the Goodhue windmill made by the Appleton Manufacturing Co.

From Curacao in the West Indies, Mr. A. B. Jesuran, writes as follows:

"I have several Goodhue Windmills in use on my hacienda, Groot Kwartier, this island. In my opinion they are incomparable with any that are known for pumping water. They are good and are adapted to all the services for which they are recommended on account of their qualities of strength and elegance. It is a pleasure to say that, although they have been in constant use for many years, they have not required any repairs. Their materials are excellent and have never shown the slightest defect. The success attending their use by me has been great and beneficial."—Translated from the Spanish.

We could fill several books of this size with similar reports but we believe we have quoted sufficient to leave no doubt in your mind of the ample strength and durability of the Appleton-Goodhue windmill and windmill tower. We receive equally as favorable reports with regard to the Appleton-Goodhue Power Windmill, some of which you will find quoted in another part of this catalogue, but we believe the next page very clearly shows that a power windmill is an economical and practicable power for practically all purposes and that the Appleton-Goodhue galvanized steel power windmill is unequalled for



Map of Campton Township, Kane Co., Ill., showing the location of over \$9,000.00 worth of Goodhue Power Windmills.

handling the Goodhue can control the windmill business of his locality."

As previously stated there is always a good reason for permanent and growing popularity and the letters quoted certainly prove the Appleton-Goodhue to have a popularity which is both permanent and growing. Good and sufficient reasons for the established and growing popularity of these goods are clearly set forth on pages 59 to 64, for which we ask your careful and impartial consideration.