DESERET EVENING NEWS: SATURDAY, NOVEMBER 3, 1900.



How William Ziegler, the Brooklyn Millionaire, Who Backs the Baldwin Polar Expedition, Made His Fortune - An International Race for the Top of the Earth.

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fitting out a point expedition under the been a business success in everything he has undertaken. He is bright, energetic, lead of Evelyn B. Baidwin, is the "Baking Powder King." He is estimated to begin be worth \$12,000,000 to \$15,000,000, most and if all of it made out of cream of tartar and soda. He is prepared, says the Chicago Times-Hernld, to spend \$1,000,-600 to win for the United States the honor of first reaching the north pole, and that vast sum is made up of miltes contributed by the cooks of America.

Mr. Ziegler is an American of German descent and is 56 years old. He was a drugglet in Muscatine Iowa, while a young man, and started in the baking powder business about 1865. His attention was attracted to the new field by Dr. V. C. Price's baking powder, and he went to New York to engage in the new business. He made a partnership with a chemist named John Seal, who compounded the powder, while Ziegler kent out to peddle it from store to store and sometimes from house to house. They had adopted the name of Royal Chemical Company, and soon came into conflict with the Boyal Baking Powder company, which alloged an infringe-ment of its name. Ziegler's company won the suit, and he engineered a con-solidation of the two concerns under the name of the Royal Baking Powder com-pany. He then had smooth sailing for many years, accumulating wealth rap-

. . . .

About eleven years ago, although he held the largest amount of stock of any shareholder, he was voted out of office in the company. He made a give or take offer for his interest, and his colleagues anapped up his stock. A year or two later Mr. Ziegler bought the Dr. Price Baking Powder company of Chl cago and began to wage war on his old concern. This was kept up with great vigor for seven or eight years, when he succeeded again in combining the rival concerns. The Cleveland company was also absorbed, and the resulting con-cern is known as the baking powder trust. The trust is capitalized at \$20.-000,000, one-half in preferred and the rest in common stock.

rest in common stock. Mr. Ziegler has made fortunate in-vestments in real estate in the neigh-borhood of Coney Island and Brooklyn and is sometimes called the "Brocklyn Astor." He is a man of buildog tena-city, and his fighting qualities were proved in his contest witht Charles T. Verkes over the reorganization of the Yerkes over the reorganization of the Lake street Elevated Rallway of Chica-Lake street Elevated Kallway of Chica-go, When it was proposed to scale the bonds 40 per cent the baking powder king refused to submit, and after a long fight in the courts his opponents were forced to buy his \$600,000 worth of bonds at par. His pugnacity has also been displayed in several baking powder ware Wars.

1 1 1 Dr. V. C. Price of this city, as the founder of the Price Baking Powder company, came to know Mr. Ziegler well, and speaks of him in high terms. company, came to know Mr. Ziegler well, and speaks of him in high terms. "Mr. Ziegler is a man of great force" what is now called the baking powder Z. C. M. I. Drug Dept.

William Ziegler of New York, who is 1 of character," says the doctor, "He has and very tenacious in any enterprise he He has both money and brains, he goes into polar exploration it will be to win. My business brought ma into contact with him for many me into contact with him for many years. I was a practicing physician in Troy, N. Y., when I invented baking powder in 1852. My mother was com-pialning of indigestion, and I mixed some cream of fartar and soda to be used in place of yeast in making warm She ate it without ill effect t, and that suggested the idea of mixing bak-ing powder as a business. It was dif-

left the Royal years later 'It was about 1865 that Ziegler's Royal starte York, and the Hoaglands went to that city soon afterwards. There was a con-flict over the name, which was settled north pole. Mr. Ziegler at once offered to finance a thoroughly equipped polar expedition, and we both have every confidence in its success." How to Treat Hoagland-Ziegler company grew strong it began to war upon my house. In ten months of 1889, during the acute stage of the contest, I spent \$200,000 in newspaper advertising, and I think it must have cost the Royan nearly \$500,000. The profuse advertising, however, helped oth companies, and our business grew

When Mr. Zlegler retired from the Royal about 1886 he sold his interest for \$3,250,000. Two years later he bought the Dr. Price company for \$1,500,000, and then began the war ugainst the Royal, This continued until about eighteen months ago, when Mr. Ziegier suaded the rival interests to com-e the Royal, the Dr. Price and the

concerns making baking powder. The big concern issued \$10,000 preferred and \$10,000,000 common stock, and I under-\$10,000,000 common stock, and I under-stand Mr. Ziegler received all the common shares for the Price company. "I think I violate no confidence when I say that a man outside the company has told me its net profits last year were \$1,200,000, which is equivalent to six per cent on all the stock. Under harter all carnings over 6 per cent on the preferred shares will go to th common stock, and if the business con-tinues to grow, as it should, Mr. Ziegler's stock will return him more than ten per cont in a few years.

