

mate means, in magazines, newspapers, and street cars, and on billboards and kites, and we got out a very small individual can for restaurant and hotel use. It got to be the fashion to have the waiter bring in a can of Perkins' cheese, and show the diner that it had not been tampered with, and then open it in the diner's sight.

We ran our sales up to six hundred thousand cases the first year, and equalled that in the first quarter of the next year, and then the cheese trust came along and bought us out for a cool eight hundred thousand, and all they wanted was the good will and trademark. They had a factory in Wisconsin that could make the cheese more economically. So we were left with the Cloverdale land on our hands and Perkins decided to make a suburb of it.

Perkins' idea was to make Cloverdale a refined and aristocratic suburb; something high-toned and exclusive, with Queen Anne villas and no fences; and he was particularly strong on having an ennobling religious atmosphere about it. He said an ennobling religious atmosphere was the best kind of a card to draw to—that the worse a man was, the more anxious he was to get his wife and children settled in the neighbourhood of an ennobling religious atmosphere.

So we had a map of Cloverdale drawn, with wide streets running one way and

down on the map, and every time he jotted down an opera house, or a school house, or a public library, he would raise the price of the lots, until we had the place so exclusive I began to fear I couldn't afford to live there. Then he put in a street car line and a water and gas system, and quit, for he had the map so full of things that he could not put in another one without making it look mussy.

One thing Perkins insisted on was that there should be no factories. He said it would be a little paradise right in Cook County. He liked the phrase "Paradise Within Twenty Minutes of the Chicago Post Office" so well that he raised the price of the lots another ten dollars around.

Then we began to advertise. We did not wait to build the churches nor the school house, nor any of the public institutions. We did not even wait to have the streets surveyed. What was the use of having twenty or thirty streets and avenues paved when the only inhabitants were Perkins and I and the old lady who took care of the club house? Why should we rush ourselves to death to build a school house when the only person in Cloverdale with children was the said old lady? And she had only one child, and he was forty-eight years old and in the Philippines.

We began to push Cloverdale hard. There wasn't an advertising scheme that Perkins did not know, and he used



George Park Victoria, B.C.

wide avenues crossing the streets at right angles and our old cheese factory in a big square in the center of the town. It was a beautiful map, but Perkins said it lacked ennobling religious atmosphere, so the first thing he did was to mark in a few churches. He began at the lower left-hand corner, and marked in a church at the corner of First Street and First Avenue, and put another at the corner of Second Street and Second Avenue, and so on right up the map. This made a beautiful diagonal row of churches from the upper right-hand corner to the lower left-hand corner of the map, and did not miss a street. Perkins pointed out the advertising value of the arrangement:—"Cloverdale, the Ideal Home Site. A Church on Every Street. Ennobling Religious Atmosphere. Lots on Easy Payments."

The old cheese factory was to be the Cloverdale club house, and we set to work at once to remodel it. We had the stalls knocked out of the cow shed, and made it into a bowling alley, and added a few cupolas and verandas to the factory, and had the latest styles of wallpaper put on the walls, and in a few days we had a first-class house.

But we did not stop there. Perkins was bound that Cloverdale should be first-class in every respect, and it was a pleasure to see him marking in public institutions. Every few minutes he would think of a new one, and jot it

them all. People would open their morning mail, and a circular would tell them that Cloverdale had an ennobling religious atmosphere. Their morning paper thrust a view of the Cloverdale club-house on them. As they rode down town in the street cars they read that Cloverdale was refined and exclusive. The billboards announced that Cloverdale lots were sold on the easy payment plan. The magazines asked them why they paid rent when Cloverdale land was to be had for little more than the asking. Round trip tickets from Chicago to Cloverdale were furnished any one who wanted to look at the lots. Occasionally we had a free, open-air, vaudeville entertainment.

Our advertising campaign made a big hit. There were a few visitors who kicked because we did not serve beer with the free lunches we gave, but Perkins was unyielding on that point. Cloverdale was to be a temperance town, and he held that it would be inconsistent to give free beer. But the trump card was our guarantee that the lots would advance twenty per cent. within twelve months. We could do that well enough, for we made the price ourselves, but it made a fine impression, and the lots began to sell like hot cakes.

There were ten streets in Cloverdale (on paper) and ten avenues (also on paper) and Perkins used to walk up and down them (not on the paper, but between the stakes that showed their

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