ten per cont in a few years. "When I started in the business I made twenty-five pounds a week. When I sold out the company was making five tons a day, and probably It is, turnning out twice that amount now. You see, baking powder has all the cooks of the country on its side, and the business must grow. But for the opposition there would probably have been a union between the Price and the Royal companies years ago, and we should have made much more money. should have made much more money J. C. Hoagland, one of the founders of the Royal, left aout \$15,000,000 when he

Mr. Ziegler sought to make the preparations for the polar expedition with out attracting public attention, bu naturally failed. From baking powder to the north pole is a far cry, but he explains:

This suggested the total of introfig balance in poweler as a business. It was different to introduce the backing poweler, it made a more vigorous effort to introduce the backing poweler. I distributed many samples, and its use the statistic many samples, and its use the scheme of sending quantities of samples by express to gracery men in other towns in the West. I seen had several competitors.
"Mr. Ziegler learned of the business while a druggist at Museatine, and went to New York to start in the eastern to New York to start in the sastern to New York. The foundation of the Royal Baking Powder company. They moved to Chicago, but soon afterwards at Peoria, without success. The business in Waakagan and afterwards at Peoria, without success. Their failer dying and leaving them "The arctic regions have always had a

afterwards at Peorla, without success. Their father dying and leaving them \$60,000, they moved to Albany, N. Y., and soon had a profitable trade which they sold to Dr. Hoagiand after he had they beam are both public spirited bet the Darmi vary bater. test. They are both public spirited men of ample means.

"The Snyders are cousins of Mr. Zieger, and when he became acquainted hrough them with my purpose he said it had always been his ambition to have the Stars and Stripes planted upon the north pole. Mr. Ziegler at once offered

To remove a troublesome corn or bunion: First soak the corn or bunion in warm water to soften it, then pare it down as closely as possible without drawing blood and apply Chamberlain's Pain Balm twice daily; rubbing vigor-ously for five minutes at each application. A corn plaster should be worn for a few days, to protect it from the shoe. As a general liniment for sprains, bruises, lameness and rheumatism, Pain Balm is unequaled,

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Election of Members of the Dominion Parliament-The Indications Are That the Liberals, Under the Leadership of Sir Wilfrid Laurier, Will Continue in Control of the Government.

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Special Correspondence. Ottawa, Oct. 29.—"Our Lady of the Snows," as Kipling misnamed this pleasant land, is having election trou-bles just as its greater neighbor to the south is wrestling with them. Like

CANADIAN POLITICS AT FEVER HEAT.

The Current Campaign is a Red Hot Fight on Strict Party Lines.



SIR WILFRID LAURIER. SIR CHARLES TUPPER.

Politics rages throughout the Domi nion at the moment, the campaign being but a week old and the election only three weeks off. Here are photographs of the opposing leaders, who are conducting the fights on strict party lines. The Liberals, headed by Sir Wilfrid Laurier, are in power, and Sir Charles Tupper and his Conservative followers are determined to get there.

Canucks is almost over, for election takes place on the day after that of the United States.

As is the case across the line, there are two principal parties in the Dominion, the Conservatives and the Liberals. The latter is the party in power and has been so since 1896 and from present indications bids fair to remain so. But political fortune telling is a proverbially risky undertaking, and the Conservatives may yet sur-prise their Liberal opponents. Still, unless the usual signs fail, the present government will be retained, though possibly with a reduced majority. The party in power is well organized

and confident of success, while the op-position is torn by factional disputes, The Conservative party no longer pos-sesses the compact, strong organization seeses the compact, strong organization which enabled it to win five of the seven elections that have taken place alnce the confederation. Since the death of the great Conservative. Sir John A. MacDonald, his party has



ent premier and head of the govern ment, a leader who is probably the most popular man in all Canada. His His personal magnetism, his brilliant abil-ity as a speaker and the worth of the ervices he has rendered to the Domin on all combine to make him an excel ent leader. He and his right hand man, Joseph Israel Tarte, the minister of public works, are immensely popular with the French-Canadian element of the population.

The Conservatives are at loss for an issue, while the Liberals contend that the present greatly and generally prosseem to have gained the confidence of the people, and their return to power is probable. Good Advice.

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nitely known until after Nov. 8. He is not so personally popular in the western part of Canada as he is in the east, but as the latter section contains the majority of the voters it may con-fidentl" be predicted that he will again receive a vote of confidence from a ma-jor!"- of the people of the Dominion.



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